

FOOD AND BEVERAGE

## The Macallan honors brand pioneers in illustrative series

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*Tales of The Macallan Volume I is the first installment of the video series as well as the first offering from the whisky maker's new collection. Image credit: The Macallan*

By KATIE TAMOLA

Scottish whisky maker The Macallan is highlighting its rich and expansive history with a video series promoting its new collection.

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In "Tales of The Macallan Volume I," viewers are taken into the world of Captain John Grant, the whisky maker's first custodian who lived and worked at The Easter Elchies Estate, the spiritual home of The Macallan. This marks the first episode of the video series and first whisky featured in the new collection, paying tribute to The Macallan pioneers and their stories.

"The video is simple, certainly not overproduced," said Christopher Ramey, president of [Affluent Insights](#), Palm Beach. "However, it reinforces pillars of luxury including heritage, authenticity, provenance and scarcity."

Tales of The Macallan

Tales of The Macallan Volume I is a single malt whisky, distilled in 1950 and bottled in 2021, crafted by lead whisky maker, Sarah Burgess.

The 90-second vignette, the first of the series, begins with a shot of a large book, panning to the cover and title, "Tales of The Macallan, Volume I," as resonant and ominous soundtrack permeates in the background. The book then opens to an illustration of Mr. Grant working at the Easter Elchies Estate, the birthplace of The Macallan.

*The Macallan commemorates the life and work of Captain John Grant*

The literary motif is established with meticulous illustrations similar to that of a storybook, crafted by illustrator and artist, Andrew Davidson. The film is set to an original piece of music composed by classical artist Nicola Benedetti.

As the vignette progresses, it feels as though viewers are both reading, watching and working as a part of a retelling. In this chapter, the audience learns about the path of The Macallan's first custodian.

"This is the story of a dream and a landscape," the text reads.

An intense violin plays in the background as illustrations and text flow in and off the screen for disparate scenes. The film explains how Mr. Grant and his wife rebuilt the home of his ancestors, with the hopes of transforming the land and their future.

With the land renovation, barley flourished and the surplus was crafted into whisky, which became "the spirit of the whole community."

Approaching the conclusion of the film, a shot of the community coming together appears, followed by a scene of Mr. Grant and his wife joyfully dancing.

The short film ends with the camera zooming out of the book, which viewers then see is holding the first bottle of the new collection from The Macallan.



*The decanter is concealed inside an 800-page almanac, detailing the efforts of Mr. Grant. Image credit: The Macallan*

The book shot is an ode to how The Macallan Volume I whisky is packaged, as it is concealed within a 800-page almanac. The almanac, like the short film, tells the story of Mr. Grant and features the art of Mr. Davidson.

The whisky's decanter is handcrafted from crystal, designed with distinction and expression in mind by French crystal maker Lalique. The decanter is concealed within the almanac book made by traditional bookmaking company Shepherds Bookbinders, highlighting the illustrations by Mr. Davidson.

### Making The Macallan

There is a breadth of rich history woven into The Macallan brand, and the whisky maker has repeatedly offered consumers an exploration of its journey.

In June, The Macallan examined how its Red Collection can trace its origins to the early days of the house.

The brand has a storied association with the color red, dating back to its founder Alexander Reid. Introduced last fall, The Macallan Red Collection was a toast to history and heritage ([see story](#)).

The Macallan also continues to provide series and experiences that invite consumers to feel a part of the brand legacy and its future.

In 2018, The Macallan opened a temporary interactive experience to celebrate the opening of its new distillery, allowing whisky fanatics to go on a virtual, sensory journey.

"The Macallan Distillery Experience" used panoramic video and sensory technology to transport guests to the Scottish countryside. The pop-up experience took place in New York and allowed visitors to get a firsthand look at its production without leaving the city ([see story](#)).

With the Tales of The Macallan series set to continue, providing more history on those who shaped the whisky brand, the label looks forward to maintaining existing audiences while hoping to attract new ones.

"The merchandising and malt whisky elevate and reinforce the brand as luxury," Mr. Ramey said. "The campaign will be particularly attractive to collectors and connoisseurs."