

FOOD AND BEVERAGE

The Macallan enlists photographer to celebrate new Double Cask

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Still life by Erik Madigan Heck for The Macallan. Image courtesy of The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker The Macallan has tapped an acclaimed American artist and photographer to capture the unique flavor profile of Double Cask 30 Years Old, its latest addition to the Double Cask range.

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For the project, Erik Madigan Heck took inspiration from the natural landscape at The Macallan Estate, in addition to the complex color and flavors of the whisky. **The Macallan** often collaborates with artists to capture its house codes in unique and colorful ways.

Celebrating Double Cask

The Macallan Double Cask 30 Years Old derived its sweet and warm flavor profile from maturing for 30 years in sherry seasoned American and European oak casks.

The European oak was sourced from northern Spain and southern France, while the American oak from Ohio, Missouri and Kentucky was shipped to Spain.

In Jerez, the oak wood was handcrafted into casks, toasted over an open fire and then filled with sherry wine, which was seasoned up to 18 months. The seasoned casks then traveled to The Macallan Estate, where they were filled with new-make spirit.

"The Macallan Double Cask 30 Years Old is a modern take on our classic 30-year-old and is an exceptional aged single malt," said Kirsteen Campbell, master whisky maker at The Macallan, in a statement.

"With a rich combination and depth of flavor and a complex character, it is a whisky to be savored, exhibiting notes of cinder toffee, fresh honeycomb, rich vanilla and red apples," she said.

This blend of flavors and balance of old meets new also inspired Mr. Heck's photography for the project.

He captured three different compositions: abstract leaves from an oak tree; a "blue tree" representing Double Cask 30 Years Old, and inspired by the bottle's label, and a still life, reminiscent of the works of Flemish painters, which depicts the red apples and honeycomb in the whisky's flavor profile.

"Nature lies at the heart of my work, and I was greatly inspired by the breathtaking natural landscape on The Macallan Estate," Mr. Heck said in a statement.

The Macallan Double Cask 30 Years will be available globally starting this month for a suggested retail price of \$4,000. The whisky will be encased in a solid oak presentation box.

The brand often supports the arts through unique collaborations and other efforts.

In February, The Macallan collaborated with artist Sir Peter Blake to launch "The Anecdotes of Ages Collection," which celebrated the legacies of both the artist and brand.

The collection features 13 unique bottles of whisky, featuring the colorful style of Sir Blake with each label sporting its own original collage created by the artist. The whisky maker and artist have been collaborating for more than three decades ([see story](#)).

More recently, "Tales of The Macallan Volume I" shared an animated history 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 ([see story](#)).

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