

FOOD AND BEVERAGE

Bentley and The Macallan tease limited-edition whiskey collaboration

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An image from Bentley's "The Macallan Horizon - a remarkable collaboration" campaign video. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors and Scottish whiskey maker The Macallan are teasing their latest sustainable collaboration, The Macallan Horizon, in a dramatic short film.

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The Macallan Horizon is a limited-edition single malt whisky that will be made available during summer 2023. The sleek bottle emphasizes a design flair from both luxury brands and echoes the horizontal standards of the automotive industry with its unique lack of a standing base.

"Our prototype for The Macallan Horizon is truly pioneering in both its design and use of materials," said Chris Cooke, product and lifestyle design manager of [Bentley Motors](#), in a statement.

"It's a fusion of the sharply defined yet curvaceous Bentley design DNA, The Macallan's innovation and recycled materials from both iconic British brands," he said. "The form of the design has allowed us to treat light as a material in itself, and the interplay between light and repurposed wood, aluminum and copper is extraordinary."

Sustainable sips

The Macallan Horizon prototype sits horizontally in a cradle and features a handmade glass bottle surrounded by recycled wood fashioned in a 180-degree twist.

Bentley's "The Macallan Horizon - a remarkable collaboration," campaign video

As an ode to The Macallan's Six Pillars, the foundational tenets of the brand, The Macallan Horizon utilizes six upcycled, ethically sourced materials that represent the ethos of both The Macallan and Bentley Motors.

Sustainable materials were prioritized for the craftsmanship of the prototype. As a result, the structure includes recycled copper, recovered aluminum, recycled wood and sustainable leather.

The recycled copper is sourced from The Macallan's former distillery and the aluminum was leftover from the production of the Continental GT, Flying Spur and Bentayga at Bentley's headquarters in Crewe, England. Both brands contributed recycled wood, and The Macallan Horizon also employs leather sourced locally from Scotland.

Founded with sustainability in mind, consumers can likely look forward to future earth-conscious releases from the duo. While The Macallan Horizon will launch in the summer 2023, Bentley Motors and The Macallan initiated their global brand partnership in July 2021 ([see story](#)).

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