

FOOD AND BEVERAGE

## The Macallan releases tribute whiskey to beloved spy character James Bond

September 30, 2022



A scene from "The Macallan James Bond 60th Anniversary Release" campaign film. Image credit: The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker **The Macallan** is honoring six decades of James Bond films with a limited-edition release of six timeless single-malt whiskeys.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The Macallan James Bond 60th Anniversary Release will roll out globally in September 2022 and will be available for purchase from The Macallan website, The Macallan Estate Boutique and international specialist retailers. However, in the U.S. the limited release will be available beginning in February 2023 at a suggested retail price of \$1,007.

"This October, James Bond will celebrate its 60th anniversary, making it the longest running and one of the most loved franchises in the world of entertainment, comprising 25 films over six decades and six lead actors over time," said Jaume Ferras, global creative director at The Macallan, in a [statement](#).

"The Macallan is James Bond's whisky of choice and as two renowned global brands, we share many synergies, most notably as modern innovators linked by our Scottish heritage," he said.

Shaken, not stirred

The single malt whisky has been created by The Macallan Master Whisky Maker, Kirsteen Campbell as an ode to literary and film icon James Bond. It has a natural golden color and an ABV of 43.7 percent as a homage to James Bond's agent number, 007.

*"The Macallan James Bond 60th Anniversary Release" campaign film*

The packaging for the premium liquor features unique illustrations that are evocative of the six illustrious decades of the James Bond franchise. In terms of film crossovers, The Macallan has been spotlighted in multiple on-screen moments during Bond films, such as in "Skyfall," when James Bond drinks The Macallan Fine & Rare 1962 as an ode to the 50th anniversary.

The global whiskey market was valued at \$59.8 billion in 2021 and is forecasted to reach \$86.1 billion by 2027, exhibiting a CAGR of 6.26 percent from 2021-2027, per [Research and Markets](#). With demand for premium liquor on

the rise, The Macallan is wise to continue to craft inventive offerings to entice consumers with a penchant for luxury liquor.

In August, British automaker Bentley Motors and Scottish whiskey maker The Macallan teased their latest sustainable collaboration, The Macallan Horizon, in a dramatic short film. The Macallan Horizon is a limited-edition single malt whisky that will be made available during summer 2023 ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.