

FOOD AND BEVERAGE

## The Macallan releases film from Javi Aznarez honoring The Macallan 77 Years Old

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*Macallan 77 Years Old Celebrated with film by Javi Aznarez. Image credit: The Macallan*

By LUXURY DAILY NEWS SERVICE

Scotch brand The Macallan and Javi Aznarez, world-renowned painter, have collaborated on a film project to celebrate the new 77-year-old malt whiskey from the label.

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A new drink to The Red Collection, The Macallan 77 Years Old is a nod to the brand's value of the traditional trade and its heritage. Situated on the Spey river in the north-east corner of Scotland, the luxury distillery people have farmed the land for centuries.

Now, the craftspeople bring together Spanish and North American influences alongside that Scottish knowledge they hold.

Per Macallan, the Red Collection is where that history and present meet, taking the inherited knowledge and current aesthetic into account.

The name, coming from the natural red color that the drinks have, has been lauded for the careful maturing of the drinks. The Macallan 77 Years Old is simply the latest to join the line-up.

This new addition holds notes of cherry pastries, dried fruits and woodiness.

Whiskey business

Spanish artist **Javi Aznarez** included all of this in his work for the brand.

The drawings and **short film** feature the signature red shade, and The Macallan's history, moving forward in time from its past.

Starting in the 1800s, whimsically drawn characters eye a blindfolded man swirl and taste his whiskey at a bar.

The camera zooms in on the red liquid, and when it pans back out, a present-day person is holding the glass, surrounded by others holding their own glasses of the drink.

The film takes place across time, as cheerful consumers taste the scarlet whiskey while swirling their glasses. The climax comes when **The Macallan Red Collection** is being celebrated in Speyside at the distillery's luxurious bar.

Between the old fashioned yet lively music, ties to the brand's history and the consistent color, it is clear that the collection is an ode to the ties between the past and present. It is meant to unify, the message captured artfully by Mr. Aznarez.

*Introducing The Macallan 77 Years Old - The Macallan Red Collection. Video credit: The Macallan*

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