

FOOD AND BEVERAGE

# Celebrating heritage, The Macallan debuts 200th anniversary campaign

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*The campaign's visuals are a product of Spanish artist and graphic designer Alex Trochut. Image credit: The Macallan*

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By ZACH JAMES

Scottish whiskey maker The Macallan is marking a major milestone with new content.

Originally founded in 1824, the company is celebrating its 200th anniversary this year, bringing the occasion to light with a new campaign. Taking the form of a series of logos and designs, the "200 Years Young" marketing push odes to the distiller's past, recognizes its present and looks forward to its future.

"Authenticity and heritage are driving forces that are often foundational in most whisky brand stories," said Allen Adamson, managing partner and cofounder of [Metaforce](#), New York.

"The challenge is that most whiskys use a similar brand story, whether it has 75, 100 or 200 years of distilling history," Mr. Adamson said. "The Macallan's new logo attempts to combine heritage with a look forward with a contemporary mark incorporating the infinity symbol.

"All design firms build expansive stories to sell clients on their new logos, and it is unclear if a contemporary logo and campaign in harmony with nature will be relevant to consumers, versus a brand story more focused on heritage."

## **Creative look-back**

The campaign's visuals are a product of Spanish artist Alex Trochut.

Mr. Trochut's anniversary graphic design is shown in 12 variations, each taking a cue from ingredients in the whisky, the beverage's means of production, other elements of the house's history or brand identity. Each is displayed in a short film released to mark the inauguration of the ongoing campaign.

*The Macallan presents "200 Years Young"*

Some of the logos are not shown in full, instead teasing a partial look, with a complete view sure to follow as The Macallan showcases each of the icons across its social media platforms, granting a spotlight to the "200 Years Young" initiative. Mr. Trochut's work transforms grapevines, oak casks and chalky soil into brand identifiers.

In one of the more abstract renditions, peacock feathers take the shape of the infinite 200, a nod to the "natural color" tenet of the maison's Six Pillars of operation.

While Mr. Trochut has typically worked with major brands outside of luxury, such as Pepsi, the Academy Awards, Nike and Adobe, he has also partnered with online retailer Yoox Net-A-Porter and Scottish whisky distiller Johnnie Walker in the past.



A poster promoting the campaign was released earlier this month. Image credit: The Macallan

The “200 Years Young” promotion kicked off on Jan. 3, 2024, its first visuals showcasing the work of another creative. Celebrated Spanish illustrator Javi Azarez adds his touch to the campaign with a poster showcasing various elements of The Macallan’s history, sprinkling in aspects of its present and its future, according to the distillery.

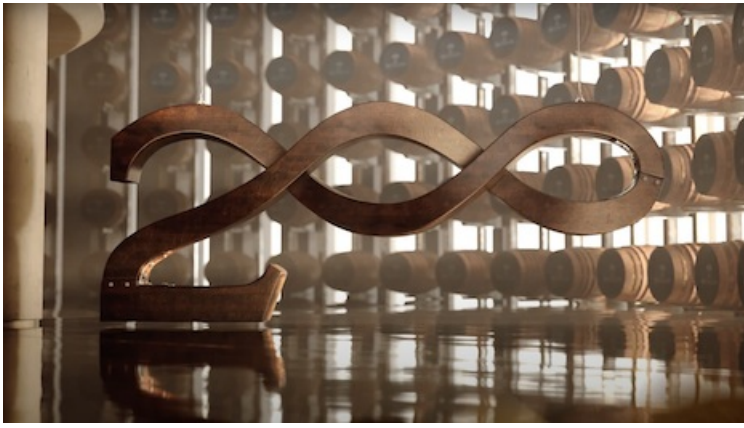
Mr. Azarez is perhaps best known for his works commissioned for *The New Yorker* and his poster for the critically acclaimed Wes Anderson-directed film *The French Dispatch*, and he has worked with The Macallan before to promote its Red Collection.

As the year progresses, more elements of The Macallan’s 200th-anniversary celebration are sure to follow, as many new pieces have dropped since its debut a few weeks ago. The company claims this push will ode to time travel through five continuous themes: incomparable, creativity, craftsmanship, legacy and sustainability.

### **Celebratory sector**

While the beverage brand is ringing in the new year with refreshed spirits and an appetite for the past, it is not the only label hailing its past endeavors.

Global hospitality group Nobu is on the opposite side of the spectrum, bringing awareness to its tenth year of continued operations, hosting high-profile events and announcing new hotels in the pipeline ([see story](#)).



*One of the many logos created for "200 Years Young" is inspired by the wooden casks in which the maison's beverages age. Image credit: The Macallan*

International hotel, river cruise and rail company Orient Express rang in its 140th anniversary at the end of 2023, releasing a film in the same vein as The Macallan's ([see story](#)).

The only label to recently celebrate a mark even close to the distiller's longevity is British watchmaker Bremont, which honored the work of a local charity that similarly lasted 200 years ([see story](#)). Very few inside and outside of the luxury space have existed for as long as The Macallan, adding another feather to its cap when it comes to experience in delivering top-tier flavors, experiences and spirits.

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