

FOOD AND BEVERAGE

The Macallan Estate to host ‘Cirque du Soleil Spirit’ showcase

April 30, 2024



The special production will grace The Macallan's Speyside, Scotland estate grounds from May 10-31, 2024. Image credit: The Macallan

By LUXURY DAILY NEWS SERVICE

Scottish whisky maker The Macallan's ongoing anniversary celebration is getting an experiential boost.

The luxury spirits brand is collaborating with Canadian entertainment company Cirque du Soleil to commemorate its 200-year milestone. "Cirque du Soleil Spirit," a special production and bespoke sensory event, will grace The Macallan's Speyside, Scotland estate grounds from May 10-31, 2024.

"2024 marks a momentous year for The Macallan, celebrating our 200 Years Young mark," said Jaume Ferrs, creative director at [The Macallan](#), in a statement.

"This collaboration brings two iconic brands together, both dedicated to constant innovation; resulting in a one-of-a-kind experience which is uniquely inspired by the Highlands and the story of our brand so far."

Contemporary commemoration

The Macallan's theatrical introduction draws inspiration from the whisky maker's craftsmanship, matching Cirque du Soleil's performance chops to the process that creates the distiller's products.

"The creative concept is bringing all the various elements together with the ultimate aim of telling this very powerful story, inspired by the highlands, The Macallan Estate and the River Spey," said Susan Gaudreau, show director at Cirque du Soleil, in a statement.

The theatrical experience commemorates The Macallan's 200th anniversary

The showcase "moves guests through different environments of the narrative experience, immersing them in the feelings, scents, tastes and sounds of the bespoke journey," per producers.

Working with the largest contemporary circus producer in the world, the event is staged at The Macallan Estate. The natural landscape serves as the backdrop for "Cirque du Soleil Spirit."

"Through harmony paralleled with nature and storytelling, we've forged a spectacular collaboration that highlights the strengths of both of our brands," said Marie-Hlne Delage, creative director at Cirque du Soleil, in a statement.



The Macallan Estate will host "Cirque du Soleil Spirit," starting May 10, 2024. Image credit: The Macallan

"With this invitation, we're welcoming guests to a transformative experience in the timeless beauty of The Macallan Estate," Ms. Delage said. "Together, we've written a tale that celebrates the beauty, wonder and deep connection we all share with the natural world."

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Tickets are available [online](#).

Others in luxury have partnered up with Cirque du Soleil recently, upping consumer engagement in the process ([see story](#)).

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