Edrington hails successful Master of Wines and Spirits

Edrington Asia Travel Retail has hailed the recent DFS Masters of Wine & Spirits as its most successful to date with a tour de force of prestige expressions featured exclusively at the event.

The company's long-standing association with DFS's initiative, going back to its inauguration in 2011, has generated over \$2.3m from sales of exclusive and rare bottlings of The Macallan and Highland Park.

Sales of the 2018 collection would see the total top \$3m.

Held in The Warehouse Hotel along the Singapore River, the 2018 DFS Masters of Wine & Spirits featured a curated showcase of more than 120 ultra-premium expressions from 60 champagne, wine and spirits houses.



The company's long-standing association with the event dates back to its inauguration in 2011.

The widest assortment offered by a specific category, single malts continued to dominate this year's event.

This year also saw The Macallan showcase its most varied assortment of rare and prestige expressions ever offered at any Masters of Wine & Spirits event, presented by first female whisky maker, Sarah Burgess.

## **FINE AND RARE MASTERS SELECTION**

Exclusively created for the 2018 DFS' Masters of Wines & Spirits, The Macallan Fine & Rare Masters' Selection (right) is a collection featuring five Fine & Rare vintages in 70cl.

These are complemented by savouring samples in 5cl miniatures.

A joint curation by The Macallan Master of Wood Stuart MacPherson and master distiller Nick Savage, the collection brings to life the mastery and diversity of colour, aroma and flavour of single malts.

The Masters' Selection is presented in a specially designed bespoke cabinet, featuring fine and rare vintages spanning six decades from the 1930s to 1980s.



The Macallan Fine & Rare Masters' Selection (right) is a collection featuring five Fine & Rare vintages in 70cl.

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A style revival from a bygone era, The Macallan 50 Years Old (left) is crafted from whiskies distilled in 1967.

This spirit has acquired a "robust elegance and deep character" from the combination of distillation in The Macallan's small stills and maturation in its European oak sherry seasoned casks.

A new collaboration with Lalique, The Macallan M Decanter is now crafted in black crystal, a rare and more challenging form of crystal making.

Adorned on five facets with Lalique's signature satinée effect, each decanter is individually numbered and hand-engraved by the artisans of Lalique Cristal in Wingen-sur-Moder, in the Alsace region of France.

This new 2017 release is crafted from a small number of casks to yield a complex style of The Macallan with hints of peat smoke.

This reflects the history of The Macallan through the different eras in which the distillery has operated.

## THE MACALLAN IN LALIQUE

The Macallan in Lalique–Golden Age of Travel (*Steam Train*) re-lives the 1930s, celebrating the era of international travel with a series of five decanters designed by Lalique.

The inspiration for this third release comes from Lalique's founder Rene Lalique who created the glass panels in the "wagon présidentiel" of the Orient Express train in the 1930s.

An exceptionally rare Macallan, distilled in 1937, first bottled in 1973 and then rebottled in 2017, this is single malt in deep russet red, exploding with rich oily flavours of spice, toasted oak, Seville oranges and rose oil.

Edrington also used the platform to offer tastings of The Macallan Enigma from its new travel retail exclusive range – The Macallan Quest Collection, recently launched as a "global first" initiative with DFS Group at Singapore Changi Airport.

Alongside The Macallan, Edrington also featured Highland Park Orcadian Vintage 1964 and Highland Park Single Cask Series 15 Year Old - a DFS



The Macallan in Lalique-Golden Age of

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Travel.

This offered whisky enthusiasts the opportunity to purchase an "accessible collectible" to be added to their collection.

The Orkney single malt's global brand ambassador, Martin Markvardsen, was also present at the event, demonstrating his knowledge and passion to Highland Park fans.

Edrington Asia Commercial Director Marcelo Colombo commented: "DFS Master of Wine & Spirits has cemented its place in Edrington Asia Travel Retail's calendar as one of the most important and successful showcases for highly sought-after prestige expressions of The Macallan.

"DFS has raised the bar yet again with a refreshing format which has opened up this unique experience to an even broader set of consumers, providing brands with a platform to reach out and educate the next generation of connoisseurs.

"Alongside this, the exclusive environment of The Macallan room allows us to connect some of DFS' most loyal customers personally, many of them ardent fans of The Macallan, with our whisky maker."