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Edrington and DFS host Macallan event in LA for loyal customers

By **Jas Ryat** on December, 13 2018 | Spirits & Tobacco

During the VIP event, custom-made glorifiers displayed some of The Macallan's most prestigious whiskies, such as Genesis Limited Edition

Edrington Americas Travel Retail and DFS Group recently hosted North America's first The Macallan x DFS Loyal T Member Event, bringing together 35 VIP guests to discover an exclusive collection of The Macallan whiskies.

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Taking place in Los Angeles on September 29, The Macallan experience was attended by Loyal T members and their guests, along with The Macallan Master of Wood Stuart MacPherson, Brand Ambassador Joe Cabassa, as well as members of the DFS management team.

The evening began with signature cocktails inspired by The Macallan Quest Collection – a travel retail-exclusive range comprising four whiskies which launched earlier this year.

Guests enjoyed an eight-course paired dinner inspired by Spanish chefs and owners of world-renowned restaurant El Celler de Can Roca, the Roca Brothers.

They could also 'visit' The Macallan's new distillery in Speyside, Scotland via a Virtual Reality experience.

Custom-made glorifiers displaying some of The Macallan's most prestigious whiskies were on show and available to purchase: Genesis Limited Edition, Rare Cask Black Limited Edition (travel retail exclusive), Masters of Photography 7 Magnum, M Black Decanter, The Golden Age of Travel 3 (travel retail exclusive) and The Macallan 72 Year Old – The Genesis Decanter.

Edrington Americas Travel Retail Regional Marketing Manager, Lilian Sanchez, said: "This was a great opportunity to partner up with one of our most important operators globally to showcase for the first time in North America a unique Macallan collection for a selected group of consumers.

"Engaging, experiential elements, as well as a one-of-a-kind dinner by the world-famous Roca brothers, created the perfect platform to bring our brand to life and drive our premiumization agenda."

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