

The Macallan Concept Number 2: the harmonizing of music and whisky

By **Jas Ryat** on October, 9 2019 | Spirits & Tobacco



Steve Bremner, Whisky Maker, reveals the parallels of creating a track and crafting a single malt whisky

The Macallan has unveiled Concept Number 2 – a captivating expression that is inspired by the similarities in the creative approaches of crafting whisky and creating music.

This is the second release in the Concept Series – a collection that fuses the passion behind The Macallan’s whisky making with innovative art, music and culture. Created exclusively for Global Travel Retail, Concept Number 2 brings together music and whisky – two of the passions of The Macallan Whisky Maker, Steven Bremner. Remarkably, Steven has combined his great interests in this expression – beyond being a Whisky Maker for The Macallan, he is also an avid house music DJ.

Steven Bremner, Whisky Maker, The Macallan, shared: “Music has inspired many aspects of my life, both creatively and practically, as has whisky, so the creation of Concept Number 2 allowed me to look at my two passions through a different lens.

Creating a track and crafting a single malt can take a similar path. Beginning with the layering of sounds just like the layering of different flavors from specific cask types. Each different cask brings its

own influence to the character of the liquid, like each instrument, or sound, adds depth to a track. In both cases, we can alter each different element to play up or down particular sounds or flavors.”

The Macallan Concept Number 2 calls on exceptional casks to produce a rich and rewarding multi-sensory experience, where a powerful foundation is brought to life with flourishes and tones woven together to create a harmonious and vibrant work of art.



TFWA World Exhibition in Cannes was the perfect platform to highlight the Macallan Concept Number 2's rhythmic relationship with music and the new liquid

For Concept Number 2, sherry-seasoned American oak casks bring a rhythmic sweetness of vanilla, citrus and toffee. The rounded spiciness of Miguel Martin sherry casks create an energetic treble, while ex-bourbon casks introduce harmonies of floral citrus and vanilla.

Suzy Smith, Managing Director, Edrington Global Travel Retail said: “Following the positive reaction to Concept Number 1, we are delighted to reveal the second Concept release – which again highlights

our evolving, innovative approach to travel retail-exclusive products. We are committed to enhancing and developing the offer for our global consumers and GTR partners and Concept Number 2 underlines our ongoing strategy to focus on premiumization, brand-building and recruitment.”

The Macallan Concept 2 will first be made available at The Macallan Boutiques in Taiwan Taoyuan Airport and London Heathrow Airport Terminal 5, as well as Dubai Duty Free in December 2019. It will then roll out to key airports globally from January 2020 at an RRSP of 150 USD / 120 GBP / 135 EUR.