

The Macallan unveils latest addition to Folio Series

By **Jas Ryat** on January, 30 2020 | Spirits & Tobacco



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The Macallan has revealed the next installment in the iconic series that celebrates the classic advertising campaigns of the brand – Folio 5.

The fifth release from The Macallan Archival Series highlights an ad featuring the tale of a “Luggy Bonnet” with the words: *Keep this knot firmly tied*. The image recollects a scene of shooting acquaintances at the end of the day on the Speyside. A sportsman refers to a so-called “disaster” when he was unlucky enough to miss the opportunity of the offer of a dram of The Macallan from the Laird, as a result of his hat covering his ears. The ad ends with the tagline: *The Macallan. The Malt.*

Bringing the legendary campaign to life one again, the showcasing of the rich aroma of dates and fresh figs that make way to sweet raisin, mingled with a warming ginger and wood spice.

The Folio Archival Series was created to commemorate the legendary Macallan print, press and advertising campaigns of the 1970s, 1980s & 1990s. Gathering the stories, anecdotes, drawings and photographs of the campaign, the series demonstrates how The Macallan transformed from a remote farmstead on the River Spey to become a world-renowned whisky recognized for its superior craftsmanship & dedication to excellence.

After receiving their first brief from Peter Shiach, the then Macallan Chairman, in the 1970s, David Holmes, Creative Director, and Nick Salaman, Copywriter, of the then London Agency, Holmes Knight Ritchie went to create 250 individual pieces of advertising for The Macallan.

Polly Logan, Whisky Maker, The Macallan, comments: “The advertising creative illustrated on Folio 5 was iconic at the time and the exceptional single malt liquid featured in this expression is a fitting tribute to how The Macallan is celebrated the world over.

The Macallan Archival Series Folio 5 presents a rich nose of dates and fresh figs, with vanilla toffee, gentle ginger and polished oak throughout, while on the palate sweet raisin and dates mingle with warming ginger and wood spice to vanilla crème brûlée. The wonderful medium sweet finish with ginger and figs makes is the perfect dram to enjoy neat after a fresh day out in the beautiful Speyside hills.”

A special booklet commemorating the brand’s vintage advertising, presented in a beautiful book-shaped tin, accompanies the Macallan Folio 5. The whisky is available now in The Macallan Boutiques at London Heathrow, Dubai and Taiwan Taoyuan airports.