

The Macallan releases the latest addition of its Folio series



Paying tribute to the playful sword-dancing former Chairman of The Macallan, Allan Shiach, Folio 6 reflects the iconic status of the brand's global ad campaigns of the 1970s, 1980s and 1990s, which celebrated the name through stories, artworks and articles and showcased the development of The Macallan

The Macallan has revealed the next instalment of its iconic series that celebrates the classic advertising campaigns of the brand - Folio 6. In global travel retail Folio 6 will be exclusively available from The Macallan Boutiques in Dubai DXB, London Heathrow and Taiwan Taoyuan airports from Q1 2021.

The sixth release from The Macallan Archival Series highlights a campaign from 1984, which tells the story of then Chairman of The Macallan, Allan Shiach.

An avid writer and advertising enthusiast, Shiach tasked his creative advisors with delivering a memorable campaign for the brand. The iconic image of the campaign features the Chairman performing a sword-dance over a crossed brush and pen, appearing to illustrate “the gauntlet that he had thrown down” to his team. With a headline that includes the words: ever so keen to keep his Publicity Advisers on their toes, the ad ends with a simple message of “The Macallan. The Malt.”

The former Chairman also features in The Red Collection, an exquisite range of distinguished and rare single malt Scotch whiskies that recently launched to capture The Macallan’s deep respect for tradition and craftsmanship. He is among three key characters celebrated in the artwork, showcasing the significance of the color red in the history of the brand.

First released in 2015, The Archival Series was created to commemorate The Macallan’s legendary print, press and film advertising campaigns of the 1970s, 1980s and 1990s. Gathering the stories, anecdotes, drawings and photographs that featured as part of the campaigns, the series of individual releases showcases how The Macallan grew from a remote farmstead on the River Spey to become a world-renowned whisky recognized for its pursuit of excellence.

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

Their first advert, which appeared in The Times newspaper on the back-page features in the Folio 1 release. As the campaign grew, its distinct intelligence and wit brought The Macallan to a new audience and helped to establish it as a global brand.

“Crafted to pay tribute to the playful sword-dancing Chairman advert of the 1980s, Folio 6 is a captivating single malt whisky, which truly reflects the iconic status of the artwork it celebrates.

Offering a fruity nose of orange and poached pear, along with notes of vanilla and warming cinnamon and nutmeg spice, a lovely hint of rich milk chocolate develops before giving way to a long, ginger finish. With its warming flavors, Folio 6 offers a unique way to experience The Macallan and its world-famous advertising campaigns of days gone by,” comments Polly Logan, Whisky Maker, The Macallan.

The Macallan Folio 6 offers an ABV of 43% and is priced at £250. It is accompanied by a special booklet commemorating the brand’s vintage advertising, presented in a beautiful book-shaped tin.