

The Macallan unites whisky and chocolate in sustainable launch



The Macallan Harmony Collection Fine Cacao Scotch whisky is presented in a recyclable and biodegradable presentation box, made using natural byproducts in the chocolate-making process

The Macallan has released The Macallan Harmony Collection Fine Cacao, the first global travel retail edition Scotch whisky in a new limited release series of single malts that will see the brand progress its journey towards sustainable packaging.

“Inspired by The Macallan’s deep-rooted connection to nature for nearly 200 years, The Harmony Collection is an exploration into the world of sustainable packaging, which will fuse innovative techniques with materials from the natural world at the end of their life to see them reborn with a renewed purpose,” the company said.

To create the Fine Cacao edition, The Macallan Whisky Maker Polly Logan visited Girona, Spain, where

she explored the chocolate-making process, uncovering the distinctive flavor profiles.

Logan collaborated with world-renowned pastry chef Jordi Roca, the youngest of the acclaimed Roca brothers of El Celler de Can Roca, with whom The Macallan has a long-standing relationship. As part of the exploration, she visited Jordi Roca's famed chocolate factory, Casa Cacao in Girona, and she also spent time with master chocolatier Damian Allsop.

Through the experience, Logan created The Macallan Harmony Collection Fine Cacao, searching the sherry seasoned oak casks maturing at The Macallan Estate to discover rare chocolate notes.

Crafted from a combination of European and American oak casks, the single malt whisky is characterized by an elegant medium chocolate profile, which pairs with the finest chocolate for a luxurious sensorial experience.

In homage to its chocolate inspiration, The Macallan Harmony Collection Fine Cacao is encased in a fully recyclable and biodegradable presentation box, made using natural byproducts in the chocolate-making process. The box is crafted using discarded husks from cacao pods and uses contemporary packaging techniques aimed at minimizing waste.

Embracing circular design

In travel retail, the launch will be supported by a retail experience with sustainability as one of its guiding design principles.

This sustainability strategy – a first for The Macallan – aims to reduce the consumption of non-renewable resources, minimize waste, minimize carbon emissions, and reduce negative impacts on the environment.

Embracing the circular design principle, displays from the retail experience can be flat-packed and dismantled for transportation, 95% of the materials used are sustainable and 80% of displays are recyclable, increasing reusability for subsequent campaigns.

Logan said: “For this travel retail expression, I set out looking for a specific chocolate note in The Macallan’s traditional sherry seasoned European oak casks and combined this with a vanilla note imparted by sherry seasoned American oak casks to sweeten it slightly. With a natural color of toasted cacao beans, this exquisite single malt has a unique and elegant medium chocolate profile with raisin and toffee notes and offers a wonderful whisky and chocolate pairing experience.”

Jordi Roca said: “Our collaboration with The Macallan allows us to challenge our own creativity, and in this project, we have been allowed to play with cacao, which is one of my passions. Being able to inspire a whisky and to create a unique tasting experience has been wonderful.”

Jeremy Speirs, Regional Managing Director for Global Travel Retail, commented: “Travel retail exclusives have been a bedrock of our success in the channel – allowing us to showcase our creativity, innovation and heritage to global shoppers in new and exciting formats. With the launch of Harmony Collection Fine Cacao, we shine a light on our standout collaboration with the Roca brothers while also demonstrating our sustainability credentials and the steps we are taking to help consumers make more environmentally friendly choices in travel retail.”

A global travel retail exclusive, The Harmony Collection Fine Cacao follows the release of The Harmony Collection Rich Cacao for domestic markets in 2021.

Retailing at US\$160, The Harmony Collection Fine Cacao (40%abv) will be available in The Macallan

Boutiques in selected international airports and Singapore Changi Airport Lotte Duty Free shops from May 2022, before being introduced more widely to global travel retail hubs from June 2022.