

The Macallan Boutique off a spirited start with Dufry at Heathrow Airport

By **Mary Jane Pittilla** on July, 23 2019 | Spirits & Tobacco



Located in London Heathrow Terminal 5, The Macallan Boutique aims to offer a prestige retail experience inspired by the single malt whisky brand's home in Scotland

The Macallan, dubbed “the most valuable single malt in the world”, has opened The Macallan Boutique at London Heathrow Airport, in partnership with Dufry.

This is the next step in the whisky brand's multi-million-dollar investment program that will see The Macallan Boutiques open in key international airports, connecting travelers around the world to the brand's home in Speyside.

Located after security in Heathrow Terminal 5, The Macallan Boutique aims to offer a prestige retail experience.

Designed as a “home away from home”, the space offers a glimpse into the home of the world's most valuable single malt. The Macallan Estate recently opened a £140 million (US\$200 million) state-of-the-art distillery and visitor experience.

The Macallan Boutique was developed in partnership with Dufry and will showcase a range of rare whiskies, some of which are exclusive to the brand's boutiques.

Highlights will include expressions from its Fine and Rare Collection, The Macallan 72 Years Old in

Lalique - The Genesis Decanter, the new Macallan Boutique Collection, The Macallan Folio 5 and expressions from The Macallan Exceptional Single Cask collection.

Attention to detail and luxury are central to the design concept of The Macallan Boutiques, which are inspired by the brand's home in Scotland. A signature oak lattice centerpiece provides a visual connection to the innovative roof of the Speyside distillery.

The Macallan's brand stories are shot in stunning cinematography, showcased alongside content that explores the history behind The Macallan Estate.

Suzy Smith, Managing Director, Edrington Global Travel Retail, said: "Following the unveiling of our Boutique in Dubai earlier this year, this opening at Heathrow, in partnership with Dufry, will connect even more whisky-lovers across the world to our home on Speyside. As Europe's busiest airport with over 80 million passengers annually, and with a stellar reputation for delivering first-class retail, Heathrow is an ideal location to offer another gateway to the world of The Macallan."

David de Miguel, Global Head of Liquor, Dufry, added: "Having worked collaboratively together for many years, we're delighted to partner with The Macallan for its new Boutique in Heathrow Terminal 5. Our staff pride themselves on their malt whisky expertise and are well-placed to be operating the new Boutique and bringing some of the world's finest whiskies to visitors from across the globe".