

The Macallan reaches pinnacle in 1950 single cask whisky

By **Mary Jane Pittilla** on July, 31 2019 | Spirits & Tobacco



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The Macallan has unveiled the latest release in the Exceptional Single Cask Scotch whisky range, distilled in 1950.

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An allocation of the exclusive range will be available in travel retail, at The Macallan's recently opened branded boutiques at London Heathrow and Dubai airports.

The 1950s represent a significant period in the history of The Macallan with investment in new buildings and modernization, the purchase of farmland, and the first of The Macallan Highland cows taking residence on site.

The 1950 single malt (53.4%abv) is the centerpiece of the 2018 release from the range, which invites consumers to explore the whisky through a rare insight from the legendary Whisky Makers' bench at The Macallan Distillery and Visitor Experience on Speyside.

The discovery of this first fill sherry butt cask conjured intense and memorable aromas and flavors for the whisky-making team. The spirit combines antique oak and subtle peach, with lingering peat.

This exclusive range of single cask whiskies aims to showcase the brand's depth and diversity. Each whisky reveals a particular character, a subtly different flavor or an aroma in the background.

Suzy Smith, Edrington Global Travel Retail Managing Director, said: "Offering a differentiated and dynamic product range is one of the core pillars of our boutique program. As the latest addition to the prestige product offering at our boutiques, The Macallan Exceptional Single Cask 1950 is an extremely rare bottling which we are confident collectors and connoisseurs will seek out not only for its scarcity, but also the unique way The Macallan is presented in this range."

Tasting notes

The aroma is described as polished antique oak, with delicate peaches and vanilla. The taste is intense antique oak with wood spices, orange peel zest with warm root ginger, and subtle hints of peat in the background. The finish is long with dry sweetness and peat.

About The Macallan

Founded in 1824, The Macallan is one of the world's most awarded single malt whiskies. It was founded by Alexander Reid on a plateau above the River Spey in northeast Scotland.

In 2018, The Macallan unveiled its new £140 million (US\$200 million) distillery and visitor experience on its Speyside estate, increasing investment in whisky, warehousing and in The Macallan's signature sherry-seasoned oak casks.

The striking contemporary architecture takes its cues from ancient Scottish hills. It stands near Easter Elchies House, the Highland Manor built in 1700, which has been The Macallan's spiritual home since 1824.

The new distillery marks an important milestone, recognizing the significant journey of The Macallan since 1824 and marking an exciting new chapter in the evolution of the luxury single malt.