

Dubai Duty Free launches The Macallan Concept Number 1



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Edrington Global Travel Retail (GTR) partnered with Dubai Duty Free to deliver a month-long global exclusive launch for The Macallan Concept Number 1 throughout December.

The Macallan Concept Number 1 is the first release in a new, collectible, limited-edition series which celebrates the world's visionaries and those who dare to be different by reversing the normal maturation process.

While the industry typically finishes bourbon cask matured whiskies in sherry casks, The Macallan Concept Number One is matured first in sherry-seasoned oak casks and then for an equal time in ex-bourbon casks.

By daring to disrupt the whisky-making process, The Macallan Concept Number 1 seeks to explore maturation more imaginatively.

During December 2018, The Macallan Concept Number 1 was exclusively available at Dubai Duty

Free's outlets at Dubai International Airport.

The launch featured major visibility across Dubai Airport's physical and digital retail footprint and high-profile promotional (HPP) activations, which sought to bring to life the Six Pillars of The Macallan through an augmented reality experience.

The Six Pillars have all been reimagined in surreal form for Concept Number 1's eye-catching visual identity. The first HPP, located in Concourse C, ran throughout December, while a second in Concourse D is running in January.

Shoppers can also win a once-in-a-lifetime trip to The Macallan's award-winning new US\$150 million distillery and visitor centre in Speyside by following @ddf_wines_and_spirits on Instagram and liking the Concept Number 1 post.

Edrington Managing Director EMEA Travel Retail, Jeremy Speirs, said: "Dubai Airport offers the perfect platform to showcase the first release in The Macallan Concept series to a global audience, and Dubai Duty Free the ideal retail partner to bring to life this very different, surreal take on The Macallan.

"This launch highlights our ongoing commitment to delivering innovation and excitement in the global travel retail channel through a partnership-driven approach."