

Introducing Folio 8: The Macallan releases the latest edition in The Archival Series



Celebrating the rich heritage of The Macallan: Folio 8, from The Archival Series

The Macallan has released Folio 8, the latest edition in The Archival Series, celebrating the brand's creative advertising campaigns from the 1980s and 1990s, bringing together their stories, anecdotes, drawings and photographs.

The release is accompanied by a special booklet commemorating the brand's vintage advertising - plus digital content - all presented in a book-shaped box. It celebrates the rich heritage of The Macallan, and one of its most unforgettable ad campaigns from decades past.

Folio 8 celebrates the brand's iconic 1980s billboard campaign, "The Colossus of Nose," a playful reference to the exceptional aroma of The Macallan's whisky.

This new edition is a vintage, natural terracotta color and offers a nose of golden sultanas, ripe dates, sweet berry compote, toffee brittle, lemon peel, cinnamon, and hints of anise. The palate reveals sweet raisins, sultanas, ginger, lemon and orange zest, toffee, and sweet oak, culminating in a long, rich finish with sweet oak spices. The color has been carefully crafted and is reminiscent of the roof tiles in Jerez de la Frontera, Spain - where The Macallan's cask journey begins - and a subtle reference to the sculpture of the Nose in the billboard campaign.



Folio I is presented in a book-shaped box, along with a booklet detailing the Macallan's vintage advertising

Steven Bremner, Whisky Maker at The Macallan, said, "The inspiration for this eighth edition of The Macallan Folio Archival Series is the eminent billboard advert from the 1980s, 'The colossus of nose' which playfully alludes to the magnificent aroma emitted by our single malt. Drawing from The Macallan's inventory of exceptional European sherry seasoned oak casks to deliver a whisky celebrating outstanding flavors and aromas, reflective of the stature and prominence of the artwork it reflects."

The Macallan Archival Series, first launched in 2015, commemorates the brand's journey from a remote farmstead on the River Spey to a world-renowned single malt recognized for its craftsmanship and creativity. Folio 8 continues this tradition, breathing new life into one of The Macallan's most unforgettable ad campaigns.

Jeremy Speirs, Regional Managing Director - Global Travel Retail at Edrington, commented, "The Archival Series has always resonated with whisky collectors and enthusiasts, and we are thrilled to bring Folio 8 to travel retail. This release not only honors The Macallan's rich creative legacy but also offers travelers a chance to own a piece of the brand's storytelling history. With its unique character and distinctive packaging, Folio 8 will be a highly sought-after release in The Macallan's global travel retail network."

Folio 8 will be available from April 2025 at selected The Macallan airport boutiques and shop-in-shops worldwide.