

# The Macallan and Ever Rich hold exclusive Red Collection event



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The event, which took place at The Mandarin Oriental Hotel in Taipei, welcomed 34 of Ever Rich's VIP customers. In homage to The Macallan Estate, guests took part in an immersive experience that brought the collection to life. The Red Collection includes The Macallan 40YO, The Macallan 50 YO and The Macallan 60 YO - the oldest ongoing expressions offered by the brand.

Along with these ongoing expressions will be the occasional guest release, commencing with The Macallan 71 Years Old, The Macallan 74 Years Old and The Macallan 78 Years Old.

The Macallan 74 Years Old and The Macallan 78 Years Old being the oldest bottlings ever released by the brand, and are among the oldest available in the world.

Guests enjoyed a whisky-pairing dinner featuring specially curated Macallan expressions and unique red-themed cocktails. An artist was also on hand to create personalised caricatures for guests, and the event featured a live video interview with The Macallan Master Whisky Maker Kirsteen Campbell, conducted by Taiwan Brand Ambassador Bruce Lin.

The buzz created by this event resulted in Ever Rich's Red Collection sales of US\$1.93 million.

Edrington Regional Managing Director Global Travel Retail Jeremy Speirs commented: "The response to the Red Collection around the world has been extremely positive, highlighting the continued appeal of rare and exclusive bottlings from The Macallan in the travel retail channel. We thank Ever Rich for their ongoing partnership and support in organising this stunning event and look forward to building on this momentum with future initiatives."

An Ever Rich Duty Free spokesperson said: “Events like these, which deliver an engaging brand experience, are pivotal in driving brand loyalty amongst our most valued customers. It was our honour to present The Macallan Red Collection to our VIP customers at an event which was befitting the world’s most valuable single malt.”