

The Macallan opens its first retail space at CDF Mall



Delivered in partnership with China Duty Free Group (CDFG), this branded space is the first to be exhibited by The Macallan on Hainan Island

The Macallan, renowned globally for its extraordinary single malt whiskies, announced the opening of a stunning new retail space at CDF Mall in Sanya, Hainan Island – the world’s largest duty free retail outlet. Delivered in partnership with China Duty Free Group (CDFG), this branded space is the first to be exhibited by The Macallan on Hainan Island.

Located on the first floor of the ground-breaking CDF Mall, The Macallan corner offers a carefully curated range of bottlings including travel retail exclusives such as The Macallan Quest Collection, The Macallan Rare Cask Black and a number of prestige expressions such as The Macallan Oscuro, The Macallan No. 6 in Lalique and The Macallan M Decanter.

A major landmark of the brand’s ambition and growth in China, this opening follows the introduction in July of new measures to boost Hainan’s duty free business, with the liquor category benefitting from significant increases in duty free allowances for shoppers.



As the only single malt brand currently featured on the first floor of CDF Mall, The Macallan corner offers a curated range of bottlings including featured travel retail exclusives

“The transformational impact of traveling Chinese shoppers in global duty free has been well-documented, but the latest round of measures from the Chinese government to stimulate domestic duty free shopping is a potential game-changer. Strategic branding in China duty free is an important step in our ongoing journey to engage and recruit Chinese shoppers into this brand.

We are delighted and honored to partner with CDFG to deliver this concept in the iconic CDF Mall and look forward to strengthening our collaboration to drive further growth of our business in this key market,” says Jeremy Speirs, Regional Managing Director of Edrington Global Travel Retail.

“The new measures introduced by the government around duty free liquor purchases in Hainan has created a huge growth opportunity, which we fully aim to capitalize on in partnership with leading international spirits brands. The Macallan is an iconic single malt held in high regard by China’s luxury spirits connoisseurs and a brand we are delighted to present to our customers in such a striking space,” adds a CDFG spokesperson.