

# The Macallan reveals The Colour Collection at TFWA AP



The Macallan Colour Collection teaser

[The Macallan](#) has provided a first glimpse of its Colour Collection, a new range of exceptional whiskies exploring the brand's commitment to delivering natural colour through maturation in sherry seasoned casks.

According to the company, The Macallan Colour Collection is a global travel exclusive comprising of five age statement single malt Scotch whiskies. Deepening in color with age, the range spans the hues of the whisky spectrum to showcase the exquisite natural tones derived from maturation in The Macallan's sherry seasoned oak casks from Jerez de la Frontera, Spain. Natural color and sherry seasoning are among The Macallan's acclaimed Six Pillars, which have been the foundation stones of The Macallan since 1824.

The Macallan Colour Collection marks the return of age statement whiskies to The Macallan's global travel retail offering. The range was revealed for the first time at the TFWA Asia Pacific Exhibition & Conference in Singapore, during a private event held at the Raffles Hotel. Guests discovered The Macallan Colour Collection via an immersive experience, which included a visually colorful display followed by an exclusive tasting.



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Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail said, “After years of development, we’re extremely proud to unveil The Macallan Colour Collection as our new travel retail exclusive range. These five distinctive whiskies will take travelers on a compelling journey through the beautiful natural color spectrum achieved by maturation in exceptional sherry seasoned oak casks and reveal the incomparable craftsmanship and creativity at the heart of The Macallan.

“We look forward to introducing the new range globally within [The Macallan Boutiques](#) and major travel retail locations from September 2023.”