

The Macallan toasts Aurora launch with hi-tech event in Taiwan



The Macallan Aurora is aged in sherry-seasoned oak casks and is available only in Taiwan duty free stores

The Macallan has celebrated the launch of the Taiwan duty free-exclusive Aurora single malt Scotch whisky with an immersive media event in Taiwan, which used 360-degree panoramic projection technology.

Held at Taipei's Citizen Space, the event introduced local and trade media to the latest addition to The Macallan Quest Collection that builds on the journey of exploration at the heart of the brand's travel retail range.

The projection technology simulated a luxury inflight experience and led guests on a voyage from The Macallan's home in Scotland to Taiwan.

All elements of the experience, from check-in with boarding passes to taking off on a night flight, made guests feel like they were embarking on a journey. Only at the final moment - when dawn broke and The Macallan Aurora made its entrance - guests were transported back to the real world, where they had landed in Taiwan. Upon landing, guests enjoyed The Macallan Aurora in a tasting led by Bruce Lin, The Macallan Brand Ambassador.

The Macallan Aurora takes inspiration from the dawning of a new day on The Macallan Estate, when the sun rises across the Distillery and Visitor Experience, and across the barley fields, likened to the color of this single malt expression.

The Macallan Aurora is aged in sherry-seasoned oak casks. With this expression - available only in Taiwan duty free - four different cask types are used, with European and American sherry-seasoned oak casks and hogsheads combining with American oak bourbon casks.

Sun ripened barley in color, the aroma is of dried fruits opening into cinnamon and ginger,

honeycomb sweetness, fresh citrus notes and polished oak. On the

Palate the spirit is lightly spiced with hints of cardamom and sweet oak. The sweet medium finish features dried fruits and citrus.

The Macallan Aurora is available from September 1, 2019, retailing at US\$80.

Marcelo Colombo, Managing Director of Edrington Asia Travel Retail, said: "The Macallan Aurora, only available in Taiwan duty free, is the latest addition to The Quest Collection, where each whisky in this collection is a new chapter of the story told through the exploration of casks, flavors and aromas.

"That can be from the beginnings in the forest and cooperages of Spain or at the home of The Macallan on Speyside. Our travel retail range celebrates how all of these elements combine to create our extraordinary whisky, and Aurora is no exception. We look forward to providing travelers in Taiwan with the opportunity to enjoy this exquisite new expression."

Each whisky in The Macallan Quest Collection, exclusive to global travel retail, is a new chapter of the brand story - from the bold and zesty Lumina comprised of three cask types, to The Macallan Terra that celebrates spirit maturation. At the pinnacle of the range is The Macallan Enigma, which is aged exclusively in European oak sherry-seasoned casks.