



SIR PETER BLAKE ANECDOTES OF AGES

A CELEBRATION OF THE MACALLAN'S
HISTORY AND HERITAGE IN COLLABORATION
WITH RENOWNED BRITISH ARTIST,
SIR PETER BLAKE.



DOWN TO WORK LIMITED EDITION

13 unique bottles have been created under this collaboration with one of the bottles held in archive. This bottle, Down to Work, was selected as the bottle to be offered as a limited edition because it **tells the story of George Harbinson who took over ownership of The Macallan in 1947**. It was George who made the call to continue using sherry seasoned oak casks instead of cheaper and more readily available ex-bourbon casks.



PURPOSE

A true collectors piece **particularly for art lovers**.

CONSUMER FOCUS

Alexander and James.

KEY SELLING POINTS

- An exceptional 1967 whisky.
- A limited release of 322 bottles worldwide.
- Highly distinctive outer box made of European oak in the style of Sir Peter Blake's own art supply box, sustainably sourced in Scotland.
- Exhibition grade Perspex in a removable frame protects the bottle.
- Includes a leatherbound book showcasing the full collection of 13 labels created by Sir Peter Blake.

WHAT IS THE NAME OF THE RANGE?

Anecdotes of Ages Collection.

WHO IS THE COLLABORATION WITH AND WHY?

The Macallan's history captured by the iconic and celebrated artist Sir Peter Blake.

OTHER PRODUCTS IN THE COLLECTION

The collaboration, which is The Macallan's third with the iconic artist and is part of a relationship which has spanned more than three decades, celebrates The Macallan's rich legacy and Sir Peter Blake's remarkable contribution to the art world.

The full collection comprises 13 one-of-a-kind bottles of exceptional 1967 whisky with the 13th original bottle retained in The Macallan archive. An Estate, A Community and A Distillery is a more widely available expression within the Anecdotes of Ages Collection.



TASTING NOTES

Color: Caramelized peach.

Aroma: Classic antique oak, dried fruit and fig combined with hints of pineapple and mango layered with a decadent chocolate strawberry note.

Palate: Warm chocolate with light nutmeg and ginger, oak spices and sweet oak opening into pineapple and coconut with an unexpected strawberry and hazelnut burst.

Finish: Complex with a medium to long finish of chocolate, sweet oak and lightly spiced peach.

WHISKY INFORMATION

ABV

46.7%

LEAD WHISKY MAKER

Sarah Burgess

PRICING

RSP: \$83,000

ASSETS AVAILABLE TO SUPPORT:

- Product photography by Mary McCartney.
- Exclusive Sir Peter Blake imagery and video.
- Tasting film by Sarah Burgess.
- Retail display design
- 3D window design



To learn more about the story of the collaboration go to www.themacallan.com

ANECDOTES OF AGES COLLECTION: DOWN TO WORK LIMITED EDITION



THE BOTTLE

- Hand blown bottles by artisan glassmakers in the north of Scotland with extra weight in the base. The wide stopper is crafted from solid oak with Easter Elchies House engraved on the top.
- Sir Peter Blake's signature has been laser printed on the bottles.
- Tasting notes for the 1967 whisky are included on the rear label. They talk of Sir Peter's influence in the choice of whisky and liken the character of the whisky to the nature of his art from this time.

THE BOX

- The outer box for Anecdotes of Ages has been modelled on Sir Peter Blake's own traditional art supply box and is bound with tarnished black metal to represent a cask ring, bringing together the world of art and whisky.
- The box is hand crafted in Scotland from solid European oak. Metalware is solid brass and leather is sustainably sourced in Scotland.





A squirrel (an icon of the collection) is laser etched on an adjacent removable panel atop a cut-out chevron revealing something beneath.

Inside the box the bottle is presented against a natural canvas backdrop. Exhibition grade Perspex in a removable frame protects the bottle.

A panel of thumbnail photography reveals Sir Peter's journey with The Macallan and the creation of The Macallan Anecdotes of Ages label collection.

The sliding drawer features Sir Peter's signature laser etched into the oak. A circular hole feature helps to remove the green leather bound book easily.



A drawer finished with solid brass slides open. The year 1967 is stamped on the band beside the drawer.

The leather book, sustainably sourced in Scotland, reveals the 13 unique stories behind the full Anecdotes of Ages collection and a certificate of authenticity.

