



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



By appointment  
to HRH The Prince of Wales  
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**BENTLEY**

## Press Information

### **BENTLEY AND THE MACALLAN LAUNCH RARE NEW WHISKY: THE MACALLAN HORIZON**

- **Exclusive single malt Scotch whisky fusing both traditional craftsmanship and cutting-edge precision engineering technology**
- **Limited-edition release features a unique 180-degree twist vessel and reflects the horizontal trajectory of the automotive world**
- **Coincident with the 200-year anniversary of The Macallan, the two brands pursuit of uncompromised excellence and an extraordinary journey to the future**

**(Crewe and Speyside, 13 March 2024)** The Macallan Horizon, is the first release designed and crafted in collaboration with Bentley Motors, fusing expertise from the worlds of exceptional single malt whisky and extraordinary automotive design. Fusing both traditional craftsmanship and cutting-edge precision engineering technology, The Macallan Horizon pushes the art of the possible – where purpose meets innovation, craftsmanship and beauty.

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The expertly crafted single malt Scotch whisky, presented in a visionary horizontal vessel featuring a unique 180-degree twist detail, demonstrates an unparalleled approach to product innovation and design, and reflects the horizontal plane of the automotive world.

The release was visualised following extensive collaboration between The Macallan and Bentley Motors. In tribute to The Macallan's Six Pillars foundation stones, six materials are incorporated that are integral to The Macallan, Bentley Motors and a partnership founded in innovation.



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The Macallan Horizon is presented in a unique bespoke glass vessel, a material intrinsic to both The Macallan and Bentley, designed to be displayed horizontally, challenging the conventions of traditional whisky bottling. An aluminium ribbon envelops the glass and is precision engineered to Bentley's exacting standards, in homage to this key material used in the sculptural foundation and bodywork of a Bentley. The vessel is encased in a sculpture lined with the finest low carbon leather, expertly crafted, in a chestnut colourway to ornately finish and protect the precious whisky. A surrounding copper frame is precision engineered from recycled copper, which includes copper from the stills previously used by The Macallan, prior to the internationally acclaimed new Distillery being unveiled in 2019.

Another material integral to both brands is included through an inlay of oak wood on the closure – crafted from one of the six casks used in the maturation of this whisky and inspired by the aesthetics of the Bentley Drive Dynamic Control rotary dial. The sculpture is finished with Bentley's Crown Cut Walnut veneer, a specification meticulously developed for its vehicles. The sixth and final component is the sophisticated and bold single malt Scotch whisky which has been created exclusively for The Macallan Horizon.

Meticulously crafted by The Macallan Master Whisky Maker, Kirsteen Campbell, from six first-fill sherry seasoned oak casks, the whisky has been crafted to capture the essence of a Bentley. Six individual casks have been selected from the stocks maturing in the warehouses at The Macallan Estate. Expertly combined, each cask brings its own particular characteristics to The Macallan Horizon.

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Rich and indulgent dried fruit and spice flavour notes are beautifully balanced with oak and leather, aromas abundant in Bentley's world. The whisky's rich and long-lasting finish also mirrors the car's timeless quality and design, resulting in a true stimulation of the senses through taste and texture.

Adrian Hallmark, Bentley's Chairman and CEO, comments:

"We've spent years working with The Macallan through our partnership, taking time to craft this incredible first joint product that represents the best of both brands. Centred on innovative materials throughout that reflect our focus on the future, the end result – both the whisky and the vessel that contains it – are stunning, and represent a new benchmark for design, materials and quality in this space."

Jaume Ferras, Creative Director, The Macallan, said:

"The Macallan Horizon is the most complex and visionary whisky project that The Macallan has embarked upon, and has required a profound and ongoing exchange of expertise with the team at Bentley Motors. Our collaboration with Bentley and the knowledge exchange we have undertaken has inspired us to see things very differently. In the spirits world, everything is vertical, such as our stills and our bottles. When we looked at the horizontal plane that Bentley's grand tourers occupy, it made us consider if and how we could adapt this format for whisky, which ultimately requires to be poured and enjoyed.

"The beautiful design we have created together for The Macallan Horizon and the unique materials that have been incorporated are testament to the incomparable craftsmanship, innovation and creativity for which The Macallan and Bentley are renowned."

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The Macallan Horizon is a highly limited-edition release available in 70cl only, available from The Macallan Estate Boutique and our global network of domestic and travel retail Boutiques, as well as in premium off-trade retailers.

- ENDS -

### **Whisky Maker's Notes**

ABV: 46.6%, a nod to both the six casks and The Macallan's Six Pillars

Colour: Dark mahogany

Nose: Resinous polished oak with plums and dark cherries, alongside aromatic fresh leather and a herbal, leafy note. An abundance of dried fruits follow - sticky dates, raisins and sultanas leading on to sweet cinnamon, nutmeg with a hint of cloves.

Palate/Taste: Wonderfully rich and indulgent. Dark treacle notes with cinder toffee, crystallised ginger and charred pineapple. Sweet vanilla pods and fudge develop, followed by dark chocolate coated brazil nuts and a warming oak spice.

Finish: Rich oak, long, complex.

### **Notes to editors**

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering, Mulliner and production of the company's five model lines, Continental GT, Continental GT Convertible, Flying Spur, Bentayga and Bentayga EWB. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and innovative technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

### **The Macallan:**

The Macallan is renowned worldwide for its extraordinary single malt whiskies. Two centuries have passed since Alexander Reid, founder of The Macallan, distilled the first batch of whisky in his curiously small stills in Speyside, Scotland, in 1824, beginning the extraordinary legacy of the single malt Scotch whisky.

An obsession with quality and craftsmanship is the hallmark of The Macallan. The outstanding quality and distinctive character of each whisky is influenced by exceptional oak casks seasoned with sherry wine - a commitment to natural colour underpinned by mastery. Designed by internationally acclaimed architects, The Macallan Distillery is located on a beautiful 485-acre Estate, and takes inspiration from the surrounding ancient Scottish hills.

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The past 200 years have been a prologue for everything that is still to come. This is a journey through time. This is The Macallan, 200 Years Young.  
Crafted without compromise. Please savour The Macallan responsibly.

For further information visit [www.themacallan.com](http://www.themacallan.com) and become a member of The Macallan Society to explore the stories behind the whiskies. For press information visit <https://www.themacallan.com/en/newsroom>

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