



Object of the Newsletter

To promote the appreciation of fine Scotch Whisky, the area from which it comes, the people that inhabit the land and it's history. By the way, I do not profess to be an expert, I am merely expressing an opinion on the whiskies I am tasting. "Slainte."

In this issue I look at the Macallan "Director's Edition" as recommended by my good friend David McDonald. This whisky has been matured in ex-sherry casks in the traditional Macallan way and reminds me so much of the Balvenie 21 year old. It comes in a lot cheaper, so I am a happy camper, as the Balvenie 21 came in at number 3 on my best whiskies list for last year. However this is a limited release and, unlike the Balvenie 21, will not be around for long.

The rich fruity flavors of this whisky also remind me of Christmas Pudding, both the smell and the taste.

For those of you that are Macallan fans, the information on page four and five of this newsletter may come as a shock. Macallan is introducing a no age statement range to replace it's core whiskies, the 10, 12 and 15 year Olds.

Tasting Notes;

Nose - Caramel, vanilla & raisins (a hint of banana?)

Palate - Sweet, caramel, dried fruit mix & cinnamon

Finish - Caramel & dried fruit with a little spice

Macallan "Director's Edition with food;
Molten Chocolate Cake with Raspberry Coulis

If you have a personal favorite and you would like it to feature in future "Slange" newsletters, please let me know. I can be contacted at my website www.scot-talks.com

"Slainte Mhath"

Paul Bissett





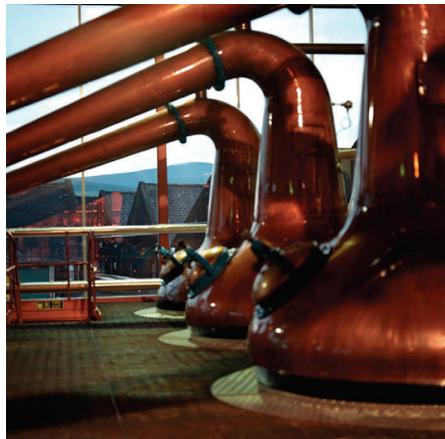
The Macallan

The Macallan was first distilled in 1824 at their Distillery in Craigellachie, Moray. The Macallan is currently owned by a subsidiary of the Edrington Group which purchased the brand from Highland Distillers in 1999.

In 2009, the *Herald* (Scottish Newspaper) reported that Macallan was "the world's third largest-selling single malt (behind Glenfiddich and Glenlivet) with over 500,000 cases a year, and second largest by value. In 2011, the Edrington Group reported that prior-year sales of The Macallan were up 8% to over 700,000 cases and the BBC also reported that an office was being opened in New York to continue growth in the American market.

Originally, The Macallan was only matured in oak sherry casks brought to the distillery from Jerez, Spain. Beginning in 2004, The Macallan introduced a new main product, the Fine Oak series, with the whisky mellowed in bourbon oak casks as well as sherry ones.

In 2010, a bottle of The Macallan 64-year-old single malt whisky in a one-of-a-kind "Lalique: Cire Perdue" crystal decanter was sold for \$460,000 at an auction at Sotheby's in New York City. All proceeds from the sale were donated to charity: water, an organization that helps provide access to clean, safe drinking water to people in developing nations.



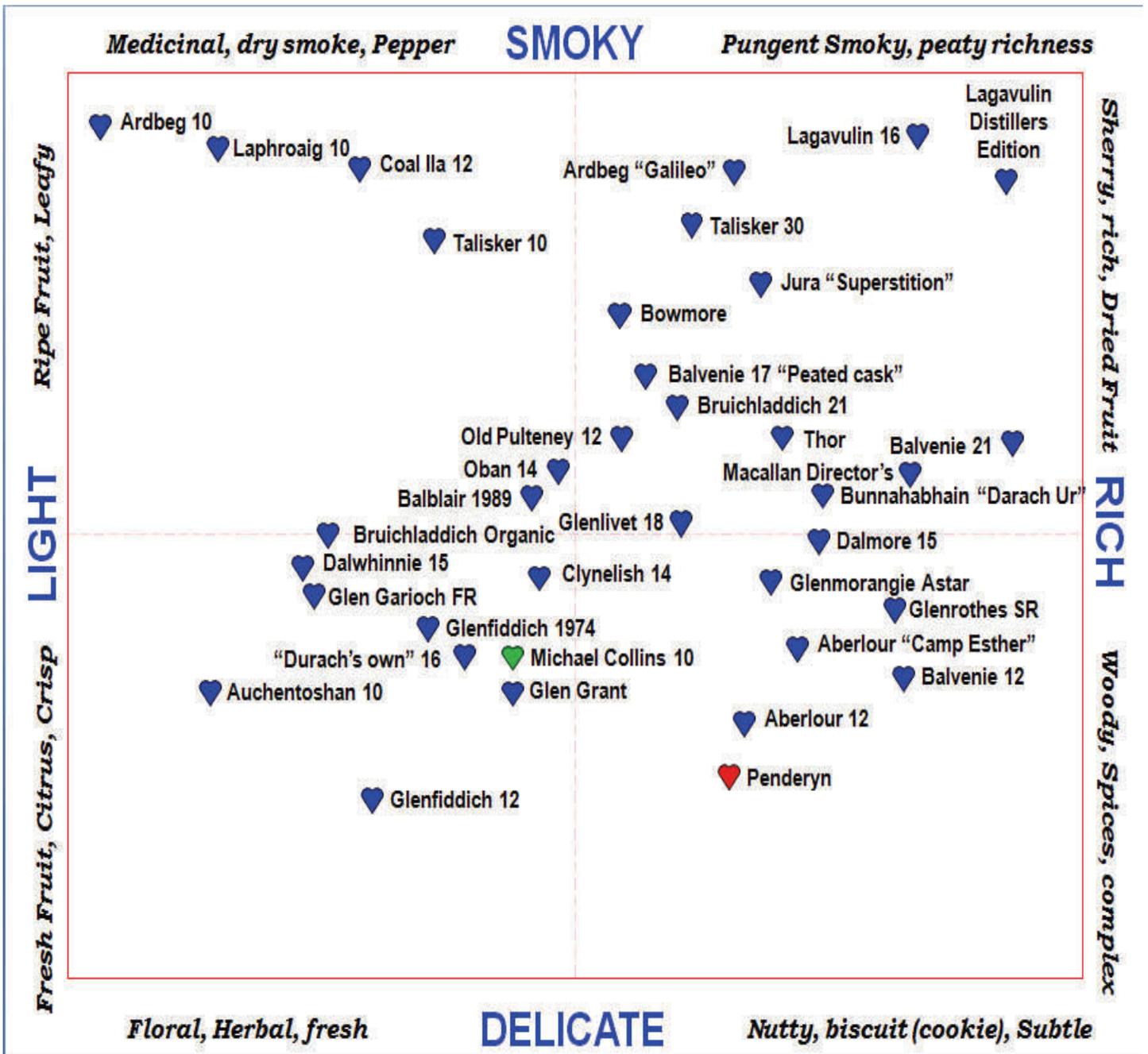
The stills at Macallan

A Cowboy's Guide to Life

“If you get to thinkin' you're a person of some influence, try orderin' somebody else's dog around.”



Below is a simple guide to help you choose your single malt Whisky, and the flavor notes you should expect from it. Being Scottish I recommend you find a likely candidate and try it in a bar before buying the whole bottle. With each issue of the newsletter I will add in another Whisky to the flavor map. This Issue; Macallan "Director's Edition". For more information go to <http://www.themacallan.com>





Macallan to replace 10, 12, and 15 year old core range with no-age statement single malt whiskies

Have you ever heard the phrase, “It gets better with age”? Well, to this Macallan says, “Age ain’t nothin’ but a number” as they announce a new range of single malt Scotch whiskies to replace the well-known Macallan Fine Oak and Macallan Sherry Oak ranges that consumers have come to know. Their intent? To release three no-age statement expressions over the next calendar year.

This is bad news for people who believe age statement indicates quality and justifies price. But it could be great news for people who know that just because a whisky is old doesn’t make it good—or even mature.

Part of the impetus for change comes from Macallan’s initiative to alleviate consumer confusion with regards to their Fine Oak and Sherry Oak ranges—but it is also a bold step intended to challenge some of the established norms that have developed in relation to age-statement whiskies. In 2009, Macallan launched a range of no age statement as travel retail-only products and saw a significant increase in their overall sales. With the positive consumer reception and the new products either matching or outperforming their age-statement counterparts, Macallan made a decision that could change the way consumers think about single malts.



Macallan's no age statement range, released for the travel retail market in 2009



Cont.

This is a decision made both out of necessity and out of audacity—it really shakes the notion of perceived value of single malt based on age. Distilleries like Ardbeg have had great success with no-age statement malts such as Uigeadail, Supernova, and Alligator, but these expressions were conceived as a result of the distillery having been closed and re-opened so many times throughout the 20th century. They physically could not sustain a range of age-statement whiskies, and they have achieved fantastic results, winning awards and producing some of the most popular widely-available malts.

As distilleries use up their warehouse supplies to keep up with the demand for core ranges, all producers will be looking for a method to move product without the aid of plentiful, old casks. Is Macallan jumping the gun, or are they just a bit more prescient than the rest?

So, what makes these new malts different than other no-agies? The new Macallan range—the 1824 Series as it has been dubbed—will use color to indicate a differentiation between expressions.

Yes. Color.

Each whisky will be aged in 100% sherry casks (a move away from the American oak barrels seen in the Fine Oak range) and will highlight one of the six pillars of the Macallan brand—natural color. Bob Dalgarno, The Macallan Whisky Maker, has hand-selected these casks specifically for their color imbuing character. Their creation simplifies an otherwise difficult decision-making process: which whisky do I buy based on what I can see, rather than what I can taste.

The new Macallan 1824 Series of releases will replace the Sherry Oak 10, Sherry Oak 10 Cask Strength, and Sherry Oak 12, as well as the Fine Oak 10, Fine Oak 12, Fine Oak 15, and Fine Oak 17 expressions. The Macallan Gold will be released in September 2012 and available for purchase on 1 October 2012

To read the full article, go to;

<http://www.masterofmalt.com/Blog/post/Macallan-to-replace-10-12-and-15-year-old-core-range-with-no-age-statement-single-malt-whiskies.aspx>