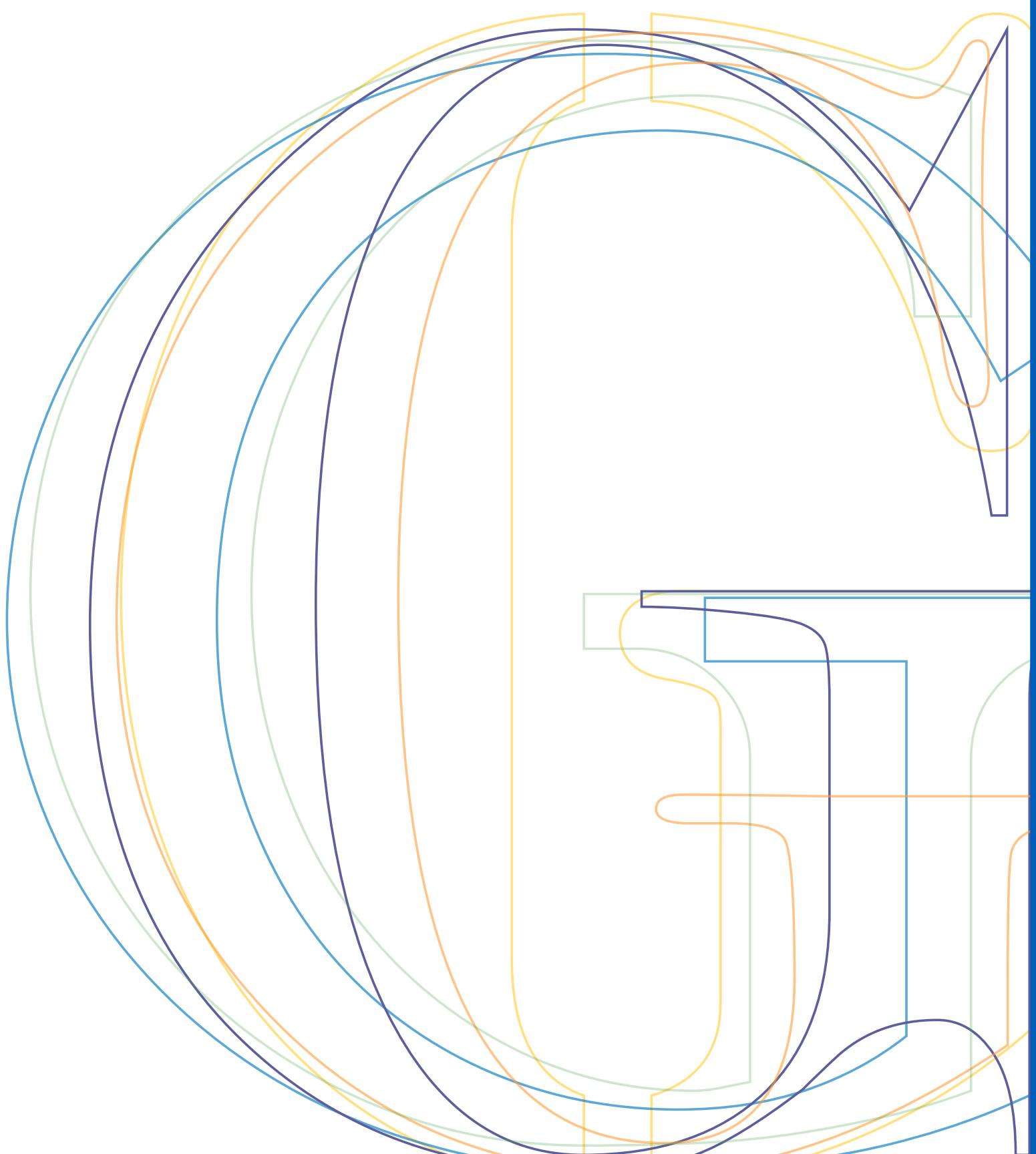


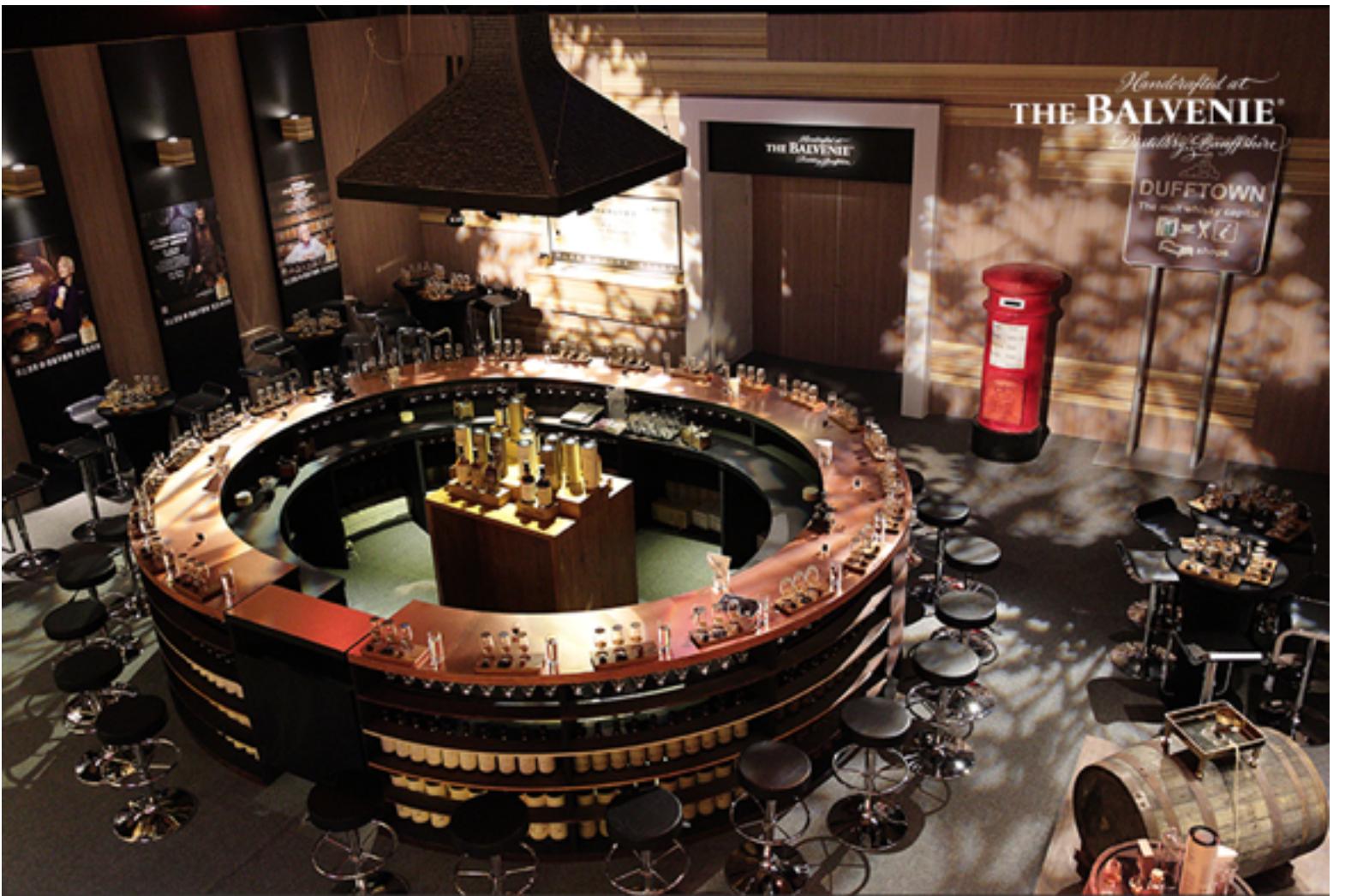
# The Gleaner

# 拾 穂 設 計

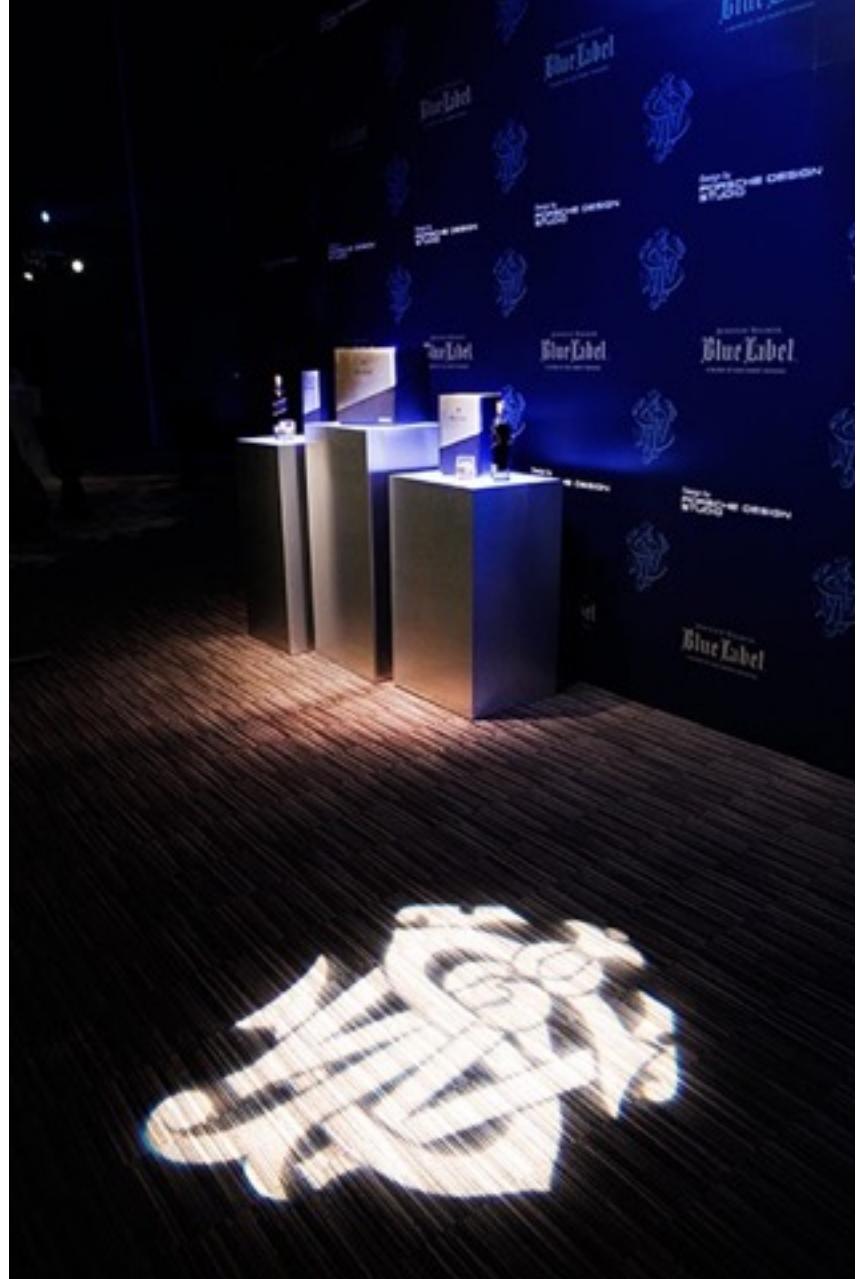
Presented By The Gleaner



# The Gleaner Works - The Balvenie



# The Gleaner Works - Johnnie Walker



# Venue Suggestion

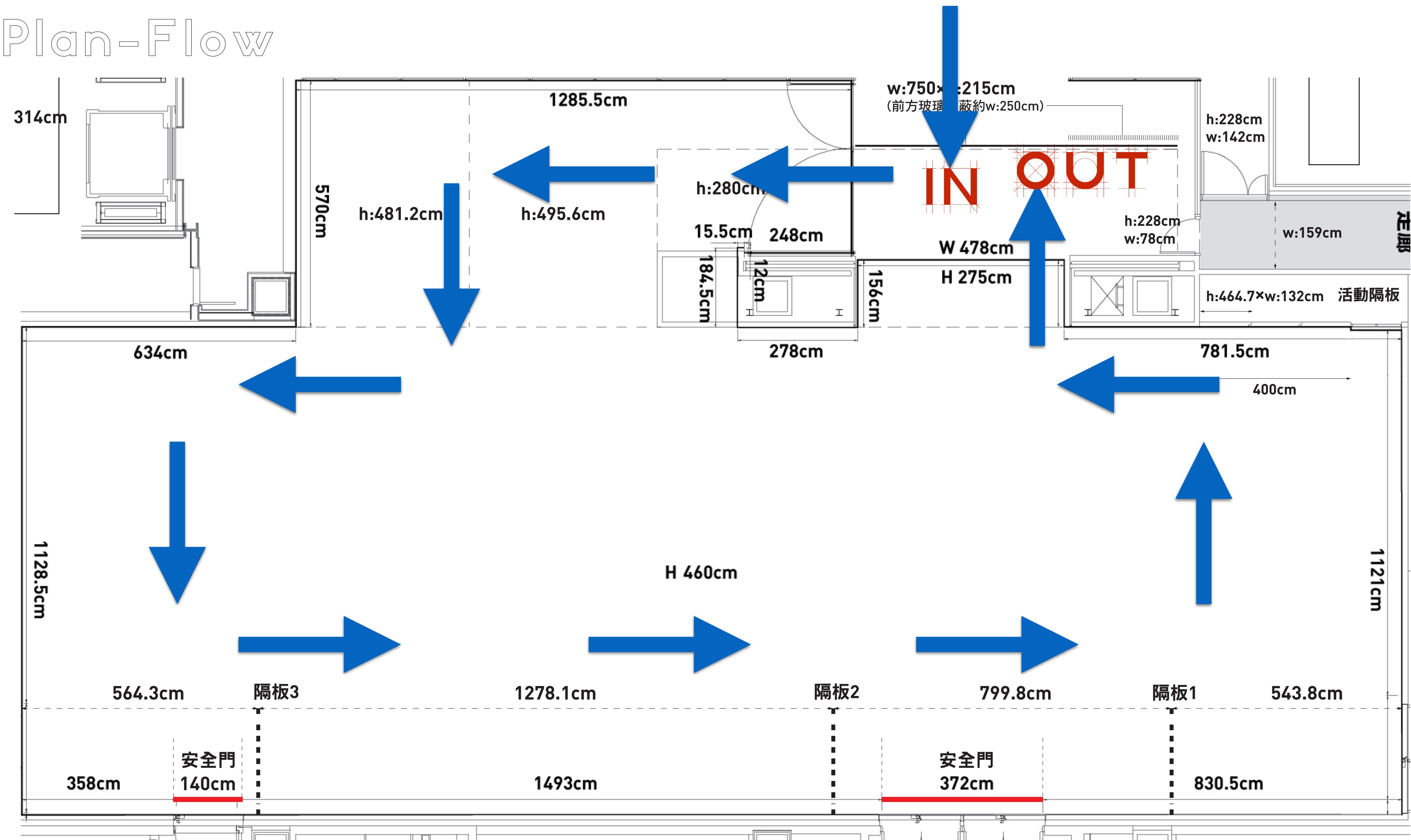
信義誠品6F展演廳

以活動能見度與消費者流量而言

信義誠品的消費族群符合品牌活動調性



# Floor Plan-Flow





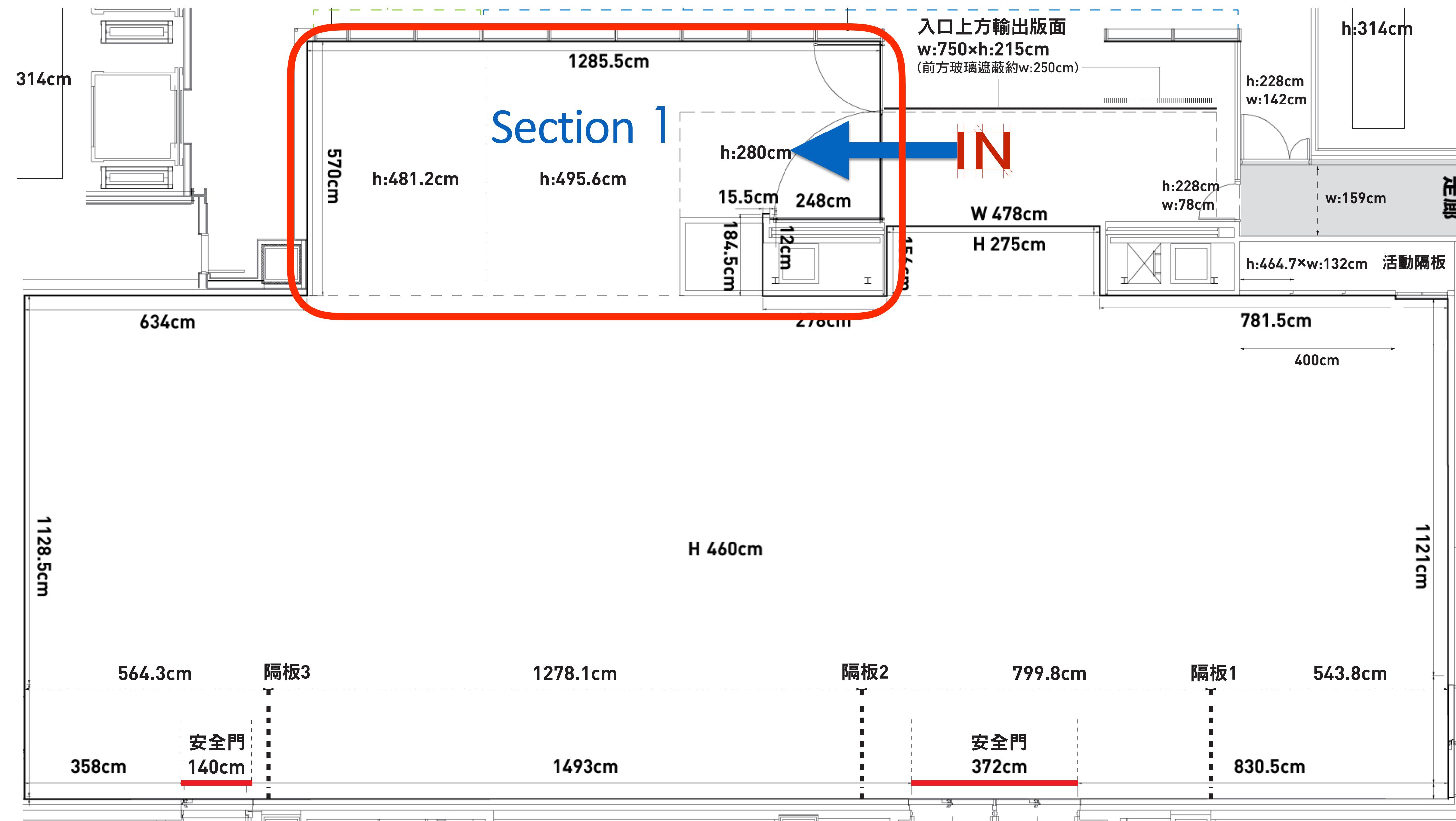
## The Macallan 1824 Collection

The 1824 Collection is a range of single malt whiskies, each telling a personal story about The Macallan, drawing on its long history, rich traditions and legendary dedication to quality.

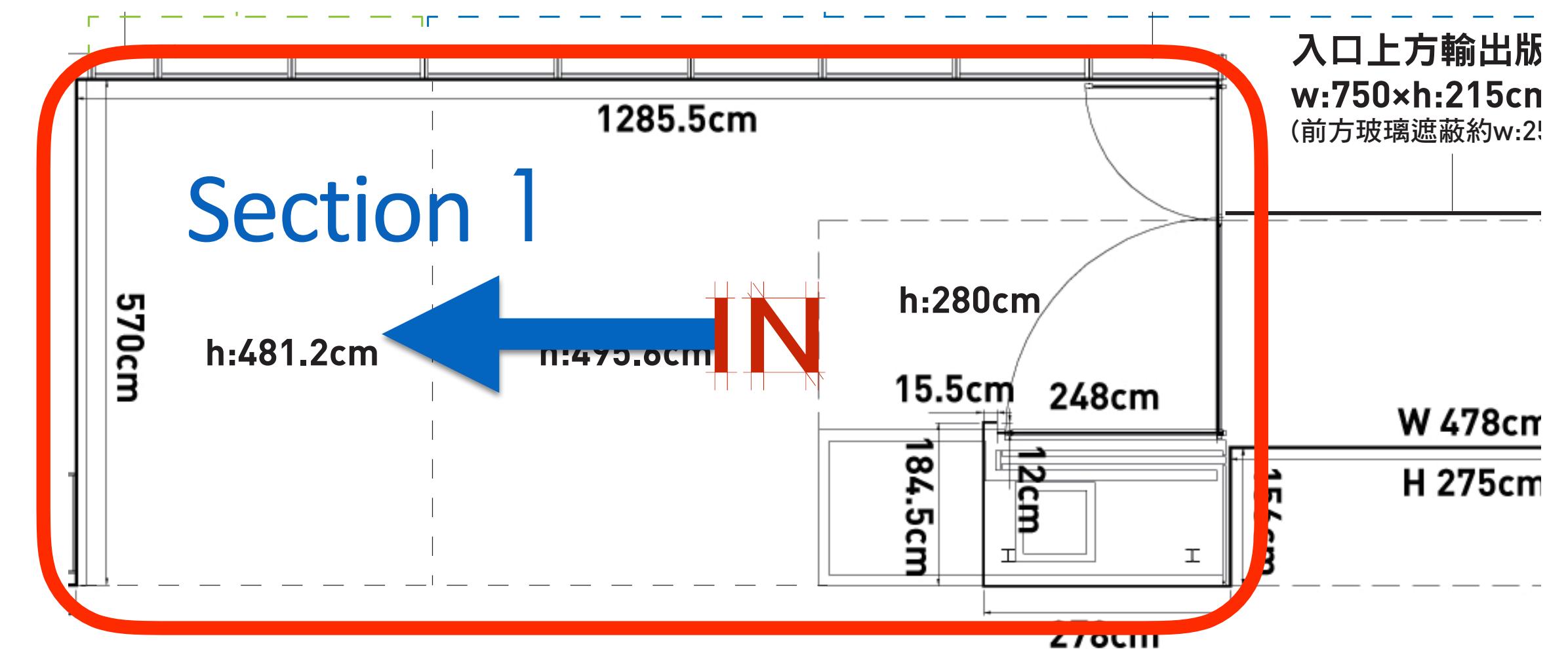
Combining the character of The Macallan matured in Spanish oak sherry casks, American oak sherry casks and American oak bourbon casks, the 1824 range draws its inspiration from the exceptional Macallan oak maturation casks, the skills of the Whisky Maker, the magnificent 390 acre estate high above the river Spey, the dark and rich influence of Spanish oak sherry casks and the extraordinary aromas and flavours from some of The Macallan's oldest and rarest casks.

Bottled at varying alcohol strengths to accentuate the particular characteristics of each bottling, The 1824 Collection showcases the full spectrum of flavours to be savoured in The Macallan.

# Floor Plan



# Floor Plan - Speyside / The Six Pillars





## In The Beginning

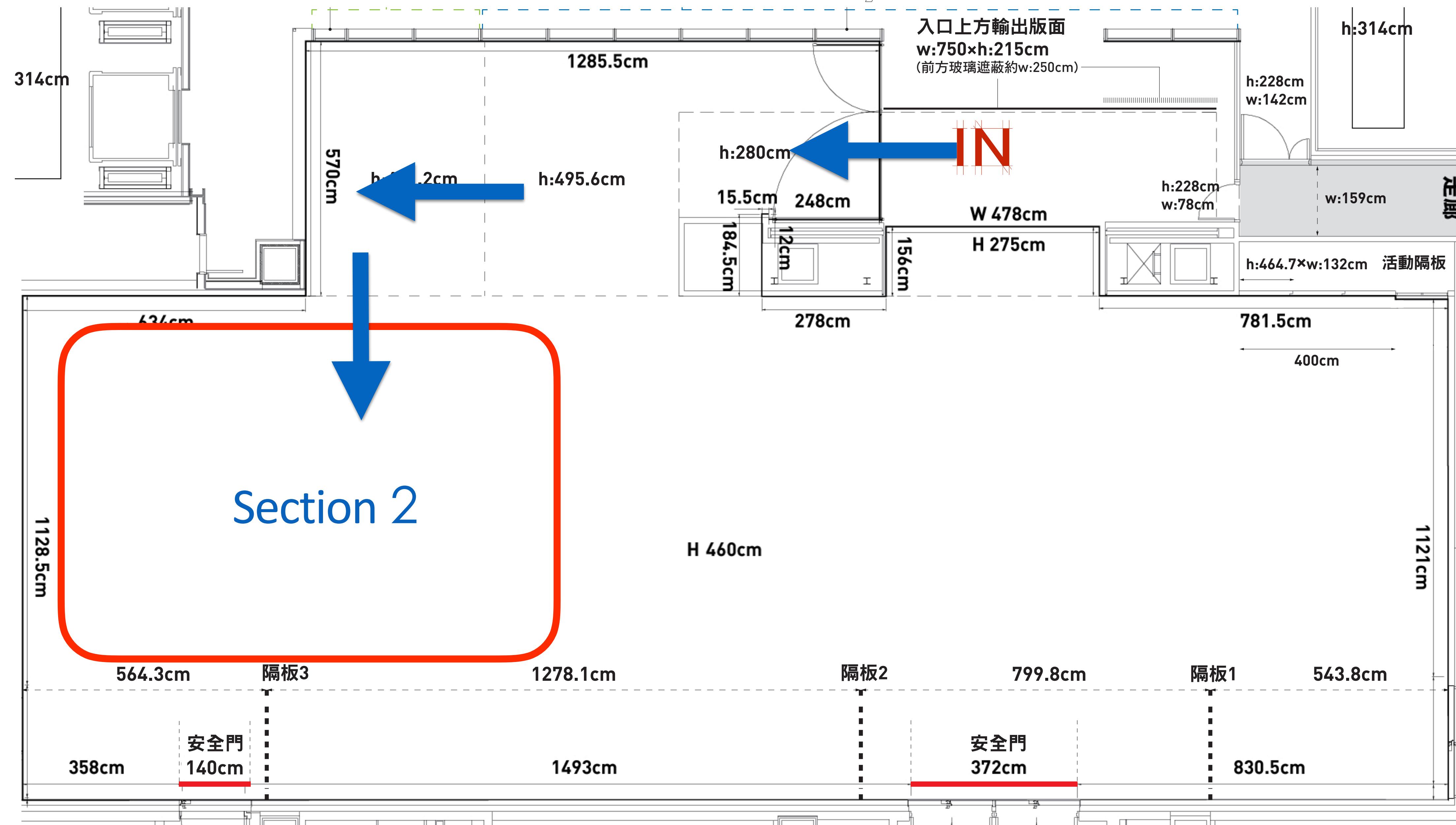
Farmers have been growing barley on the lands around The Macallan distillery for centuries. As now, the barley would be sown in the spring, growing through the summer, and harvested in the early autumn.

In the winter, with little activity on the farm, the barley would be fermented and distilled into whisky. The cold, wet weather provided plenty of cooling water for the stills. The whisky would be drunk new, straight from the still. Any surplus was stored for consumption in the summer or transported to more distant markets. In the spring, the cycle would begin again.

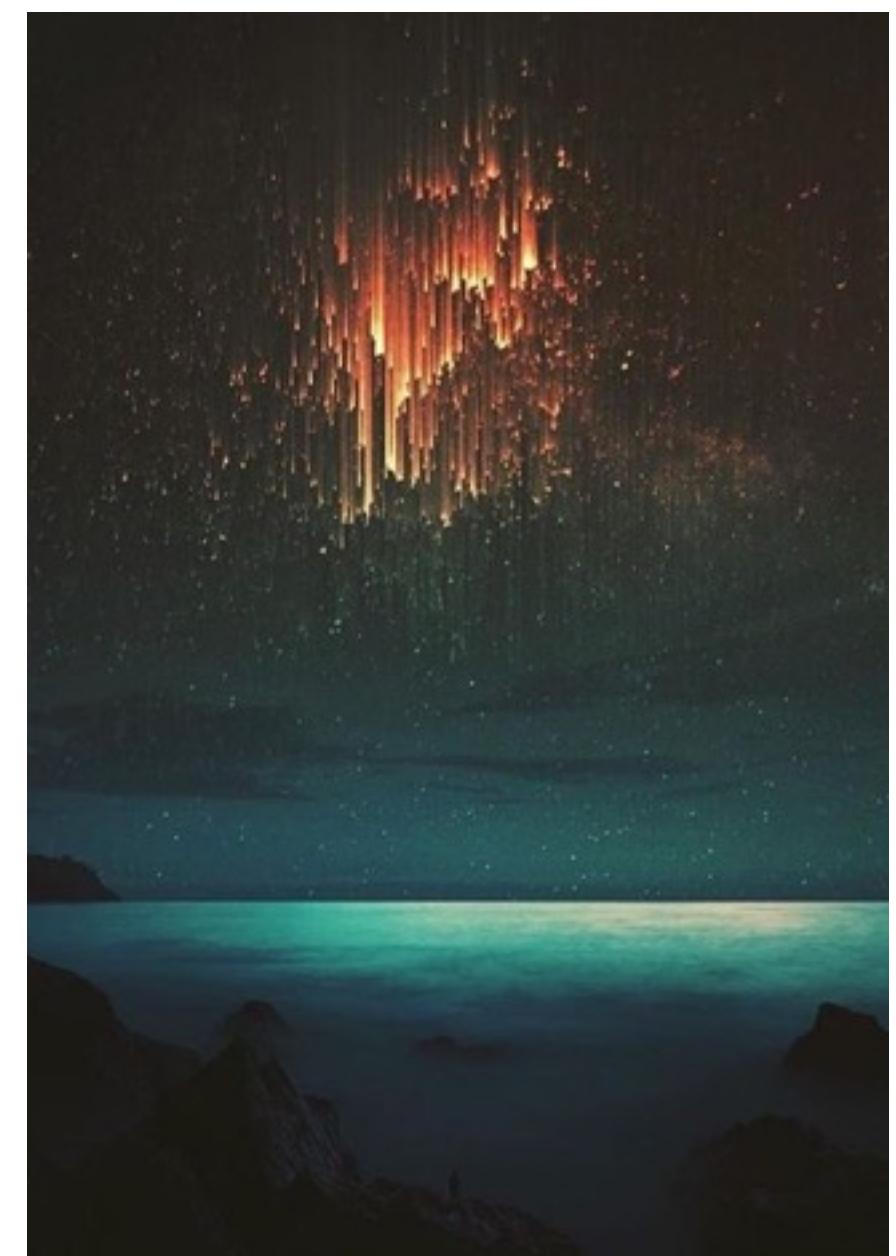
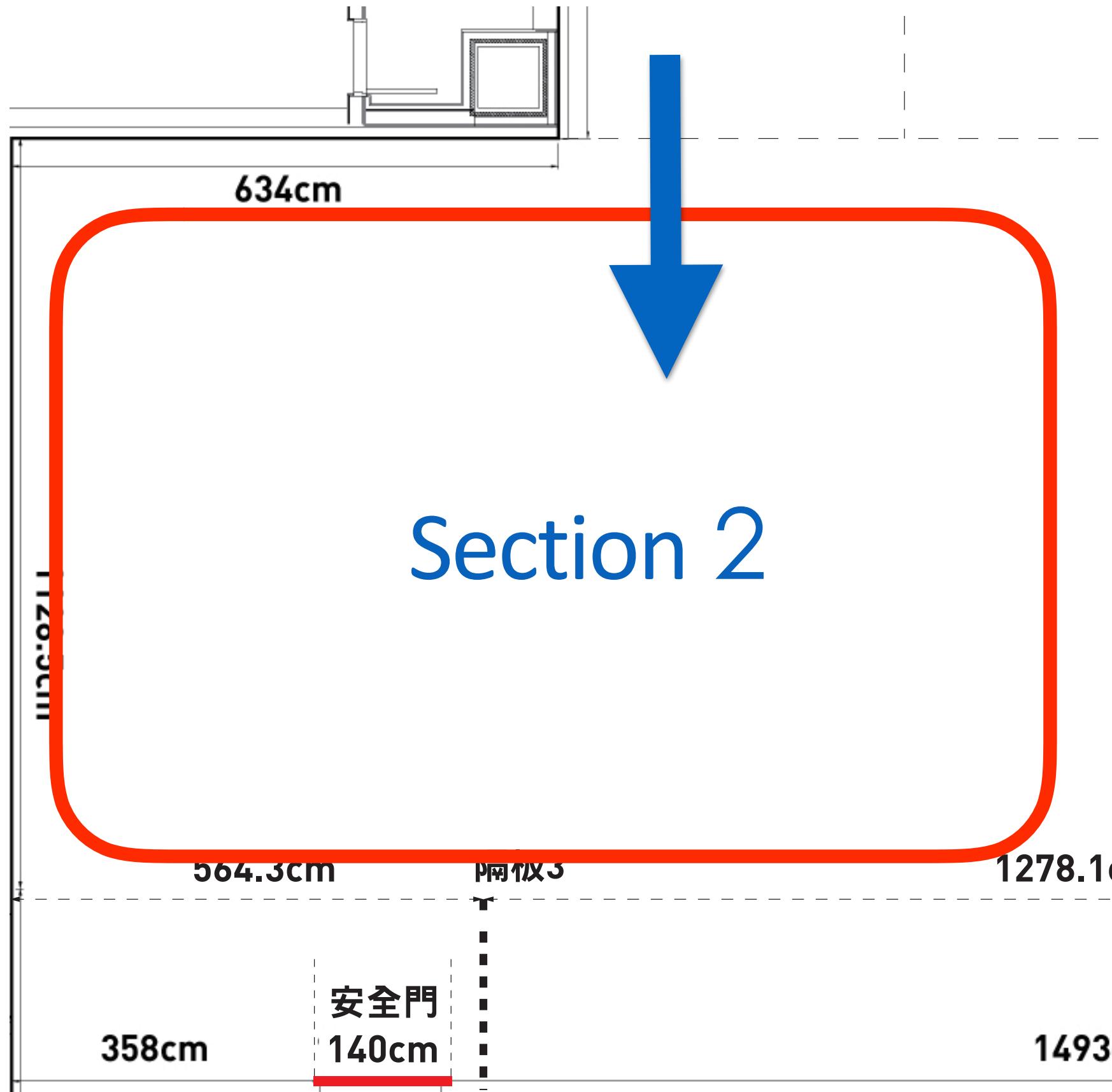
11

<p><b>1543</b> Duncan Grant is granted the lands of Easter Elnoch (Elches) by the Bishop of Moray.</p>	<p><b>1732</b> John Grant's son Patrick, became an eminent lawyer, later ennobled as Lord Elches.</p>	<p><b>1789</b> Thomas White (snr.), the eminent landscape designer, prepares a plan for the Easter Elches estate.</p>	<p><b>1841</b> Date of the oldest Macallan bottle held in our archives.</p>	<p><b>1857</b> Work begins to extend Easter Elches House. By 1861, a further 29 rooms have been added.</p>	<p><b>1892</b> The Macallan is bought by Roderick Kemp, widely considered the architect of The Macallan's rise to prominence outside Scotland.</p>
<p><b>1700</b> Easter Elches House is built for Captain John Grant.</p>	<p><b>1759</b> Patrick's son, John Grant, sells Easter Elches House and estate to the Earl of Seafield to establish The Macallan distillery.</p>	<p><b>1824</b> Alexander Reid, a local farmer, leases eight acres from the Earl of Seafield to establish The Macallan distillery.</p>	<p><b>1847-1861</b> Reid is succeeded by the partnership of Priest and Davidson.</p>	<p><b>1868</b> James Stuart purchases The Macallan, buying the distillery land from Seafield Estates in 1868.</p>	<p><b>1909</b> On Kemp's death, his descendants, the Shiach and Harbinson families, manage the business through a Trust.</p>
<p><b>THE EDRINGTON GROUP</b></p>	<p><b>1946</b> The Trust gives way to a private limited company, R Kemp, Macallan-Glenlivet Ltd.</p>	<p><b>1961</b> Easter Elches House, in a state of disrepair, and the adjoining estate, are bought by The Macallan.</p>	<p><b>1985</b> The newly refurbished Easter Elches House opens.</p>	<p><b>1999</b> The privately-held Edrington Group buys a majority shareholding in The Macallan.</p>	<p><b>2008</b> The second production house is restored, expanding distilling capacity. New warehouses are built on The Macallan estate.</p>
<p><b>1950s</b> Sales of bottled Macallan begin to rise.</p>	<p><b>1979</b> The first advertising appears in the UK, next to The Times crossword.</p>	<p><b>1996-1999</b> Highland Distillers PLC takes a majority share in The Macallan.</p>	<p><b>2006</b> The 'Masters of Wood' visitor experience opens in warehouse 7. Easter Elches House and Ghillie's Cottage are refurbished.</p>	<p><b>2009</b> The 'Masters of Spirit' visitor experience opens in the restored second production house.</p>	<p><b>2011</b> The Macallan Masters of Photography completes a global exhibition of Albert Watson's platinum prints capturing the journey of Macallan's unique oak casks.</p>

# Floor Plan - Products / Brand Story



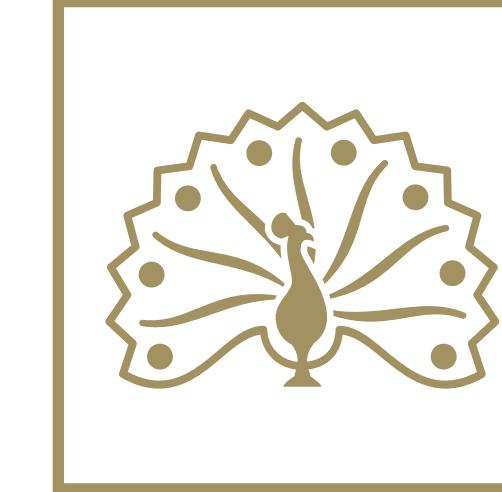
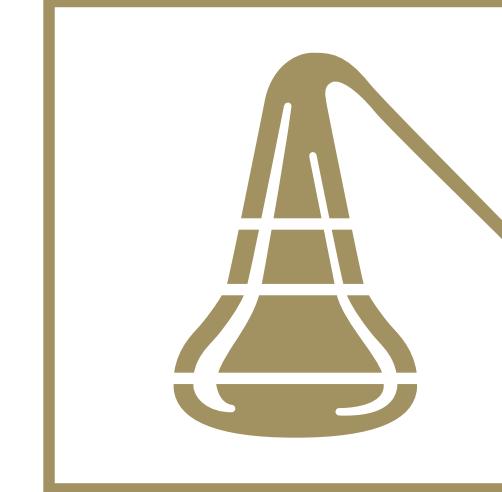
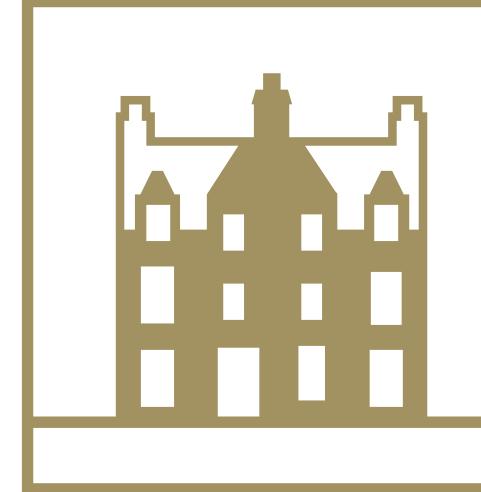
# Floor Plan - Products/Brand Story



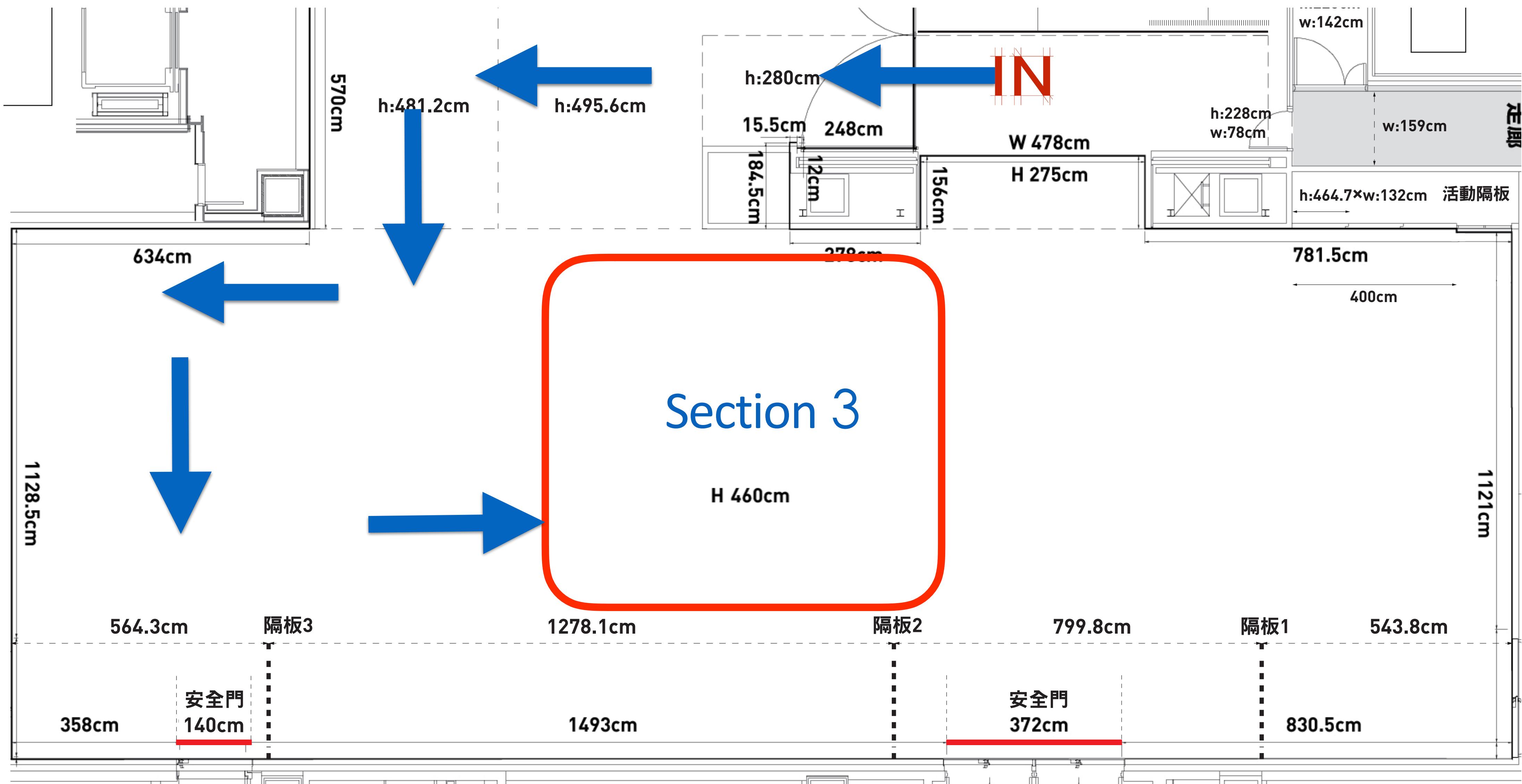
# The Six Pillars

The Six Pillars are the foundation stones for the fame and character of The Macallan. They encompass the strong sense of place at the heart of the distillery and the estate, together with our long experience of distilling and maturing a single malt whisky with a reputation for product excellence and distinctive character. These, in combination, contribute to the essential character of The Macallan.

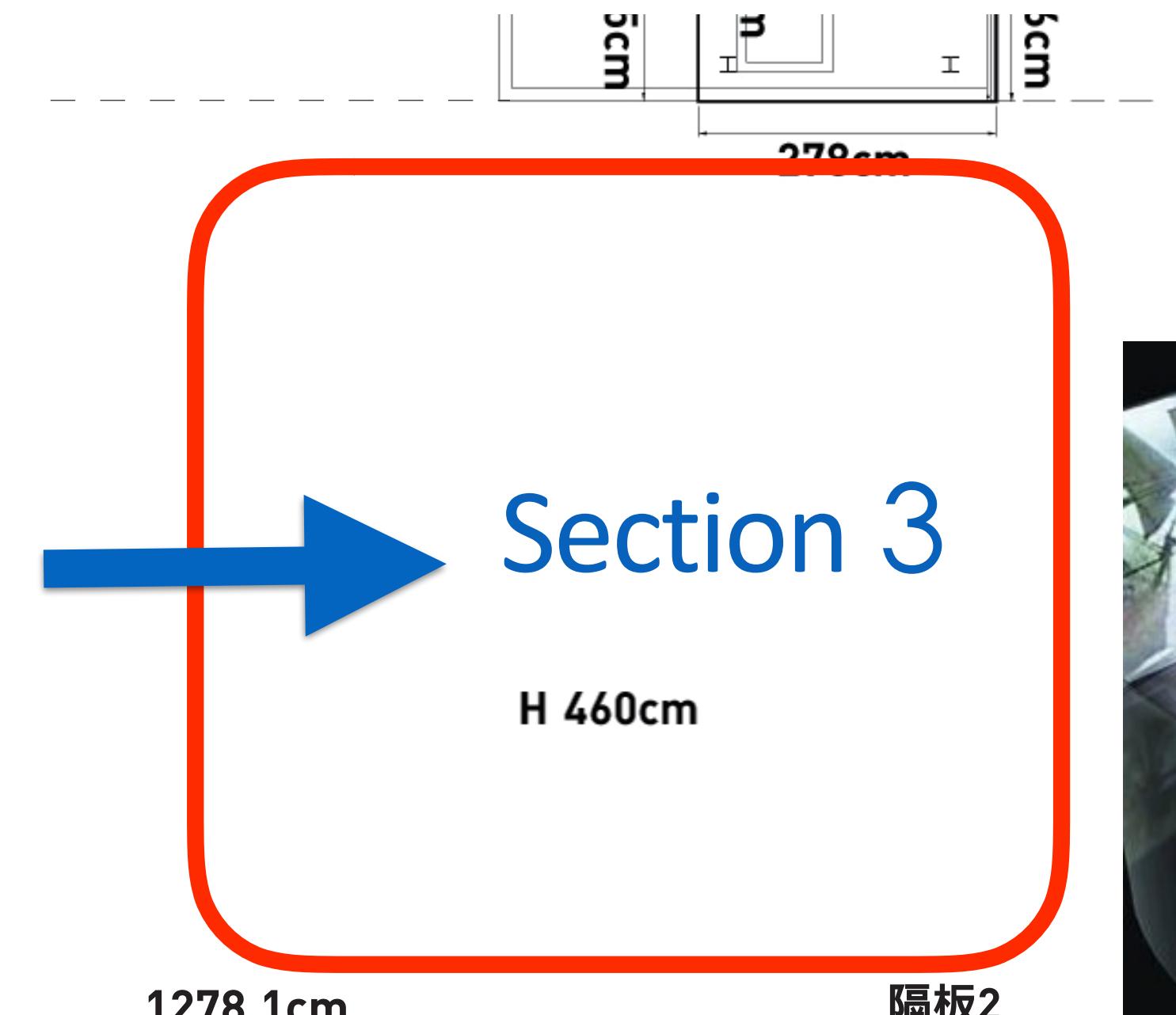
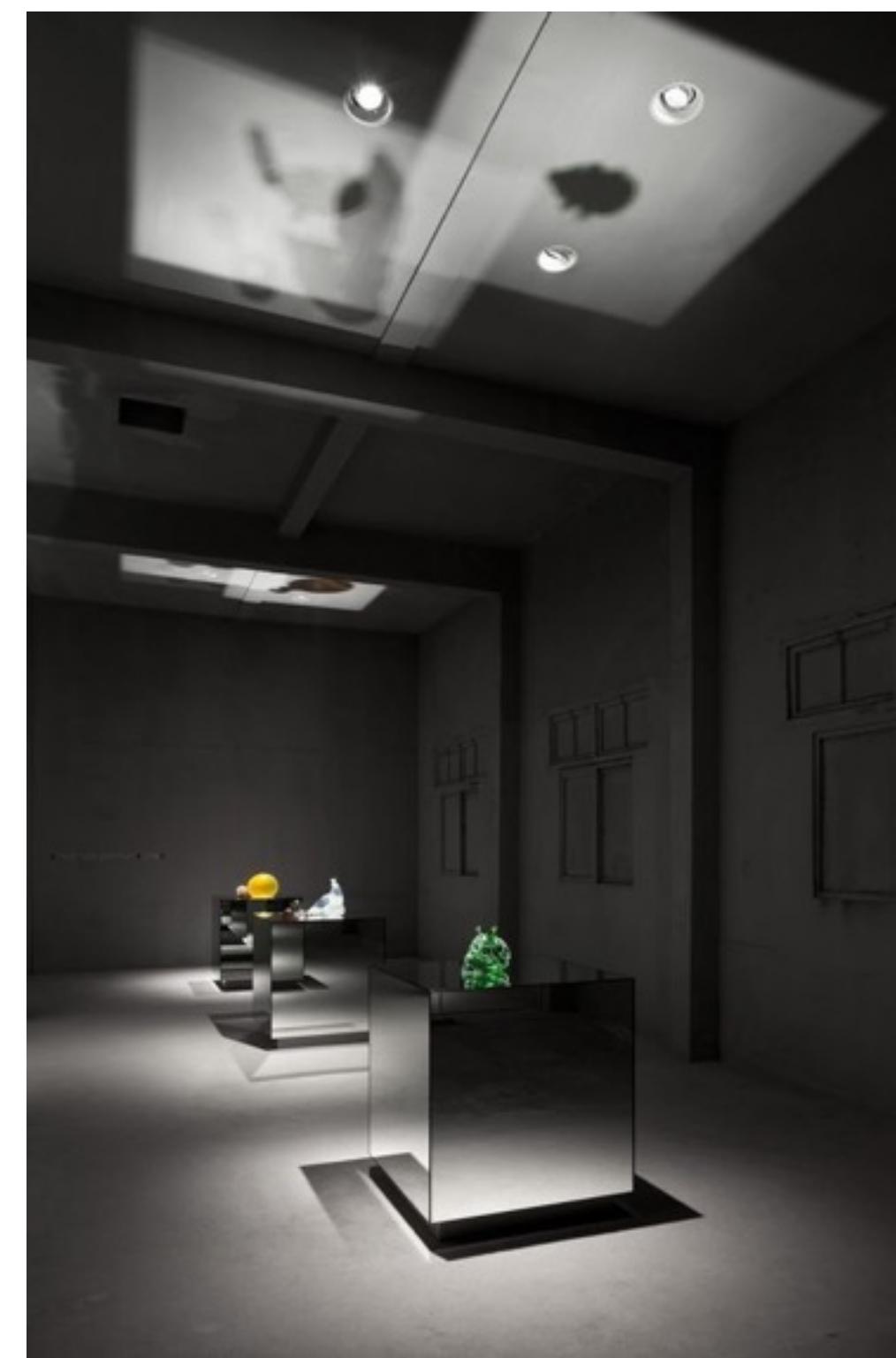
- **Spiritual Home;** Easter Elchies House, built in 1700, lies at the heart of The Macallan estate
- **Curiously Small Stills;** contribute to the distinctively rich, fruity ‘new make’ spirit of The Macallan
- **Finest Cut;** we take only 16% of the final distillation from the spirit stills to fill into our oak casks. This is the best of the best
- **Exceptional Oak Casks;** The Macallan spends more on sourcing, building, seasoning and caring for its casks than any other single malt whisky
- **Natural Colour;** the rich range of colours in The Macallan whiskies is drawn only from the wood of our exceptional oak casks
- **The Macallan itself;** the peerless spirit - one of the world’s greatest whiskies.



# Floor Plan - Stage / Deluxe area



# Floor Plan - Stage/ Deluxe area



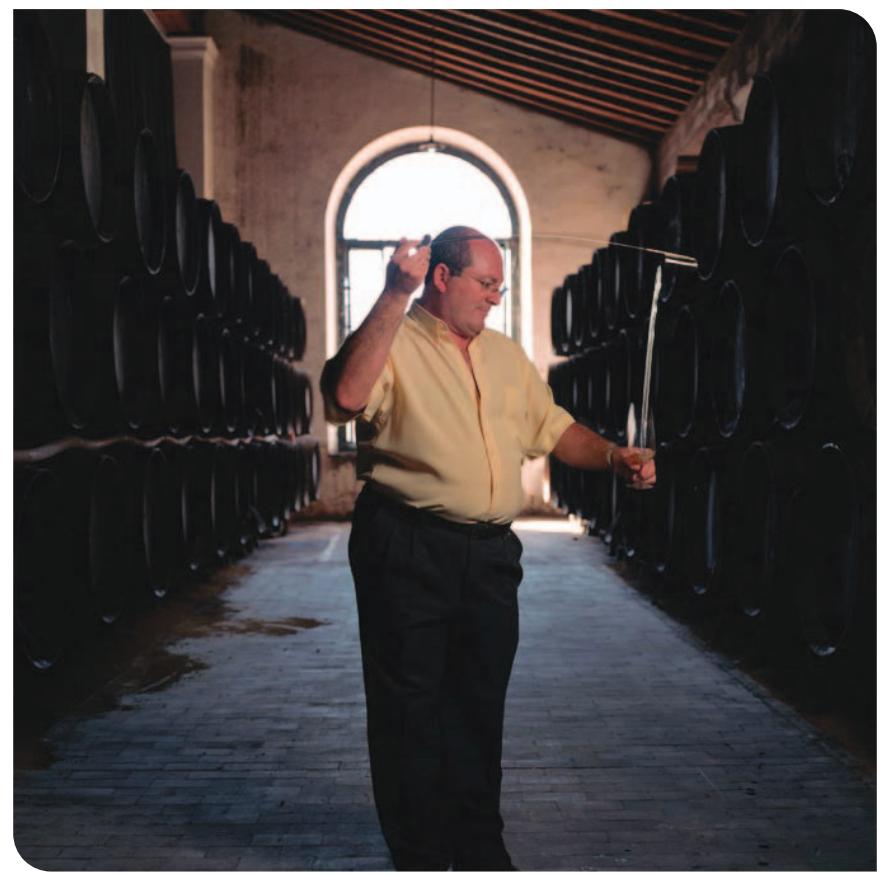
## Masters of Spirit

The foundation for all Macallan lies with the 'new make' spirit; from the quality of the barley, to the soft spring water from boreholes on The Macallan estate, to the final distillation in our curiously small spirit stills, from which only the very best fraction is kept for maturation. These are the special factors which contribute to The Macallan's distinctive character and taste.

Water used in making The Macallan is drawn from our springs deep beneath the ground on The Macallan estate, close to the confluence of the Ringorm Burn and the river Spey. This spring water gushes up through the world's oldest known geological rocks, known as Precambrian rocks, which are over 550 million years old. The water is soft and pure, with ideal levels of minerals and salts for the yeast to ferment the sugary solution ('wort') derived from the malted barley in the mashtun. It is added both at the mashing stage and also later to reduce the alcohol strength of The Macallan prior to bottling.

Barley is the only cereal used to make The Macallan. It is sown in the spring and harvested in the early autumn, growing well on the light, alluvial soils of The Macallan estate. It is the ideal crop as the tough outer shell, or 'husk', protects the grain inside from Scotland's cool, wet climate.

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## The Macallan Sherry Oak

The Sherry Oak range is exclusively matured in sherry seasoned casks, built from both Spanish and American oak, for a beautifully dark, full flavoured single malt whisky, rich in aromas and flavours.

The Macallan imports the majority of all new oak sherry casks imported into Scotland from Spain to mature scotch whisky. These are the most expensive of all the cask types used to mature scotch whisky.



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Barley for The Macallan should be low in nitrogen and high in starch. The starch in the barley is converted to soluble sugars for fermenting into alcohol and subsequent distillation into whisky.

A percentage of The Macallan's barley is a variety called Minstrel; this can only be grown by farmers for the exclusive use of The Macallan. This contributes to the characteristically rich, oily character of the 'new make' spirit, so important for long wood ageing, especially in Spanish oak casks. We have over 40 farmers contracted to grow Minstrel barley for The Macallan on farms in the east of Scotland and in Northumberland, northern England. All the barley grown on the estate is Minstrel. The balance of the barley grown for The Macallan is of the Concerto variety.

The Macallan's curiously small stills are the smallest on Speyside. They are crafted from copper. Being resistant to wear, extremely malleable and a superb conductor of heat, copper is the perfect material. The copper also acts as a catalyst, enhancing the formation of sweet esters and minimising impurities, such as sulphur compounds, which can give the spirit unpleasant aromas.

Their unique size and shape give the spirit maximum contact with the copper, helping to concentrate the 'new make' spirit which, combined with the finest cut that takes only the best 16% from the stills to fill to cask, provide those rich, fruity, full-bodied flavours so characteristic of The Macallan.

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## Credits

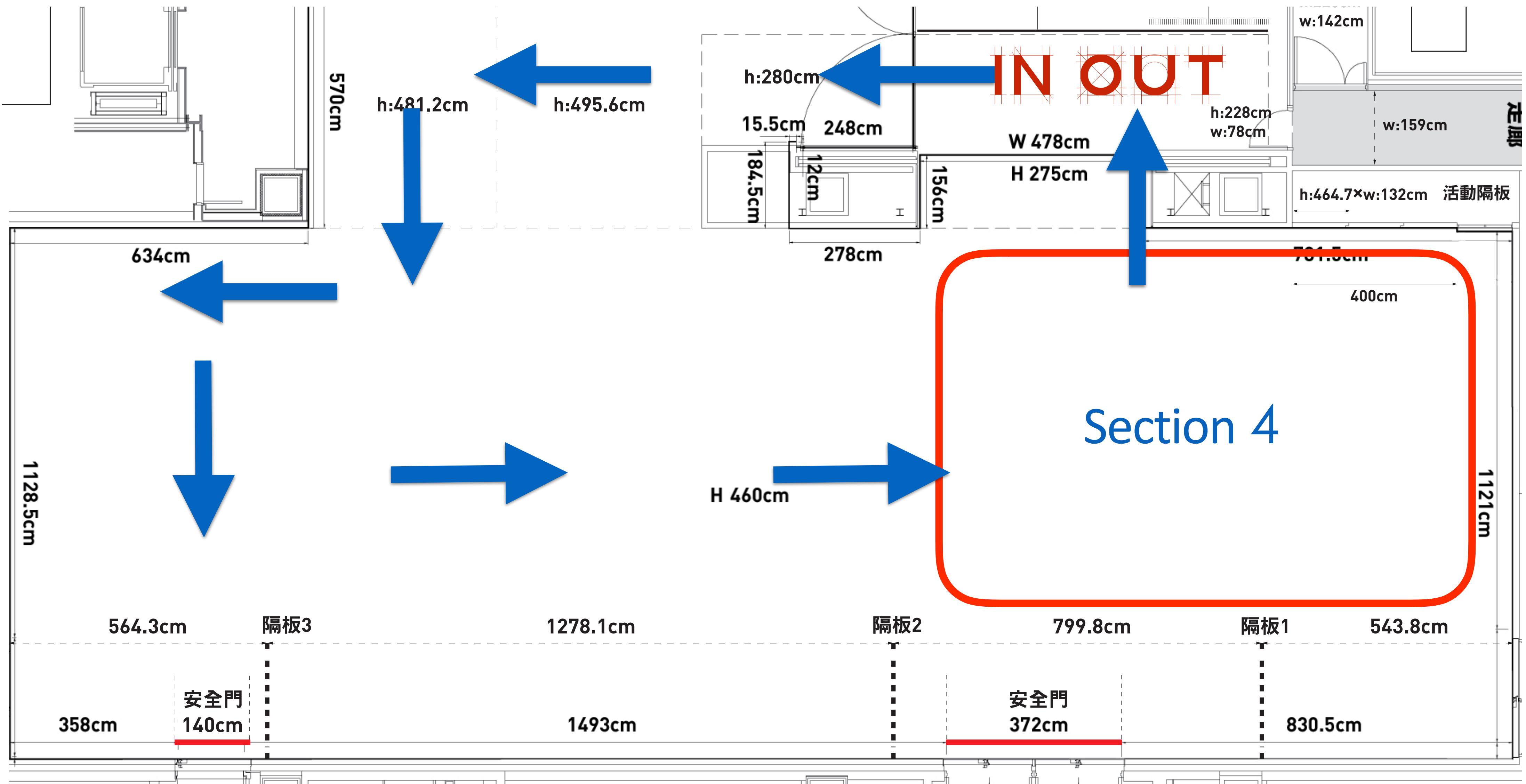
We would like to thank Rob Kesseler, a professor at Central Saint Martins College of Art & Design in London, a Fellow at Kew and Fellow of the Royal Society of Arts and the Linnean Society and Albert Watson, one of the world's most influential fine art, commercial and fashion photographers, for contributing their images to this book.

To discover more about The Macallan visit [www.themacallan.com](http://www.themacallan.com)

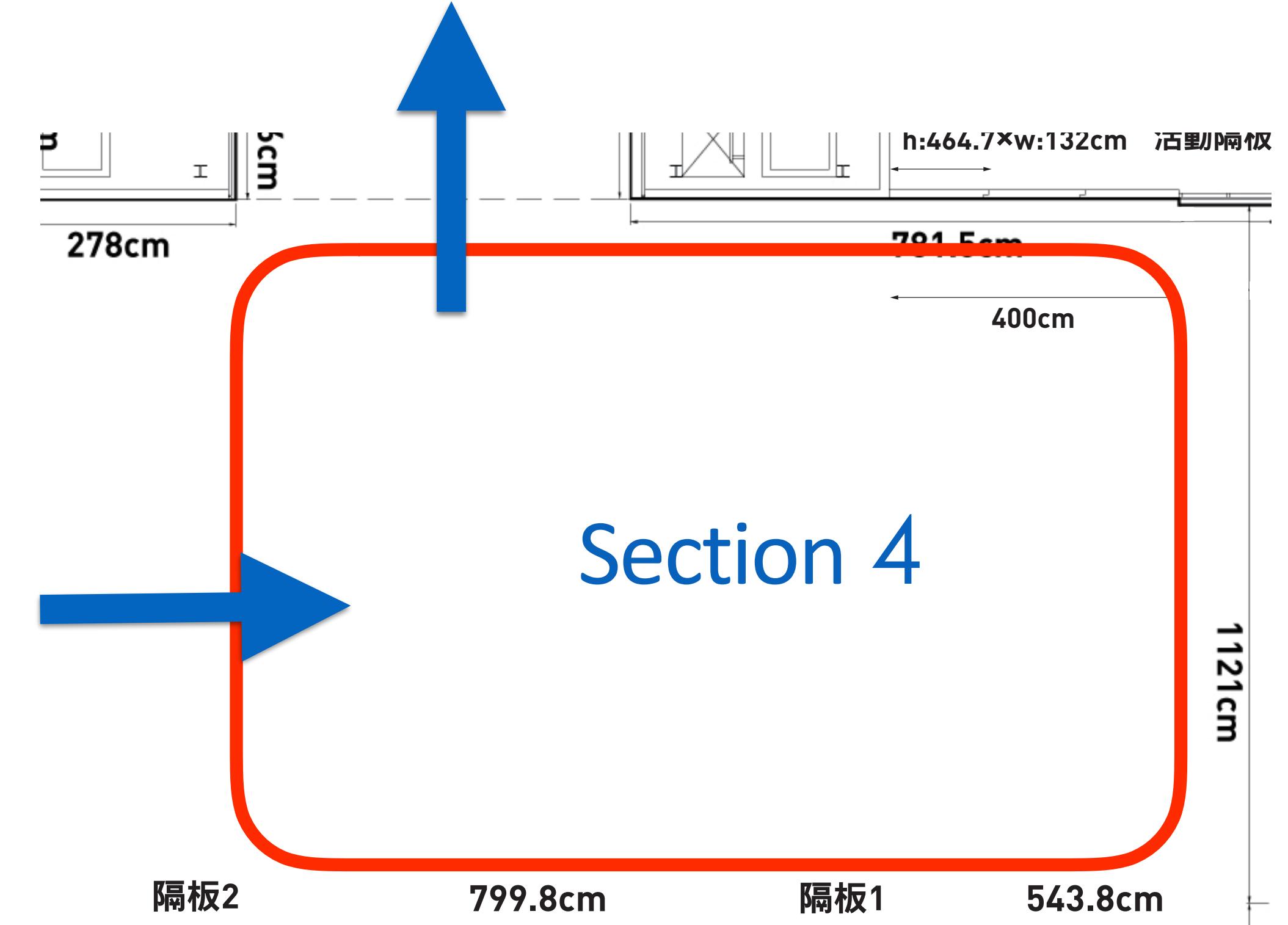
The Macallan  
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Craigellachie  
Aberdeenshire  
AB38 9RX  
+ 44 (0)1340 871471

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# Floor Plan - tasting area



# VIP tasting (BAR/Sale)



# Budget

	CONTENT	PRICE
Section 1	Maping With 4D	\$800,000
Section 2	Product & Brand story	\$1,000,000
Section 3	Stage & Deluxe Area	\$800,000
Section 4	Bar & Tasting & Sales Area	\$1,500,000
Each Section Lights & Stage Equipment		\$800,000
1F OOH	含場租一週35萬稅外	\$1,000,000
Venue Rental	6F展演廳 3天進場 4天活動	\$440,000
Total		\$6,340,000