



# THE ART OF FINE WHISKY

THE MACALLAN INTRODUCES THE THIRD EDITION OF ITS MASTERS OF PHOTOGRAPHY SERIES

A star of the grittily urban cult movie *Trainspotting* might sound like the last person to advertise a luxury single malt whisky. But Kevin McKidd, who has won plaudits for his role as former army surgeon Owen Hunt in the TV series *Grey's Anatomy*, has a close connection with the producers of The Macallan's celebrated whisky – he spent some time as a young man working for the Lumsden Coppermiths on the very Macallan stills themselves.

Charismatic and just that little bit edgy, McKidd stars in the third edition of The Macallan Masters of Photography series. The Scottish actor has been shot in various locations around New York. "This project is very special to me," McKidd says. "I remain a Macallan drinker to this day, so to be asked by The Macallan to be part of this campaign was a huge honour."

#### MASTERS OF PHOTOGRAPHY

Over the past few years The Macallan has worked with a number of highly respected photographers and some pretty hip exponents of that art such as Rankin, known for his work with Kate Moss and Colin Firth, among others. So why has this celebrated single malt with its great heritage chosen to partner with a relatively modern art form?

"The art of photography and the art of whisky making are linked in their craft,

and so it seemed a natural step for The Macallan to commission some of the world's leading photographers to interpret the world of The Macallan," explains Ken Grier, director of malts at Edrington, which owns The Macallan. Grier has himself been a keen amateur photographer since the age of 12. "I find it relaxing and inspiring. It's become a consistent creative outlet for me."

The latest images in the Masters of Photography series, with their rich, warm colour palette of brown, gold and amber, as well as their relaxed mood, convey in pictorial form not just the look of a very high-end single malt, but the actual experience of drinking it.

The contrast between the images' traditionally elegant settings, given a

modern twist, together with McKidd's rugged, windswept good looks, vividly illustrates how The Macallan is taking a traditional product with a great heritage and presenting it in a contemporary style for a new generation of enthusiasts.

#### NOTHING BUT THE BEST

Already familiar with luxury products, these new whisky drinkers are looking for the best. Instead of simply accepting mainstream blended whiskies, they want to know about the provenance of the ingredients and the centuries-old processes involved in whisky creation.

"There's a natural connection between discerning luxury consumers and single malts," says Grier. "Today, classic brands

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mix with modern culture, particularly in markets dictated by younger consumers, and this has changed the perception of whisky. But these consumers still respect and admire the gravitas of Scotch."

The depth and complexity of flavour, as well as the subtle variety of styles, add to the appeal of single malts among today's more sophisticated audience. Just as consumers first began to learn more about wine and consequently demanded better quality vintages, a similar trend is now taking off with luxury whisky.

Knowledgeable, demanding and thirsty for new experiences, contemporary whisky drinkers appreciate the heritage, the craftsmanship and complexities of The Macallan – as Kevin McKidd can testify.

#### MASTERS OF DISTILLING

The latest Masters of Photography edition by The Macallan comprises 1,000 limited-edition bottles that are made up of four unique single-cask whiskies, which have each been created to reflect the mood of the signed print with which they have been paired

##### THE SKYLINE

Pale dawn light is complemented by the citrus nose of this whisky, which leaves a warm, fruity finish

##### THE LIBRARY

A model of Sir Walter Scott's library and a backdrop for a whisky with notes of raisins and chocolate

##### THE GALLERY

Set in a private art gallery, this image is matched with a whisky that also has a rich intensity

##### THE BAR

In a small bar in upstate New York, the accompanying whisky has a nose of intense dried fruits

The  
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