

The Macallan to host immersive brand experience event with BEcause



Malt scotch whisky brand is working with BEcause to create an immersive brand event in London this June

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Summary Malt scotch whisky brand The Macallan is giving guests the exclusive opportunity to unlock the doors to its temporary London lair for a fully immersive brand event this June. Experiential marketing agency BEcause has been tasked with creating a memorable and magical brand event which will be hosted at the illustrious Two Temple Place, London.

Details Malt scotch whisky brand The Macallan is giving guests the exclusive opportunity to unlock the doors to its temporary London lair for a fully immersive brand event this June. Experiential marketing agency BEcause has been tasked with creating a memorable and magical brand event which will be hosted at the illustrious Two Temple Place, London.

The ticketed event, dubbed The Macallan Residence, will unlock a sensory tour through The Macallan 1824 series comprising of Gold, Amber, Sienna and Ruby single malts. Carefully curated experiences plan to enlighten taste buds, educate noses and inspire iconic style choices.

In the first UK event of its kind for the brand, BEcause and The Macallan have curated a unique experience calling on exclusive partnerships from the world of fashion, food and photography.

During the two hour long experience, guests will be treated to a masterclass from expert mixologists who will showcase the art of creating the ultimate whisky cocktail. Artisan du Chocolat will be hosting unique chocolate pairing sessions, whilst Esquire magazine will be offering exclusive stylist insights from unique styling services. The Masters of Photography series exhibition, shot by the iconic fashion photographer Mario Testino, will be hosted in its very own bar. The Macallan mixologists will be on hand to keep the creative whisky concoctions flowing throughout. Before leaving The Macallan Residence, there will be the chance to stop by the themed photobooth and collect stylish souvenirs.

The events will take place on 2nd and 3rd June 2015. A limited number of tickets are available for the two hour experience and can be reserved at www.themacallanresidence.com for £20.

Notes to Editors

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About The Macallan

Founded in 1824 in the heart of Speyside, The Macallan was one of the first distilleries in Scotland to be legally licensed. Since then it has built a reputation as one of the world's leading single malt whiskies. The creation of The Macallan draws on the vital contributing influences of Spain, North America and Scotland, and of their respective natural raw materials, combined with traditional methods and craftsmanship. From its founding, through the subsequent owners of The Macallan distillery in the nineteenth and twentieth centuries and into the present century, The Macallan has been recognised for its outstanding quality above all else.

Images





About BEcause Brand Experience

BEcause is an integrated brand experience agency, with offices in the UK, Australia and Russia. The agency uses trial and dialogue to shape the way

people experience brands, services and information. Its experiential marketing work ranges from sampling drives and roadshows to fully immersive events – all amplified via relevant media channels. Clients include FMCG brands, blue-chip corporates and Government departments. With almost 20 award winning years of experience behind it, BEcause knows what it takes to get brands tried, trusted and talked about.

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