



The MACALLAN

◆ DISTILING SCOTLAND ◆

EL CELLER DE CAN ROCA

THE DISCOVERY OF A HIDDEN GASTRONOMY

The Macallan together with the Roca brothers embarked on a new challenge: exploring Scotland, a country with a huge amount to offer food-wise that is little known or explored – a country of great untapped cuisine. Their idea was to invite people during this exploratory to discover this new land and its food. Many wealth of contents about this year-long exploratory journey have been created and globally launched, including digital capsules, a long-length documentary soon to be screened at international festivals, a travel book with recipes, a Scotland-inspired special menu to be served at the opening of The Macallan's new distillery, pairings with The Macallan, and much, much more.



THE MENU



THE BOOK



LONG-LENGTH DOCUMENTARY



SOCIAL MEDIA

- 194k Branded Content views
- 40 Innovative gastronomic recipes created with Scottish ingredients.
- +200 Tasting the Scotland-inspired pairing menu (3 events)
- 4 International Film Festivals selected (Feb'19 update).



RESULTS

