



THE MACALLAN LAUNCHES THE WORLD'S BEST SCOTCH EXPERIENCES
A never-before-seen look into the most innovative whisky experiences in partnership with The Setai, Miami Beach



(Photo courtesy of Conde Nast Traveler)
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Miami, FLA (May 2019) – The world's most admired single malt Scotch whisky, The Macallan, announces the launch of *The World's Best Scotch Experiences* - a unique celebration of innovative, interactive and engaging whisky experiences. Created in collaboration with culinary and mixology tastemakers from all over the world, *The World's Best Scotch Experiences* aims to showcase the most elevated Macallan experiences from across the globe through a unique video series. Tastemakers notable for their passion and commitment to excellence were identified for the partnership in six key cities – New York, Chicago, Toronto, Los Angeles, Mexico City and Miami. **Vijayudu Veena**, Executive Chef and **Julien Labays**, **Food & Beverage Director at The Setai, Miami Beach**, were chosen to create a special Macallan-inspired tasting menu complimented by a selection of Macallan cocktails and whisky serves.

The World's Best Scotch Experiences features innovative chefs and bartenders at the height of their craft, demonstrating their talents paired with unique stories. In creating their own individual expression, each partner has worked closely with The Macallan team to ensure that the outstanding quality and distinctive character found in The Macallan was matched to the experience.

“When I tasted The Macallan I immediately thought the unique spice flavors of the spirits would pair perfectly with one of our most popular signature dishes, the Peking Duck,” said Executive Chef Veena. “The extra stage of smoking it, with the wood we’ve repurposed from the sherry oak cask The Macallan is matured in, takes the dish to the next level.”

The Peking Duck, a staple dish on the menu at The Setai for over ten years, is cured with a blend of spices including Chinese five spice, cinnamon and star anise. For the Macallan version, the sherry cask used to mature the whisky is broken down into wood chips that are then put into a smoking gun, which is presented to the guests inside a glass dome and revealed when served tableside, providing a bit of drama and a unique experience worthy of *The World's Best Scotch Experiences*. Those key spices, cinnamon and star anise, are also infused in the signature cocktail – The Rare Cask Old Fashioned. These, along with Macallan-infused chocolate truffles, make ‘The Essences of Oak’ – an exclusive dining experience priced at \$150 per person (exclusive of tax and gratuity). A la carte pricing is as follows: Rare Cask Old Fashioned \$90, Duck \$55, Truffle \$15.

“The Miami food scene has dramatically evolved over the past decade, and so has The Setai, a unique property that manages to bring balance and serenity to our guests in the midst of South Beach’s activity,” says **Julien Labays**. “Visitors to our property expect excellence and authenticity; from our signature restaurant Jaya’s elevated Asian cuisine to our five-star service. We’re a perfect match for a brand as storied as The Macallan and happy to be one of the partners in this exciting new program.”

The World’s Best Scotch Experiences will leave guests with sensational memories that can never be replicated and will provide viewers with a behind the scenes look at these remarkable creations.

“As the leading single malt Scotch whisky, we strive to lead the way when it comes to new, immersive experiences, which in turn creates memorable moments and long-lasting success for The Macallan,” said **Alexis Calero**, Key City & Spiritual Homes Manager at The Macallan. “Through *The World’s Best Scotch Experiences* series, we were able to create and collaborate with chefs and mixologists that share the same passion we have for creating unique experiences and memories that bring The Macallan to life in an unforgettable way.”

To view all of The World’s Best Scotch Experiences, viewers can tune into US Macallan YouTube, Facebook, Instagram and follow along with the hashtag #DestinationMacallan, to view short, documentary-style films.

To make reservations at The Setai, please call (855) 923-7899 or email dining@thesetaihotel.com.

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About The Setai, Miami Beach

Situated ocean-side in the heart of Miami’s most desirable location in South Beach, The Setai, Miami Beach is an award- winning, international leader in hospitality and the hotel of choice for the sophisticated international traveler. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service, the latest in-room technologies and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco facade. The Setai features 87 Art Deco rooms, 49 Ocean Suites, including the Penthouse and incomparable amenities including three temperature-controlled sparkling pools, beach front services, exceptional dining experiences led by Executive Chef Vijayudu Veena, The Spa by THEMAE and a Clefs d’Or Chief Concierge. The hotel is privately held; holds membership with The Leading Hotels of the World, has consecutively been awarded the coveted Forbes Travel Guide Five Star Award since 2015 and was voted Travel + Leisure’s 2018 World’s Best #1 Hotel Resort in Greater Miami Beach. For more information, visit www.thesetaihotel.com. Instagram: @thesetaimiamibeach, Facebook & Twitter: @TheSetai.

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 finest single malt whiskies. The story of The Macallan is built on the Six Pillars, each influencing the whisky in its own distinct way. From the spiritual home of Easter Elchies House; curiously small stills giving richness to the pure spirit; finest cut or the best of the best of the distillation, to exceptional oak casks which account for up to 80% of the final flavor in the whisky; natural color and finally peerless spirit, The Macallan itself. Wood sits at the heart of The Macallan. The vital contributing influences of Spain, North America and Scotland, together with true mastery, set it apart from the rest. For more information on The Macallan, visit www.themacallan.com/en-us. The Macallan can also be found on Facebook, Twitter and Instagram. © 2019 The Macallan Distillers Limited, The Macallan ® Scotch Whisky, Imported by Edrington Americas,

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