



## THE HARMONY COLLECTION

Together with Jordi Roca, pastry chef of 3-star Michelin and twice voted World's Best restaurant El Celler de Can Roca, we are bringing new life to cacao with The Macallan Harmony - a Limited Edition with a groundbreaking approach to sustainability through innovation. This whisky has an unusual cacao note that is perfect for pairing with exclusive bonbons. The pack is made from 100% recyclable cacao paper using discarded husks from cacao pods which are a natural waste material. By innovating, we have been able to reuse 15% of the husks, which is a very high percentage compared to other projects on the market.



Jordi Roca created unique bonbons to pair with the whisky



Limited edition with chocolate tasting notes



CGI movie and audiovisual content (behind the scenes, teaser, masterclass and digital video assets).



Sustainable packaging creation



Visibility elements and experiential toolkit for events



RESULTS: 2,8Mio IMPRESSIONS

53K ENGAGEMENT

REACH: 3K VISITS TO WEBSITE