

# MACKMYRA

SWEDISH SINGLE MALT WHISKY

Press release

Stockholm, 19 March 2019

## Mackmyra's new whisky creates a spring feeling

**With the first stirrings of Spring underway, Mackmyra introduce a new seasonal whisky, Äppelblom. A whisky reminiscent of spring and fresh green apples in both taste and design, finished in saturated oak casks which previously held Calvados. The whisky is a result of a collaboration with the premier Calvados producer Christian Drouin and available in limited edition.**

Mackmyra is at the forefront regarding collaboration with the world's leading beverage producers and can now present a seasonal whisky that is partly stored in oak barrels saturated with calvados from Christian Drouin. Mackmyra's Master Blender Angela D'Orazio has worked together with Christian and his son Guillaume to create a single malt whisky with a lovely twist of apple. Äppelblom (Apple blossom) is a fruity and lightly spiced whisky filled with hints of apple, pear, citrus, almond toffee and cedar.

*"The choice of calvados producer was easy. Christian Drouin creates absolutely fantastic calvados in all respects, with genuine craftsmanship in every product since 1965, he has challenged French traditions in this area, and is therefore the perfect match for Mackmyra's approach and our enjoyment of experimenting. The light apple tones from our whisky, in combination with the more mature apple flavours from the calvados, give Äppelblom a generous cask character with a fine spicy balance,"* says Angela D'Orazio, Master Blender at Mackmyra.

*"Calvados is a delicate and fruity spirit. When discovering Äppelblom, I was very impressed by the delicate marriage between the pear and citrus notes of the whisky with the apple and oxydative flavors given by our casks. The result is a very expressive and elegant whisky which will be just perfect at spring time. Since we have a very long aging for our calvados we hardly get the opportunity to use them for a second fill, therefore I was happy to see the result of this innovative aging using one of the very few casks we ship from our cellar,"* says Guillaume Drouin, Managing Director at Calvados Christian Drouin.

Try Äppelblom just as it is or why not with a hot apple-based dessert, or on a fresh apple sorbet.



# MACKMYRA

SWEDISH SINGLE MALT WHISKY

### About Mackmyra

*Mackmyra Swedish Whisky is the pioneer and innovator who started the Swedish whisky expedition. The whisky is created with Swedish ingredients, with no additives, and by a climate friendly distillation technique. Mackmyra offers award-winning single malt whiskies, exciting whiskey experiences and the opportunity to create your own whisky through a personal 30-liter cask. Welcome to Mackmyra Whisky. Mackmyra's shares are traded on NASDAQ OMX First North. Certified Adviser is FNCA Sweden AB.*

## **Mackmyra Äppelblom**

Volume: 700 ml

ABV: 46.1%

Price: £ 60

Launch: March 2019

### **About Christian Drouin**

25 years ago, Christian Drouin was a family business with small-scale production. Christian Drouin is now regarded by many as being the world's best calvados producer and its Coeur de Lion editions are sought after by connoisseurs worldwide. Christian Drouin is a pioneer who, with a keenness to experiment, has succeeded in getting the usually traditional French to dare to test new products. He has always questioned "tradition", and this forms a fundamental basis for Christians Drouin's unique production. His storage facilities house an impressive collection from 1939 and onwards, contained in numerous different oak barrels. Oak barrel storage has become a specific characteristic of Drouin, as he also goes against tradition in this regard and allows several of his calvados products to be stored in oak barrels that have previously contained sherry, port wine, Madeira, rum and brandy. This makes each vintage unique.

Drouin's crops consist of planted tall apple trees, with the fruits mainly being harvested by hand. The apples are stored until they are almost overripe, and then pressed using an old press that extracts 60% of the fruit. The resulting juice ferments slowly to cider over the course of three months before it is time for distillation. The distillate is then poured into oak barrels. Christian and his son Guillaume constantly test the oak barrels to assess when it is time for racking to a larger or smaller barrel. Some of the barrels are transferred on to mixing, while others are left waiting for bottling as vintage calvados. Every vintage that leaves Coeur de Lion is at least 20 years old.

### **For additional information and high-resolution photos, please contact:**

Lisa Collins Wickman, PR and Marketing Manager, Mackmyra Swedish Whisky AB  
Phone: +46 (0) 70-291 55 57  
E-mail: [lisa.collins@mackmyra.se](mailto:lisa.collins@mackmyra.se)

Alex Johnson, Sales UK, Mackmyra Swedish Whisky Ltd  
Phone: +44 (0) 7758 070 546  
E-mail: [alex.johnson@mackmyra.com](mailto:alex.johnson@mackmyra.com)



CALVADOS



### **About Mackmyra**

*Mackmyra Swedish Whisky is the pioneer and innovator who started the Swedish whisky expedition. The whisky is created with Swedish ingredients, with no additives, and by a climate friendly distillation technique. Mackmyra offers award-winning single malt whiskies, exciting whiskey experiences and the opportunity to create your own whisky through a personal 30-liter cask. Welcome to Mackmyra Whisky. Mackmyra's shares are traded on NASDAQ OMX First North. Certified Adviser is FNCA Sweden AB.*