

## MACKMYRA'S SUCCESSFUL HUNT FOR MAGICAL FLAVOURS

**Mackmyra has a proud history of challenging the whisky industry's traditional norms and also of having a desire to highlight Swedish nature, flavours and craftsmanship outside the country's borders. In line with this, the company now presents this year's autumn edition Jaktlycka (Happy Hunting), which is a whisky inspired by our ancient forests and its tasty treasures. Jaktlycka is a limited single malt that will be launched on 2 September 2020.**

Mackmyra launches two new limited editions each year, which are adapted to the season's flavours. This has become a great success and a tradition in Sweden over the past 15 years. The seasonal editions have also helped the distillery gain an international reputation, as a result of the final maturing of the whisky being carried out in casks saturated with flavours that reflect Swedish nature. The product series is a crucial factor in Mackmyra developing and being a leader in the New World Whisky category.

Mackmyra has used the lingonberry and blueberry wine Jakt, from the small-scale Grythyttan winery, in this autumn's edition. This has resulted in a new classic crafted Swedish whisky flavour that is ready to join the world of whisky.

Grythyttan wine is created by the passionate winemakers Per and Ingunn. They use their exceptional crafting skills to create natural berry wines that show consideration for nature and respect for the ingredients. They only use nature's own pantry with no additives, as they are utterly convinced that the berries speak for themselves.

*"Jaktlycka is a warm and soft whisky filled with treasures from the forests. The notes of berries, together with the wonderful spicy contribution from Swedish oak, generate a fantastic flavour that embodies the Swedish forest and autumn. The result is a creamy and berrylike whisky with a softly embedded spiciness and notes of dried fruit, vanilla and raisins. It will make a classic companion to milk chocolate desserts,"* says Angela D'Orazio, Master Blender Mackmyra.

### **Mackmyra Jaktlycka**

Volume: 700 ml

Alcohol by volume: 46.1%

Price: 59.90 GBP

Launch date: 2 September 2020

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

Shane Pirie - United Kingdom, South

Mobile: +44 (0) 79 0415 1959

E-mail: [shane.pirie@mackmyra.com](mailto:shane.pirie@mackmyra.com)

Alex Johnson - United Kingdom, North

Mobile: +44 (0) 7758 070 546

E-mail: [alex.johnson@mackmyra.se](mailto:alex.johnson@mackmyra.se)



### **About Mackmyra**

***Mackmyra** is a Nordic whisky making pioneer that kickstarted the Swedish whisky journey in 1999. Its whisky is created with Swedish raw materials, without additives, and using environment friendly distillation technology. In addition to its award-winning whiskys, craft distilled gin has also been available since 2017 via Mackmyra Bruk, the pilot distillery.*