

RARE CASK



PRODUCT STORY

Rare Cask showcases a dedication to the art of hand picking first-fill European and American oak sherry seasoned casks at the perfect point of maturation. The result is an extremely complex yet perfectly balanced whisky.

Only bottled four times a year (three times in 2018), this whisky is identified both with an annual release statement and a batch number. Each batch is a limited production, equivalent to the volume of only 50 butts.

THE SELL

30 SEC: Rare Cask is a superbly well-rounded and distinctive whisky, identified by an annual release statement and batch number. With four limited edition batch releases a year, each is created from 100% first-fill European and American oak sherry seasoned casks. Rare Cask is the pinnacle of the core portfolio and gateway into the prestigious Masters Decanter Series.

10 SEC: Rare Cask is a remarkably complex yet balanced whisky. Identified with a annual release statement and batch number, each is a limited edition release.

KEY SELLING POINTS

- Annual release statement and batch number on bottle and presentation box drives collectability
- Perfectly balanced with a rich depth of natural colour and complexity of flavour, suitable for all occasions
- Selected from less than 1% of the finest casks maturing in The Macallan reserves
- Pinnacle of The Macallan core portfolio and a stepping stone into the Masters Decanter Series.

TRADE BENEFITS

- New packaging conveys the premium nature of the whisky and seamlessly links with the portfolio packaging upgrade
- Printed protective sleeve matches gift box design and stands out much more on shelf
- Batch number and annual release year drives demand, repeat purchases and gifting opportunities
- Balanced flavour profile appeals to existing and new consumers alike



RARE CASK



PACK CHANGE

- Printed protection sleeve reflects gift box design and easier recognition on shelf
- Textured gift box to enhance premium feel
- Darker red colour of gift box reflects the depth & richness of the whisky
- Batch No. and annual release year clearly referenced
- Wood illustration on inside of gift box supports the product name



POSITION IN PORTFOLIO

Rare Cask has a dual purpose. It is the pinnacle of the core portfolio, as well as the stepping stone into The Masters Decanter Series.



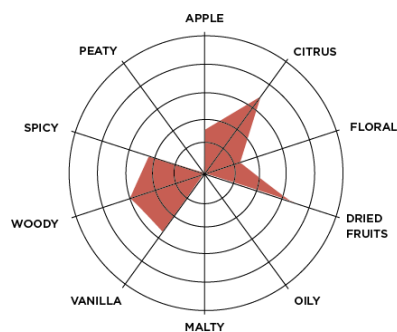
CORE PORTFOLIO



THE MASTERS DECANTER SERIES

TASTING NOTES

- COLOUR:** Mahogany red
AROMA: Soft notes of opulent vanilla and raisin pique the nose, giving way to a sweet ensemble of apple, lemon and orange
PALATE: Oak resonates, polished and rich. Vanilla and chocolate lead the finale along with a light citrus zest
FINISH: Full and warming
ABV: 43%



RARE CASK SERVE

THE RITUAL

Served neat, with a dash of water or over an ice ball

GLASS

Old Fashioned

FLAVOUR PROFILE

Rich Oak. Vanilla. Chocolate.



RARE CASK



The MACALLAN

TECH SPECS

Add text here

