



The
MACALLAN

THE MACALLAN FINE & RARE COLLECTION

The Macallan distillery, one of the first licensed distilleries in Scotland, has remained fundamentally unchanged for nearly 200 years. The Macallan has established its renown as the “peerless spirit” due to a strong tradition of unwavering devotion to quality. It is sought after in the finest hotels, bars and restaurants around the world and savored by discerning whisky lovers who recognize it as the world’s most precious whisky.

The Macallan Fine & Rare Collection represents the very best of The Macallan’s oldest maturing stock and the greatest range of vintage single malt whisky ever released. Every year the range is augmented by the introduction of a new vintage release. The full collection of vintages embodies a liquid history of The Macallan, offering insights into the aroma and flavors characteristic of this great single malt, stretching back to the earliest release distilled in 1926. Over the years, the Fine & Rare range has underpinned The Macallan as the world’s most valuable and collectible single malt whisky, dominating auctions around the world and setting world record prices. These vintages are only available in very limited quantities, coming from single casks, and only a small number of bottles are released each year.

“In all their variation of natural color, aroma, palate and style, these represent some of the rarest and most valuable examples of one of the greatest whiskies. No other distillery can offer quite the ranges that appear in The Macallan Fine & Rare collection.”

(Michael Jackson – whisky writer)

PRODUCT FEATURES

- Drawn from the best of The Macallan’s vintage stock
- Each vintage contains whisky distilled only in the year specified on the bottle
- Earliest release available was distilled in 1926

TRADE POSITIONING

On-Premise:

- On back bar and menu in “A” accounts (fine dining, upscale hotels, ultra-premium whisky bars, others); any account with Louis XIII

Off-Premise:

- “A” accounts – M and any Fine & Rare visible, displayed if possible





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DRINK STRATEGIES

- Neat
- With a splash of water



SPEC INFORMATION

	Fine & Rare
Volume/Bottle (L):	.750
ABV %	varies by vintage
Cases Per Layer	11
Cases Per Pallet	33
Layers Per Pallet	3
Bottles Per Case	1
Bottles Per Layer	11
Bottles Per Pallet	33
Case Length (in.)	13.15
Case Width (in.)	4.17
Case Height (in.)	13.43
Case Weight (lbs.)	3.28
Bottle Weight (lbs.)	2.84

THE MACALLAN

- #1 single malt by value in the U.S. (IWSR)
- Double-digit value growth last year (IWSR)
- Impact Hot Brand Winner (2014 & 2015)
- Perceived by consumers as most premium brand in the U.S. Premium Whisky market (Millward Brown)

