



*The*  
**MACALLAN**<sup>®</sup>

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

## 12 YEARS OLD

The Macallan's peerless reputation as one of the world's most awarded and admired single malts is the result of the devotion, commitment and skill of the Masters of Spirit and Wood, the craftsmen at the heart of The Macallan. Their unfaltering obsession with the finest ingredients, combined with their skill and care in taking only the finest cut of spirit to mature in the best oak casks, produces the "single malt against which all others must be judged." The Macallan Sherry Oak expressions are characterized by their rich color and hints of dried fruit and spice, a result of being exclusively aged in Spanish oak sherry-seasoned casks. The ideal dram for cocktail hour, after-dinner or even to be paired with a meal, each Sherry Oak expression is an iconic, timeless single-malt experience. As one of the most popular single-malt expressions, the highly renowned and widely loved Macallan 12 Years Old is the perfect overture to the Sherry Oak range. Exclusively aged for a minimum of 12 years in the rare sherry-seasoned Spanish oak casks of Jerez, Spain, The Macallan 12 Years Old exudes a beautiful, rich gold hue and an exquisite flavor profile.

### COLOR

Rich Gold

### NOSE

Vanilla with a hint of ginger,  
dried fruits, sherry sweetness and  
wood smoke

### PALATE

Deliciously smooth, rich dried fruits and  
sherry, balanced with wood smoke and spice

### FINISH

Sweet toffee and dried fruits, with wood  
smoke and spice

### PRODUCT FEATURES

- Exclusively aged for a minimum of 12 years in rare sherry-seasoned Spanish oak casks from Jerez, Spain
- Elaborate flavor profile, characterized by rich dried fruit and balanced with smokier, spicier notes

### KEY SELLING POINTS

- The Macallan's mastery of wood and spirit is unparalleled, resulting in a range of single malts with the greatest complexity of flavor and all natural color
- Continues to grow at twice the category rate
- Consistently reviewed as one of the best single malts aged 12 years by Michael Jackson's definitive guidebook, the *QRW*, and *Whisky Magazine*

### TARGET CONSUMER

- Men, 28–55
- Sophisticated, discerning, aspirational
- Looking for an accessible but uncompromisingly premium spirit
- A current drinker of brown spirits enjoying a traditional drinking occasion or a new single-malt drinker looking for the quintessential expression with a reputation for quality



ABV: 43%



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### TRADE POSITIONING

#### On-Premise:

- On back bar and menu – any account that has Glenlivet and/or Glenfiddich
- In multicultural accounts: Dominican, Russian, Korean, Chinese, Vietnamese

#### Off-Premise:

- Eye-level shelf placement, next to Balvenie and above Glenlivet and Glenfiddich
- 12 YO/15 YO/18 YO together minimum 3 SKUs
- 12 YO 3-case floor display: Father's Day, Christmas
- 12 YO end-aisle displays for Father's Day, Holidays

### DRINK STRATEGIES

- Neat
- With a Macallan Ice Ball
- With a Splash of Water
- Maple Old Fashioned
- Blood and Sand



### SPEC INFORMATION

	Macallan 12 Years Old
Volume/Bottle (L):	.750
ABV %	43.00
Cases Per Layer	13
Cases Per Pallet	52
Layers Per Pallet	4
Bottles Per Case	12
Bottles Per Layer	156
Bottles Per Pallet	624
Case Length (in)	13.8
Case Width (in)	9.0
Case Height (in)	13.0
Case Weight (lbs)	38.000
Bottle Weight (lbs)	2.70

Please enjoy our brands responsibly.

All brands shown are imported and produced by Edrington Americas, New York, NY.