



THE MACALLAN EDITION NO. 4

The Macallan Edition No. 4 is the latest release in this innovative annual series. Like preceding releases, Edition No. 4 continues the exploration into our approach to whisky making, and exposing the detail of its creation. Edition No. 4 is developed under guidance of our Master Distiller, Nick Savage.

The Macallan Edition No. 4 exposes the structure of the whisky, drawing parallel on how The Macallan's new distillery is constructed. This limited edition whisky has been shaped by the use of exceptional oak casks, which are the single greatest contributor to the outstanding quality, natural colors and distinctive aromas and flavors of The Macallan.

Drawn from a combination of European and American oak Sherry casks, Edition No. 4 presents a zesty, vibrant and invigorative single malt with notes of honey, sweet toffee and citrus fruits.

COLOR

Burnished copper

AROMA

Bold and rounded honey with a sweet toffee apple note

PALATE

Nutmeg with wood spices and green cloves open up immediately, leaving a sweet and vanilla viscous mouth coating

FINISH

Fruity with oaky sweetness, long and lasting

ATTRIBUTES

- A new limited edition, never to be repeated
- A collectable Macallan at an approachable price point
- Unique selection of oak casks exclusive to this expression
- Higher ABV (48.4%) to optimize and concentrate the rich flavors
- At auction, Edition No. 1 is already selling at 5x its original retail price
- Design of the new distillery is replicated on the side of the box



ABV 48.4%

THE MACALLAN EDITION NO. 4

EDITION NO. 4 CASKS

Casks from 4 distinguished Spanish cooperages varying in type of oak and size

- **Type of oak:** European and American
- **Cask suppliers:** Tevasa, Jose Y Miguel Martin, Diego Martin Rosado, Vasyma
- **Casks shapes and sizes:** 500L butts (42%), 500L puncheons (18%) 250L Hogshead (40%)

A significant proportion of smaller casks making up Edition No. 4 delivers an intense experience of rich flavors and aroma

Cask Types	Flavors Imparted
1 st fill European oak Tevasa Hogshead	Dried fruits and wood spices
1 st fill European oak Tevasa butts and puncheons	Root ginger
1 st fill European oak Jose Y Miguel Martin butts	Dried fruit dates
1 st fill European oak Diego Martin Rosado butts	Figs
1 st fill American oak Vasyma Hogshead	Vanilla, toffee and butterscotch
Refill European and American Hogshead	Citrus fruits
Refill European and American butt	Citrus fruits

SPEC INFORMATION

The Macallan Edition No. 4	
Volume/Bottle (L):	.750
ABV %	48.4
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
Case Height (in)	13
Case Weight (lbs)	40
Bottle Weight (lbs)	2.9

UPC : 812066022472

SCC : 10812066022387



TRADE POSITIONING

Off-Premise:

- Specialty independents and high-end chain accounts
- Top shelf, between 12YO and 15YO or next to 18YO



DRINK STRATEGIES

- Neat
- With a splash of water
- With The Macallan ice ball



THE MACALLAN

- #1 single malt by value in the U.S.*
- The Macallan represents a 13% volume share and a 29% value share of all bottles sold at whisky auctions**
- Perceived by consumers as most premium brand in the U.S. Premium Whisky market***
- Impact Hot Brand Award Winner (2016, 2015, 2014)



Serial Number with key product details, enhancing authenticity

C = number of cask styles used

V = number of casks vatted to create Edition No. 4

T = color tint of Edition No. 4 liquid

2018 = year of release

004 = annual limited release number 4

*IWSR

**Rare Whisky 101

***Millward Brown

DEMONSTRATE YOUR DISCERNMENT, ENJOY RESPONSIBLY.

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