



### The Macallan Glass Pack + CD

While glassware is most often the giveaway within a spirits VAP (Value-Added Package), this glass pack sought to portray a more complete picture of the rich heritage and tradition that define The Macallan brand. The enclosed CD-ROM guides the Scotch enthusiast through a vivid timeline that traces the history of The Macallan, a virtual tour that tracks its complex distillation process, and a knowledge base of single malt tasting and collecting.