



The Macallan Pitcher Packs

This pairing of The Macallan pitcher packs — available with 10 year-old Fine Oak or 12 year-old Sherry Oak — sought to expand not only the bar set of the Scotch enthusiast but also their knowledge of The Macallan brand. The leather-bound booklet that accompanied each etched pitcher told the story of the brand's rich past, renowned present and hopeful future. Page2 developed the graphic design for the packages and also handled their promotional support through both print and online marketing.