



The Macallan 'Essentials'

How do you tell the story of a brand as deep as The Macallan — its history, distillation processes, Sherry Oak & Fine Oak marques and its complete suite of aged expressions — in a print format the size of a credit card? Page2 developed the graphic design of this multi-panel fold-out that consolidates quickly & easily into an accordion format sandwiched by front and back cover cards...a solution as portable as it is educational.