## **OLD MALT CASK 20CL**



## Properties list:

end-user packaging
single product
new product
alcohols and spirits
labels and sleeves
glass and ceramics
information about content
hand-made
unusual visual association
transparent
identity by typography
bottle

Replicating the sample bottles sent to us from stock held at the Distilleries? these wee 20cl bo ttles appear to have been hand written by one of the team pulling the sample (full marks for legibility!). A selection of bottlings from the 700cl capacities is used to fill about 150-200 of the 20cl bottles? so these are little ?rarities? ? small bottles, in small quantities, from a very small bottling, from a small family company. They do allow the consumer however to taste a small amount before investing in the larger bottle (for himself or a Club) and they are also causing quite a stir in the gift giving sector of the whisky business.

Reference: http://www.douglaslaingwhisky.com

Credits:

Country: United Kingdom

## Other images:

