

# OLD MALT CASK 20CL

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## 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 bottles 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.

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Reference: <http://www.douglaslaingwhisky.com>

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Credits:

Country: United Kingdom

Other images:

