

## Bell's launches new packaging



Bell's Whisky has recently launched a new pack for the brand. The new design has an iconic bell-shaped neck, an updated label that includes gold foiling around the logo as well as prominent angular facets that create a more masculine posture and deliver a contemporary and premium feel.

In celebration of this, the company is giving fans the opportunity to recognise and reward the deserving men in their lives - the Bell's Men of Character. To enter, tweet #GiveThatManABells or post to the Facebook page to stand the chance of winning an exclusive gift of the new-look pack, enclosed in a handcrafted and personalised box.

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