Shakespeare wrote this line and the whole world knows him because of it. To show you how relative a name can be, we give you the following variation on 'what's in a name'.

When you order a Scotch in a bar in the U.S., you will receive a Scottish Whiskey; but, when you order a Scotch in Northern England, you will be served McEwan's Scotch Ale — and you thought Scotland only gifted us with its world famous whiskey!

McEwan's Scotch Ale is a completely different ale than you have been accustomed to. It is more than an original top fermented brew because it is made with twice as much raw material as other well known ales. McEwan's Scotch Ale is an experience in original taste. It makes drinking ale an artful pleasure. When you want a truly different brew, ask for it by name — McEwan's Scotch Ale!