

Unfiltered: An eco-friendly Beaujolais



Thought there was little reason to get excited about Beaujolais Nouveau anymore? This year, picking up certain bottles can make you look eco-chic. Boisset Family Estates will be importing its Nouveau stalwarts Mommessin and Bouchard Aîné & Fils exclusively in light-weight, recyclable plastic 750ml bottles. Continuing its crusade for environmentally sound packaging, the France- and California-based company is also adding the new Fog Mountain brand from California—starting with a \$12, organically grown, Nouveau-style wine in PET bottles—to its existing lineup of wines in eco-friendly packaging. Typically, the first Nouveau is shipped to the United States by air freight to arrive on time for its official release on the third Thursday of November. “With the cost of air freight and the [greenhouse] gas emissions generated, for a young wine meant to be enjoyed right away, how could we possibly imagine shipping it in glass?” asked president Jean-Charles Boisset, who notes that a case of PET bottles weighs 22 pounds versus 38 pounds for a case of traditional glass bottles. For 25,000 cases of Nouveau, that’s quite a fuel savings. While plastic bottles still face a psychological barrier with consumers, Boisset said he hopes to get more of the wine industry on board. “This is kind of a scream we are making.” Can you hear him now?