

## NEXTSKETCHPAD

# Spin the Bottle

How Boisset Family Estates, the third-largest French winery, launched an eco-smart alternative to the wine bottle that's remaking the industry BY ALISSA WALKER

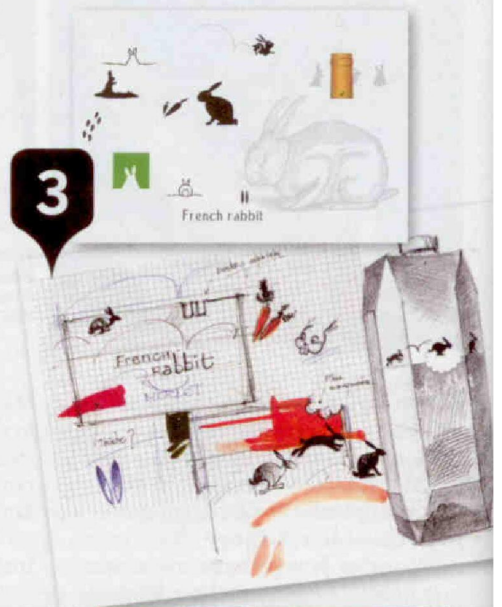


1  
 > U.S. wine consumption topped 300 million cases in 2007, an all-time high. The largest growth is among 21- to 31-year-olds and in \$12 to \$15 bottles. In fact, 70% of all wine is drunk on the day it's purchased. Boisset Family Estates sought to capitalize on this **casual wine trend** with French Rabbit, and for marketing and environmental reasons, "we wanted to break the tradition of presenting wine in a glass bottle," says Jean Charles Boisset, president.



### PICKING A PACKAGE

2  
 > Glass alternatives include aluminum—Francis Ford Coppola's **Sofia Mini sparkling wine** comes in a can—but for French Rabbit, that didn't make sense. "We had to be mindful not to generate extra waste, because aging or keeping it extra cool was not the primary concern," Jean Charles says. "The packaging has to be an expression of the wine inside."

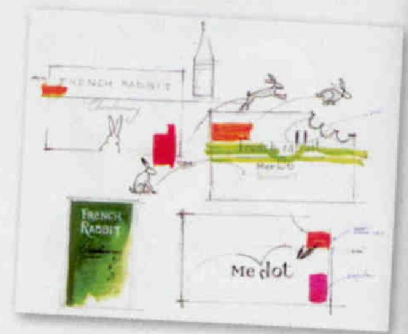


### SKETCHES

3  
 > Designers at Paris-based Linea explored a look that would attract a progressive, eco-savvy consumer. They picked a landscape to evoke a **vineyard at sunset**, suggesting that this was an earth-friendly wine. Graphics needed to be playful but not cartoonish. The rabbit was added as a fun, active element—alongside a sophisticated typeface.



> Boisset chose **Tetra Pak**, an aluminum-coated paperboard known for its versatility. (Everything from orange juice to soup is packaged in it.) The recyclable material is superior to glass in protecting wine from oxidation, and its thinner walls let wine chill more quickly.

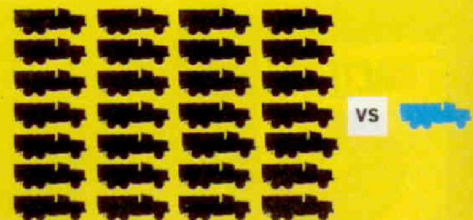


## BOX TOPS

Why Boisset's switch from glass to Tetra Pak works for customers, the environment, and the bottom line



A glass bottle is 40% of the total weight of a wine. Tetra Pak packaging is 4%.



When shipping empty Tetra Pak cartons to be filled, what would require 28 trucks with glass bottles can be done with just one. With filled cartons, the shipping ratio is 3 to 1.

**4**

> The Tetra Pak French Rabbits arrive at stores in branded, recyclable cardboard boxes that can be used to build distinctive displays, eliminating the need for additional, bulky point-of-sale elements.

**5**

> This spring, Boisset launched four-packs of single-serving French Rabbit to promote the wine as picnic friendly.

**6**

**THE BOX**

**FINAL TOUCHES**

PANTONE® 47 C

PANTONE® 877 C

> Early mock-ups played with a variety of off-the-shelf Tetra Pak options, including the Tetra Brik, often used for soy milk. Boisset decided on an octagonal one-liter shape, a radical departure from typically dowdy bag-in-box wines. Jean Charles also liked its rounded, ergonomic qualities. "I really liked the way it felt to hold and pour it," he says.

> Designers chose a metallic finish over a standard matte one to be more eye-catching on shelves and to lend the packaging an upscale look.

> Boisset introduced French Rabbit in Canada in 2005 and then the United States in late 2006. It toured the country, holding blind taste tests with wine journalists, who've given the vino high marks. Consumers have too, buying more than 4.5 million French Rabbits in Tetra Pak in North America (the company also sells glass-bottle versions, so as to offer a choice). And the industry has noticed. "Over 70 wineries have launched Tetra Pak wine since our launch," Jean Charles says.

French rabbit  
chardonnay  
VIN DE PAYS D'OC  
WHITE WINE - VIN BLANC  
2005  
12,5% alc./vol. Alc 12,5% by vol.  
1L Contents 1L  
PACKAGED BY CAVIRO, 1-47100  
FOR RENÉ CLÉMENT, ROUTE DE  
SÉRIGNAN 84100 ORANGE, FRANCE  
www.frenchrabbit.com  
Imported from France by  
Boisset America, Sausalito, CA.  
PRODUIT DE FRANCE

The one-liter carton gives customers 33% more wine than a bottle, encouraging customers to choose the eco-friendly option.

VS

Once emptied, 72 flattened cartons can fit in a standard home recycling bin, compared with 16 bottles.

VS

From manufacturing to fuel to emissions, with Tetra Pak, Boisset's carbon footprint is 10 times smaller than with glass.