



The Best New Products of 2006

By SARAH THEODORE

French Rabbit

French Rabbit from Boisset America, Sausalito, Calif., won over the judges for its use of alternative wine packaging that manages to be playful and portable while maintaining the quality of the product inside. Available in Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlot varieties, French Rabbit is packaged in 1-liter Tetra Prisma containers with recloseable screw-top caps.

"Our mission is to be the market leader of quality wine in innovative and environmentally friendly packaging," said Jean-Charles Boisset, president of Boisset America, of the launch.

"Our family has been growing wine for two generations, so preserving the planet has always been important to us. While sustainable vineyard practices were already in use, we are delighted to add environmentally friendly packaging to our repertoire."

The judges praised the product for its unbreakable portability. "Picnic, anyone?" asked one, while another said, "Nice pitch for the environment."

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