



Boxed wine with a flair for design

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No longer just a trailer trash staple, wine in a box takes an **upscale turn** with luxe branding and sophisticated forms. The **Black Box** brand appeals to the bourgie (boo'jee) crowd with its distinct name and black and gold styling. **French Rabbit** applies playful colors and graphics to its eco-friendly carton packaging--an environmentally responsible and trendy play on this classic beverage.

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