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## FRENCH WINE HAS DESIGNS ON A HIP PACKAGE

New wine packages are reproducing faster than rabbits. The newest in the bundle of tricks is a hipster milk carton from the south of France called French Rabbit from Boisset America.

The paper-foil-polyethylene containers with plastic screw tops are pitched as eco-



friendly, safer and easier than glass bottles and dubbed "ePods," with funny bunny graphics in cool colors. Inside, the wine is 2004 cabernet, pinot noir, merlot or

chardonnay, all from the pays d'Oc. Boisset has added one old-fashioned carrot. French Rabbit packs a full liter of wine into a \$10 ePod. Glass bottles hold only 750 ml for the same price.

CIRCULATION: 337, 515