

3r Blogging

3R Living sells the worlds highest quality eco-friendly, organic products and gifts. Visit our online retail store at www.3rliving.com or in person at **276L 5th Ave. in Brooklyn, New York**. The posts on this site are written by the owners of 3r Living and their staff and focus on the economic, social and political issues that effect our environment.

THURSDAY, APRIL 06, 2006

Good Idea: French Rabbit Wine in an ePod

This week, I received a free, unexpected gift from the folks at **French Rabbit**: two ePods filled with high- quality, French wine.

Man, I love free gifts. Especially free gifts filled with wine.

So, what's an ePod? Well, French Rabbit has taken the drink box to a whole new level by filling large, 1 Liter **Tetra Pak** containers with wine from the South of France. This super-sized drink box feels smaller and lighter than a regular glass bottle, yet it contains two extra glasses of wine. Even better, it has a number of environmental benefits:

- The ePod reduces packaging waste by 90% compared to the typical glass wine bottle,
- The containers are easily recyclable (even in New York City) and the wood used in making the them comes from sustainable Scandinavian forests, and
- ePods take up 1/3 less cargo space, reducing fuel consumption and carbon emissions

Add in the fact that the wine is delicious (i'm drinking it right now), and you have a great product. So, next time someone asks you to bring a box of wine to a party (or even a bottle), you know what to do!

Learn more about this innovative product at frenchrabbit.com

