



Summer Issue

Wants & Needs



Thinking Outside the Glass

If folks as traditional as the French think it's time to develop an environmental conscience about their favorite beverage, it's time for us to unscrew a top and bid au revoir to glass.

French Rabbit has introduced Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlot in vintage-dated, appellation-specific containers the company calls ePods. The one-liter octagonal-shaped Tetra Prisma containers boast screw-top closures and label-free packaging. French Rabbit's motto: "savor the wine, save the planet."

Is the U.S. ready to go so green with reds and whites? If we mimic Canadians, perhaps we are. Last summer, French Rabbit introduced its products to the North Country in both glass and Tetra Prisma packaging. A month later, sales of the non-bottles were 21 times greater than glass. The Canadians' conversion saved more than 100,000 pounds of glass. Less glass means less gas used to supply retailers and take empties to recycling centers.

And since aseptic packaging is mostly paper, an increasing number of states are starting to recycle the material.

But let's not hop around the main issue any longer – is the rabbit worth drinking?

We tried the 2004 Pinot Noir and found it above-average for \$10. Considering the company sells 250 ML less of the identical wine in glass for the same price, this rabbit's actually putting its money where its carrot-crunching palette is.

For more information, visit www.frenchrabbit.com.