

LOCAL *Events*

THE RABBIT IS COMING!

From France, the most traditional wine-producing country, comes a forward-thinking innovation for an environmentally-conscious world. In early 2006, Boisset America introduces French rabbit™ Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot — vintage-dated, appellation-specific French wine in unique one liter octagonal-shaped Tetra Prisma containers that boast screw-top closures and label-free packaging. French rabbit offers premium-quality, consistent, south of France wines from sloping hillside vineyards, inviting consumers to “savor the wine, save the planet.” Indeed, it is one smart rabbit.

Jean-Charles Boisset, president of Boisset America, says, “Our mission is to be the market leader of quality wine in innovative and environmentally-friendly packaging. 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!”

French rabbit wines were introduced in both glass bottle and Tetra Prisma packaging in Canada on July 28, 2005. While the wine is delicious in either package, one month later, sales for the Tetra Prisma were 21 times greater than its glass cohort, from 142 cases in glass sales to 3,061 cases in Tetra Prisma — saving over 100,000 pounds in recycling glass weight! The environment is also spared during production. One example is the transport of the Tetra Prisma: it would take over 25 trucks filled with bottles to equal just one truck filled with empty Tetra Prisma containers. Multiply this by the over 3 billion bottles of wine



Sampling the new French rabbit wines at Mirepoix are Michael Heintz, On-premise Sales Manager, Summit Distributing; Jean-Charles Boisset, President, Boisset America; Harold Baer, Editor and Publisher of Colorado Wine News; and Nick Wilson of Nick Wilson Sales & Marketing.

Americans consumer each year, or the over 30 billion bottles consumed worldwide, and imagine the reduction in fuel and CO₂ emissions achieved by removing so many trucks from the road!

French rabbit features charming packaging: vibrant fluorescent hues (platinum for Pinot Noir, green for Chardonnay, purple for Cabernet Sauvignon, and pink for Merlot) are united by orange toppers that would make any carrot jealous. Bunnies gambol and carrots fly above and below the logo, which converts the lower-case b's in “rabbit” into bunny ears. On its serious side, the ePod™ is recyclable, and reduces packaging waste by 90% compared to glass. Additionally, the Tetra Pak comes from a renewable resource — wood. Much of Tetra Pak's

global paper supply comes from Scandinavian forests where more new wood grows each year than is cut down. Consumers can visit online at www.tetra-pakusa.com/environment to learn more about the environmental efforts of Tetra Pak, and to see where beverage cartons are recycled in their community.

All vintage-dated French rabbit wines are approachable and delicious. The Chardonnay boasts intense flavor with a hint of citrus and a touch of honey, while the reds feature powerful aromas and full, fruity, concentrated flavor with pleasing texture. Each 1L single-varietal wine has an SRP of \$9.99, while the 750ml glass package will also retail for \$9.99. Why the same price for two different sizes? French rabbit rewards con-

Jean-Charles Boisset displays the French rabbit POS at Summit.



Introducing French rabbit to retailers and restaurateurs.





Jean-Charles Boisset shows off his company's "new baby," French rabbit wines.

sumers for making the ecologically-sound choice of the ePod with two extra glasses of French rabbit per ePod!

French rabbit offers consumers substantial benefits:

- Exposure to light can damage wine, which is why many wines are sold in dark green or brown bottle. French rabbit's Tetra Pak container is impervious to light, providing 100% protection to the wine inside.
- A screw cap and collapsible packaging allow air to be squeezed out and the carton to be easily resealed. This helps preserve the wine for a few days after opening, and eliminates the possibility of cork taint.
- French rabbit's innovative packaging is lightweight, easy to carry, and shatter-proof, making it ideal for patio, poolside and dockside.
- Lower processing and transportation costs allow French rabbit to offer superior wine and superior value.
- Easy to store — much less space required!
- Cools much faster than wine in glass bottles.
- Easy to pour — no drip!

In addition to the low cost of shipping, consumer-friendly packaging and price point, trade benefits include ease of storage and stacking (a 10L case of French rabbit weighs 45% less than a 9L case of glass bottles, and on the shelf the 1L Tetra Pak looks diminutive next to a 750mL glass bottle). And, the eight-case French rabbit display (80 Liters) uses 2/3 less floor space than an eight-case display of 750mL glass bottles (72 Liters).

French rabbit Cabernet Sauvignon

2004: Deep purple hues. On the nose, this wine has a pleasantly powerful aroma. On the palate, a hint of red berries and a touch of roasted red peppers. Enjoy with most red meats, or it is ideal with friends around a campfire or on the beach. Serve at 57-60° F (14-16° C) or cellar temperature.

Winemaking — Grape Variety: 100% Cabernet Sauvignon from Pays d'Oc (Vin de Pays – South of France).

Terroir: The cool location of the Limoux region in the Languedoc is very similar to the best French regions where this grape is grown. The climate is sunny and warm in the daytime, and cool at night, which provides the perfect balance for Cabernet Sauvignon to express its richness and complexity.

Production: The grapes are destemmed and the pre-fermentation process in stainless steel vats lasts four days. The alcoholic fermentation lasts two weeks with temperature control. In order to maintain good structure with soft tannins, the daily extraction is very soft and maceration short. After malolactic fermentation, the wine is aged six months in vats.

French rabbit Chardonnay 2004: Lovely pale yellow, bright and clear. On the nose, the wine is aromatic with a hint of citrus, honey, and brioche. On the palate, the wine is rich with peaches and apricots. A fresh, rich wine, with a generous, well balanced, lingering fruity finish. Enjoy with white meats, grilled fish or shell fish. Ideal as an apéritif or at a barbecue. Serve at 48° F (9° C).

Winemaking — Grape Variety: 100% Chardonnay from the Pays d'Oc.

Terroir: The cool location of the Limoux region in the Languedoc is very similar to the best French regions where this grape is grown. The climate is sunny and warm in the daytime, and cool at night, which provides the best balance of aromas and maturity.

Production: This Chardonnay is made in the burgundy-style traditional wine-making method. The alcoholic fermentation in stainless steel tanks lasts two weeks. In order to maintain the freshness and minerality, the malolactic fermentation is blocked. Aged in vats for six months on its lees.

French Rabbit Merlot 2004: Rich ruby color. On the nose, this wine is elegant with spicy notes of cocoa. On the palate, full, well balanced, red cherry flavors blend with soft tannins. Great with most meats on the barbecue and ideal at a picnic. Serve at 57-60° F (14-16° C) or cellar temperature.

Winemaking — Grape Variety : 100% Merlot from the Pays d'Oc.

Terroir: 2004 was an excellent vintage for this grape in the western part of the Languedoc region in southern France. The climate is sunny and warm in the

daytime, and cool at night.

Production: After a cold pre-fermentation that lasts several days, the wine undergoes alcoholic fermentation in stainless steel vats for two weeks. The everyday extraction is soft in order to keep the freshness of the fruits and to find the best balance between structure and aromas. After the malolactic fermentation, the wine is aged six months in vats.

French Rabbit Pinot Noir 2004: Bright ruby. Elegant yet earthy bouquet reveals notes of fresh red raspberries and strawberries. Ripe red fruits on the palate with a pleasant acidity and structure — the ultimate food wine. Great with grilled salmon or pork and ideal at a barbecue. Serve at 57-60° F (14-16° C) or cellar temperature.

Winemaking — Grape variety: 100% Pinot Noir from the Pays d'Oc.

Terroir: 2004 was an excellent vintage for this grape in the western part of the Languedoc region, near Limoux, France. The fruit is sourced exclusively from sloping hillside vineyards where cooler temperatures provide excellent growing conditions for Pinot Noir.

Production: After a cold pre-fermentation that lasts several days, the wine undergoes alcoholic fermentation in stainless steel vats for two weeks. The daily extraction is soft in order to keep the freshness of the fruits and to find the best balance between structure and aromas. The grapes undergo a cold temperature pre-fermentation maceration before starting a two-week-long fermentation. Gentle punchdowns help extract soft tannins, flavor and aroma compounds, resulting in a balanced wine with a long, silky finish. After malolactic fermentation, the wine is aged six months in vats.

French rabbit was introduced to Colorado with a kickoff meeting at Summit Distributing Company, the Colorado distributor for the brand. Jean-Charles Boisset, president of Boisset America, and broker Nick Wilson of Nick Wilson Sales & Marketing also hosted a luncheon at Mirepoix for local media representatives and events for restaurateurs and retailers.

For more information, please contact your Summit Distributing Company wine sales consultant, or visit online at www.frenchrabbit.com

