

# beverage dynamics

M2MEDIA360

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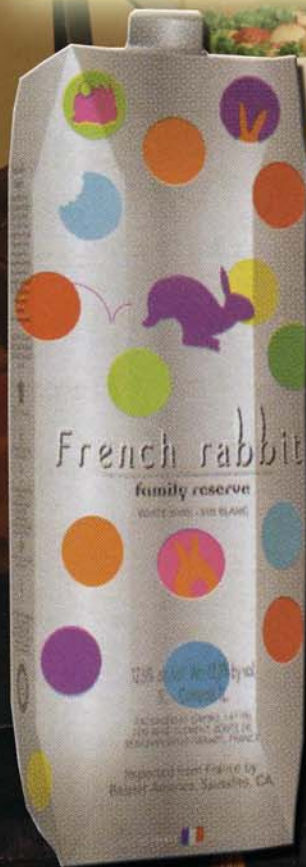


## On The Shelf

### New Products & Packaging

#### WITTING WINE, BEER & Spirits with Food

◆ Boisset America introduces the **French Rabbit Family Reserves** and new 500 ml tetra prisma ePods featuring the original varietals of Pinot Noir, Merlot and Chardonnay. The one-liter French Rabbit Family Reserves, available in red and white, are blends of varietals. Among the red offerings are Syrah, Merlot and Pinot Noir, and in the white, Chardonnay, Viognier, and Sauvignon Blanc.



NEW ORLEANS RETAILER  
**POST-KATRINA**

**HOLIDAY MERCHANDISING**

**TOP CHAMPAGNE &  
SPARKLING WINE**

**ADVERTISING & PROMOTION  
AWARDS WINNERS**