

# BEVERAGE ANALYST

NEBRASKA EDITION

MAY 1, 2006

## The Next French (R)evolution

French Rabbit is the first vintage-dated French wine in a Tetra Pak — no label, no cork, no capsule, no glass. Reducing packaging



waste by 90%, less packaging means more premium wine — for the same price. This 1L Tetra Pak offers two extra glasses for free compared to a 750ml bottle.

Sourced from sustainably-farmed vineyards in the sunny Pays d'Oc

region of southern France, French Rabbit offers Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlot.

The screwcap is easy to open and easy to reseal — recyclable, rapid cooling and shatterproof. Take your rabbit with you: camping, boating, hiking, and tailgating.