

SPECIAL

The rabbit is coming!

Boisset debuts French rabbit vintage varietals in 1 litre Tetra Prisma

This year, Boisset America has introduced French rabbit Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot: vintage-dated, appellation-specific French wine in unique 1 litre octagonal-shaped Tetra Prisma containers that boast screw-top closures and label-free packaging. As Boisset explains, French rabbit offers premium-quality, consistent, South of France wines from sloping hillside vineyards, inviting consumers to "savor the wine, save the planet." 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 have been introduced in both glass bottle and Tetra Prisma packaging in Canada in July last year. While the wine is said to be 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 – as the company mentions – saving over 100,000 pounds in recycling glass weight.

French rabbit features charming packaging

The Tetra Pak should fully protect the wine from UV rays, the plastic "screw cap" is tamper-resistant and eliminates the need for a corkscrew, and the container is easily re-sealed with the air pushed out, keeping the open wine fresh for several days.

Vibrant fluorescent hues (platinum for Pinot Noir, green for Chardonnay, purple for Cabernet Sauvignon, and pink for Merlot) are united by orange toppers that are said to make any

And – these rabbits should cool three times faster than wine bottles.



Photo: Boisset

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.

According to the vineyard all vintage-dated wines are approachable and delicious. The Chardonnay boasts intense flavour with a hint of citrus and a touch of honey, while the reds feature powerful aromas and full, fruity, concentrated flavour with pleasing texture. Each 1 l single-varietal wine will have an SRP of \$ 9.99, while the 750 ml glass package will also retail for \$ 9.99. And in Canada, 50 c from every 'ePod' sold is donated

to the Natural Heritage Fund, which creates wildlife habitats. Australia, Argentina, Sweden, Spain and Italy are claimed to be far ahead of the U.S. in embracing wine in non-bottle packages; for instance, nearly half of the wine sold in Australia comes in a box. However, as reported by BusinessWeek in July, 2005, the U.S. is catching on, with sales of "non-bottle" wines increasing 30% last year. French rabbit partnered with Tetra Pak, a leading supplier of liquid food and beverage packaging systems, to offer premium vintage French wine in the Tetra Prisma container. French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. ■

