

MARCH 2006

MARKET-DRIVEN INNOVATIONS



THE FRENCH (RABBIT) REVOLUTION

On March 1st, French Rabbit launched as America's first vintage-dated French wine in a Tetra Pak prisma container (www.tetrapak.com), or ePod—as the wine brand has dubbed it. Boisset America, which imports the wine, says it went with the one-liter recyclable container because it is collapsible, reducing packaging waste by 90 percent over glass; it weighs less than glass, saving fuel in shipping; and it makes fine French wine less intimidating to U.S. consumers. French Rabbit already reports success in Canada: one month after it was introduced there in both glass bottle and ePod packaging, the ePod format was outselling glass 21 to 1. By selling the one-liter ePod for \$9.99, the same as the brand's glass 750 ml bottle, French Rabbit gives customers two extra servings at the same price. The brand says it's a strategy to push the "ecologically sound choice" of the ePod. Each varietal is distinguished with a unique fluorescent hue band—platinum for Pinot Noir, green for Chardonnay, purple for Cabernet Sauvignon and pink for Merlot.