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## BOXED WINE

The fastest growing sector of the American wine market, boxed wine is starting to shake off its stigma as the gauche alternative to bottles. Wines that actually taste good can now be found in ecologically-sound, well-designed packaging without sacrificing quality. Here are a few of the better boxed wines featuring latest packaging innovations and some accessories to go with them.

### French Rabbit

When French Rabbit wines were introduced in both glass bottle and Tetra Prisma packaging (the same used in standard juice boxes) in Canada in 2005, sales of the box version were 21 times greater than the glass bottles. Their 100% recyclable ePod packaging was commended by our friends at Treehugger, who pointed out that the reduced weight of the packaging means that a truck can carry 25 more times wine, conserving fuel and keeping prices low. French Rabbit offers four varietals from the Languedoc Roussillon region of France: Pinor Noir, Chardonnay, Cabernet Sauvignon, and Merlot. The one-liter containers (25% bigger than standard bottles) retail for about \$10 from Wine Outlet and others.



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