



Florida

IAADFS in association with Raven Fox *daily*

INSIDE

- 1-7 News/Around the show
- 8-9 Week in review
- 12-13 Gala Dinner
- 14-15 Product news

French Rabbit out of a hat

The Boisset America stand is home to one of the week's most innovative launches in the shape of French Rabbit, a range of wines packaged in a lightweight, shatterproof carton designed to offer consumers a recyclable, more environmentally-friendly alternative to glass bottles. Four Pays d'Oc varietals are available—cabernet sauvignon, merlot, chardonnay and pinot noir—plus red and white Family Reserve versions. Traditional wine bottles make up 60% of the product's overall weight, compared with 4% for French Rabbit.

Boisset America president spirits division Hubert Surville said that reaction to the product had been "extremely positive". "Airlines are fighting for weight all the time and so French Rabbit is clearly very



interesting to them. We've had a successful test launch in Ontario and by the end of this week we'll be able to announce several listings. There's also a lot of potential for the product in the arrivals duty-free business."

The four standard French Rabbit references retail at between \$7.99 and \$9.99, while the Family Reserve line is priced at \$12.99.

