

# daily Olive

June 8, 2006

## Saving the environment by French Rabbit



By using recyclable packaging by TetraPak, [French Rabbit](#) is bringing a unique branding experience to your local supermarket shelves with these one liter (instead of the standard 750ml glass bottle) containers. Initially launched in Ontario, Canada in 2005, French Rabbit sold half their annual sales goal after just two weeks on the shelves. Four varietals from the Languedoc Roussillon region of France are available - Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot at \$9.99 retail.

Some [ecological benefits of the Tetra Prisma packaging](#) includes arriving at the bottling plant folded flat, saving on shipping weight compared to glass, protection from sunlight, and can be resealed with its screw top after squeezing out excess air. Also cools faster than wine in a bottle.

Circulation: 1.5 Million