

BURGUNDY PACKAGING

Wine, but not as we know it



THOSE WHO HAVE only just come to terms with screwcap closures are to be faced with a whole new assault on their prejudices - quality wine in Tetra-Pak.

The cardboard and plastic package - familiar to billions as the universal fruit juice and milk carton - will be used for a range of wines due for release by multinational Burgundy négociant-producer

Boisset in the UK in the coming months.

The UK and Canada were selected as launch markets due to the willingness of their consumers to try new packaging.

Boisset claims the packaging protects the quality and flavour of wine, is light in weight, and recyclable. Constellation Brands is to launch a range of California wine in similar packaging in the US.