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French rabbit Wines to Hop Through American Forests

NEW YORK, June 5 /PRNewswire/ -- Boisset America has introduced a line of eco-friendly French rabbit wines and has joined American Forests to help restore the ecosystem, one tree at a time.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060605/NYMFNS1>)

French rabbit wines hopped over from the South of France earlier this year with a plan to revolutionize the wine world. The wines, vintage-dated Pinot Noir, Chardonnay, Merlot, and Cabernet Sauvignon, are packaged in innovative, 1L Tetra Pak containers called ePods(TM). Ecological benefits of the ePod include reducing packaging waste by 90% compared to glass bottles, reducing CO2 emissions and fuel consumption from transportation trucks (since fewer vehicles are needed to transport ePods), the renewable materials used to create the package (paper from sustainably-grown forests), and finally, being completely recyclable.

And now, drinking French rabbit wine restores forests. For every four ePods sold, a tree is planted through American Forests.

American Forests (<http://www.americanforests.org>) is the nation's oldest nonprofit citizens' conservation organization, working to protect and enhance the natural habitat of trees and forests in order to grow a healthier world. Planting trees saves energy, money, and tax dollars, helps clean our air and water, cools our cities, and protects natural habitats.

This year, American Forests has committed to planting 1 million trees -- with the goal of at least 30,000 trees from French rabbit wine sales. French rabbit groves will be planted in the Mojave Desert Mountain Communities (CA), Cranesville Swamp Preserve (MD), Applegate River (OR), and Emiquon Preserve (IL).

Jean-Charles Boisset, President of Boisset America says, "We are extremely excited to partner with American Forests. For many years our family has relied on the environment to make wine, and it is only natural we want to give back and protect it."

Deborah Gangloff, Director of American Forests, agrees, "We are thrilled to partner with a brand like French rabbit, which takes the environment into consideration during every step of the winemaking process."

SAVOR THE WINE. SAVE THE PLANET. French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious terroirs. Please visit <http://www.frenchrabbit.com>.

For more information or samples of French rabbit, please contact Leslie Friebert at Deussen Global Communications. 212.682.2293 x118 or lfriebert@deussenglobal.com.

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