

# OnTap

May 2006

## Package Design

As we head into the season of picnics and festivals one of wine's newest products is quite appealing even if only for practical reasons. The French Rabbit line of wines come uniquely packaged(see image). But before you think, wine from a box, consider these points. The packaging blocks light, allowing the wine to keep it's true taste longer, because the material is thin but durable, you get more wine for your package than with a traditional bottle, and the package is easy to pack, easy to open and won't shatter if dropped, a good thing out of doors.

But all that is for naught if the wine isn't any good. Which it is. Not award winning, save it for special occasions good, but pleasant, with a nice feel and no bite. The Pinot Noir I sampled was a perfectly good everyday red. Light and balanced, very "drinkable" and would be a good match for summer grilling food. To me the real draw is that this may be the perfect picnic option, especially for someone who doesn't want to pop the top on a beer.

French Rabbit currently offers Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot with more varietals coming soon. [www.frenchrabbit.com](http://www.frenchrabbit.com) for more information.

Circulation: 45,000