



French Rabbit wines use ecologically sound packaging

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French Rabbit wines are made by Boisset Winery from grapes sourced from sustainably farmed vineyards in the Languedoc Roussillon region in the south of France. They make Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot. The wines were first launched in Canada in 2005 and did so well that the company sold half of their annual sales goal within two weeks.

Are the wines that good? Not necessarily. The beauty of French Rabbit is in the TetraPak packaging, which reduces environmental waste of bottled wines by 90% and reduces shipping costs. The TetraPak is also 1 liter, rather than the usual 750 mL of a wine bottle.