

MAY 2007

WINE ENTHUSIAST

BEYOND N E

CALIFORNIA'S TOP COOL-CLIMATE WINES

THE BOTTLE

Blazing New Trails in Packaging Fine Wine

Wines in Tetra Pak Packages

For those who want portability and convenience, but in smaller packages, more and more wineries are releasing wine in Tetra Pak cartons. These come in a wide variety of shapes and sizes, from one liter on down. In the U.S., Tetra Pak is best known as a purveyor of milk and juice cartons, but elsewhere in the world the wine industry has used them for years. In 2004, the most recent year for which data is available, 1.6 billion liters of wine worldwide were packaged in Tetra Pak cartons.

U.S. Sales of Wines in Alternative Packaging

Overall, U.S. sales of wine increased 11% last year, but the newer packaging made even greater gains.

3-Liter Bag-in-Box wines: Sales of boxed wines increased 44% in the past year.

Screwcap Wines: Sales of wines with screwcaps increased 24.6% in 2006.

Mini (187-ml) Packages: Sales of 187-ml wines in mini bottles, cans, mini cartons and flexible pouches increased 17% from 2005–2006.

Wine in Tetra Pak Packages: Sales of wines in Tetra Pak packaging were almost \$5 million from 2005–2006, compared to 2004, when sales didn't even register on the charts.

Source: ACNielsen

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Among the widely available brands in Tetra Pak packages are Vendange, Three Thieves' Bandit and Boisset America's French Rabbit. In Canada, sales of French Rabbit in Tetra Pak cartons are expected to reduce waste by 350 tons a year—the equivalent of 310 compact cars.