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Juice Box for Grown-ups

by Laurel House



What's the first thing that comes to mind when I say "boxed wine?" I know, just typing it made my stomach turn. But there is a new breed of boxed wine perfectly suited for the eco-savvy that, I swear, isn't revolting. (Even *Wine Spectator* put its stamp on it, calling it "well-structured and fresh.")

Similar to soy milk containers, the wine boxes consume less energy in production and transportation, are recyclable, and (arguably), most importantly, retain the wine's quality. Need even more bells and whistles to give the newbie a shot? They are shatterproof, resealable, light weight and some hold about three more glasses of wine (a reason in itself!).

Several reputable (if not of the highest caliber) companies have already boxed a sampling of wines (I mean, what do they have to lose at this point?) including Vendage (www.vendange.com), French Rabbit (www.frenchrabbit.com) and Black Box Wine (www.blackboxwines.com), hoping to attract a new group of wine snobs.



A wine brat myself, yes, I agree, the presentation lacks a certain sophistication that has become inherent in the consumption of the fermented fruit juice. We are accustomed to the snobby sommelier, who presents each bottle like it is a rare gem, describes that first sip through the final finish with such acute adjectives that the language alone can almost intoxicate you. Just imagining that same pomp and circumstance surrounding a box doesn't have the same thrill... but you never know. Besides, you can always decant it.

Like the plastic cork that still holds up as a high quality (if less sexy) alternative to actual cork, give the box a go. In the end, it all goes to the same place...your head.