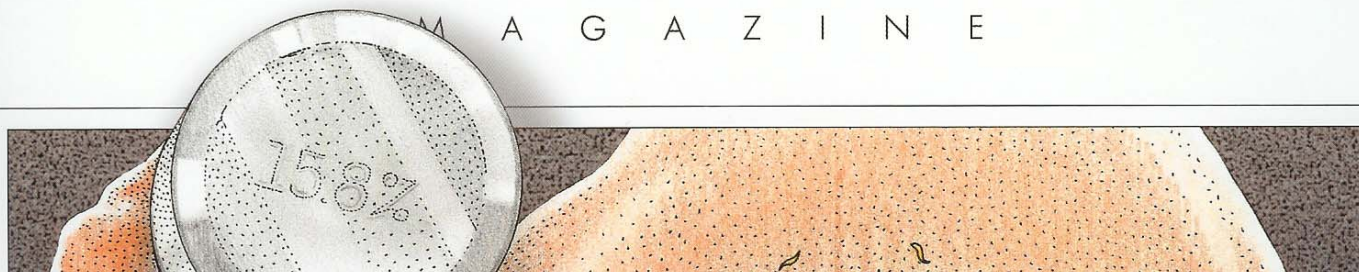


MAY 2006

WINE ENTHUSIAST

M A G A Z I N E



Boisset's French Rabbit wines herald arrival of environmentally friendly packaging in U.S.

Boisset America has just introduced French Rabbit, a new line of varietal wines packaged in state-of-the-art Tetra Paks. The containers are brightly colored, octagonal pods, sealed with screw-tops. The Paks hold one liter of wine, about two glasses more than a traditional 750-milliliter glass bottle.

The Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlot all bear the Vin de Pays d'Oc appellation, and come from Boisset vineyards in the south of France. Having tasted them in San Francisco, I can confirm that these \$10 wines are clean, varietally true and dry, with some complexity.

According to Jean-Charles Boisset, the head of Boisset America, French Rabbit represents a radical breakthrough in environmentally friendly packaging. "This container, which is 100 percent recyclable, reduces traditional packaging waste 90 percent compared to bot-

tled wine," he says.

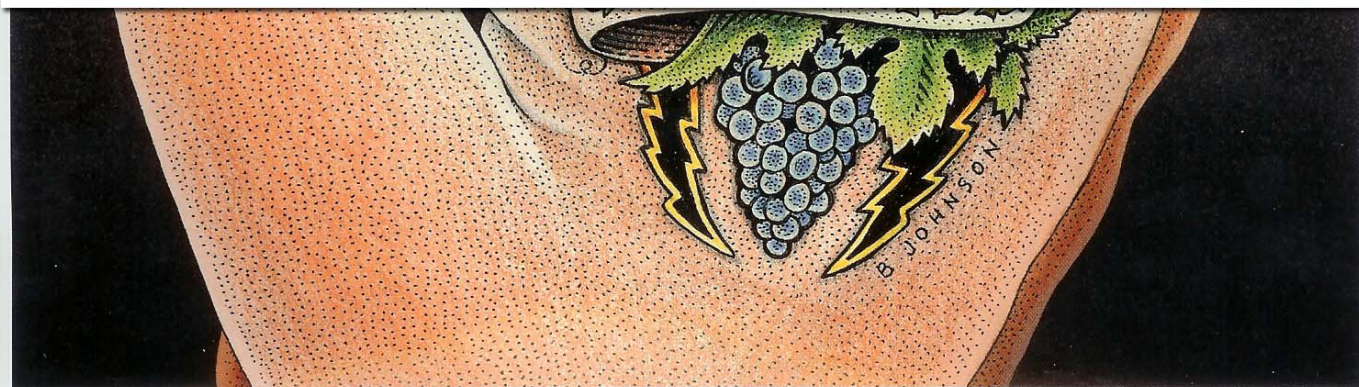
"It would take 25 trucks filled with bottles to equal just one truck filled with empty Tetra Pak containers."

Another feature of the packages is that as the wine is consumed, the neck can be folded down, causing a partial vacuum and preserving the wine's freshness.

French Rabbit was introduced last year in Canada, after the head of the Liquor Control Board of Ontario challenged vintners to use "more environmentally friendly" packaging for their products. "When we heard that, we decided to work with the Tetra Pak," Boisset says. The U.S. rollout will occur over this year.

For more information, go to www.frenchrabbit.com.

—STEVE HEIMOFF



HIGH-OCTANE WINES: HOW MUCH ALCOHOL IS TOO MUCH?

