



MAY 2006

The Signs:

Two separate firms run-by under-40 visionaries—Three Thieves in California, Boisset in France—have introduced varietal wines in environmentally friendly Tetra Prisma packages.

What They Mean:

Non-cork wines are getting hipper every month. Doubters, take note: when Boisset's French Rabbit line was launched in Canada last summer, in both traditional bottles and the glass- and cork-free "ePods," the pods outsold the bottles by a ratio of 20 to 1!