



April 1, 2006

French Rabbit hopping in octagonal e-Pods.

Boisset America is exporting its French Rabbit Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlot wines to the U.S. in a label-free, 1-liter, octagonal-shaped ePod package with a screwcap closure. The wines retail for \$9.99 in more than 30 states.

Circulation: 5,000