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## lulu b. & the french rabbit

Who would imagine that France would throw a beret into the catchy-name, cute-packaging, women-oriented, \$10 wine arena? Enter Lulu B., Rhone Valley winemaker Louis Bernard's new line of stylish, affordable, screw-cap wines; and the French rabbit, a line of vintage-dated, appellation-specific wines available in 1-liter, octagon-shaped, environmentally-friendly containers. Both are imported by Boisset America.

Lulu B.'s Syrah, Chardonnay and Pinot Noir are made in the Languedoc-Roussillon region of southern France, and received gold and bronze medals at the 2005 Indianapolis International Wine Competition. Described as “fruit-forward” and “food-friendly,” the \$9.99 wines combine French heritage and terroir with New World winemaking practices – and also New World marketing techniques and uncomplicated, fun, colorful packaging. Lulu B.'s website ([www.lulubwines.com](http://www.lulubwines.com)), sprinkled with French expressions and food-pairing ideas, is worth a visit.

The French rabbit's Pinot Noir, Chardonnay, Cabernet Sauvignon and Merlots also come from the South of France and are described as “approachable and delicious.” Both the 1-liter Tetra Prisma container (called an ePod) and the traditional glass 750 ml sizes retail for \$9.99. According to Jean-Charles Boisset of Boisset America, “The two extra glasses in the 1-liter size reward consumers for making the ecologically-sound choice of buying French rabbit in the ePod.” Like Lulu B., the ePod container has a screw cap, and it can also be resealed with the air pushed out, keeping it fresher longer. Find the rabbit at [www.frenchrabbit.com](http://www.frenchrabbit.com).



A French wine for \$10?  
Ooh, la la – it's Lulu B., Louis Bernard's new food-friendly line from the Rhone Valley. Visit their website, [www.lulubwines.com](http://www.lulubwines.com), for food pairing suggestions.

