



Salon Rewards Innovation

In 2006, French rabbit won the SIAL d'Or award for its innovative characteristics, and in 2008, our crafty bunny has been named as one of the 30 Top Brands worldwide by the steering committee of the Wine Innovation Forum at the Salon International de l'Alimentation (SIAL).

The reasons for this success are: audacity, necessary for all innovation; the quality of the wines and an ecologically responsible approach backed up by initiatives with environmental organizations.



The concept was daring. In 2005, the Burgundy wine house Boisset created French rabbit, the first French varietal wine of vintage quality packaged in Tetra Prisma® cartons. Named the e-pod® (e for ecology, environment and economy), French rabbit's recyclable, light and colorful designer packaging turned the traditional codes of the wine world upside down by offering a nomadic mode of consumption.

French rabbit offers varietal wines (pinot noir, chardonnay, merlot, cabernet-sauvignon, sauvignon blanc and rosé) available in 1-liter cartons and 250 ml with a straw. The latest addition to the range is **Green rabbit** wines from organic grapes from the south of France, with Ecocert certification.

To-date, more than 5.5 million units have been sold in Canada, USA, Japan and Europe.

In each country, French rabbit has established its ecological ethics by supporting an environmental cause which receives a proportion of the profits. These include Surfrider in France, American Forests in the USA, Wildlife Preservation in Canada and Animal Protection in Denmark.

The full range of French rabbit wines is available for tasting on our stand, Hall 7, aisle C25.

Press pack and high definition images available on request.

Press contact: Véronique Destaing

destaing.v@boisset.fr

Tel: +33 (0)3 80 62 69 30