

Patrick E

From: David Bantey [bantey.d@boisset.ca]
Sent: Thursday, December 01, 2005 6:05 AM
To: Lisa Heisinger; Patrick Egan; Jonathan Pey
Subject: Fw: Envoi d'un message : e5161

Boisset Bows Eco-Friendly Packaging at LCBO Event

Boisset's French Rabbit Tetra Pak media launch
Le Royal Meridien King Edward
Thursday, 08.11.05, 10:45 AM to 2 PM

A rose by any other name still smells as sweet, but does wine purchased in environmentally friendly paper cartons taste as good? The **LCBO** is convinced it does. Indeed, the beverage organization is so sure the wine industry will eventually move to packaging besides traditional glass bottles, it has been lobbying vintners to make Ontario a test market.

List of Resources

Additional Staffing: [Moxie Promotions](#)
Decor: [Decor & More](#)
Signage: [Royal Encounters](#)
Venue: [Royal Meridien King Edward Hotel, Le](#)

Earlier this year, French winemaker **Boisset** responded by selecting the province for the debut of its new line of premium **French Rabbit** wines, packaged in **Tetra Pak** containers. **Tess Michelis**, marketing manager at **Corby Distilleries**, which distributes French Rabbit in Ontario, worked with representatives from Boisset, LCBO, and Tetra Pak to create an appropriately upmarket tasting event at the swanky [Le Royal Meridien King Edward](#) hotel.

Tasting stations set up in the **Palm Court** banquet room flanked a multitiered, gold-coloured shelf that displayed containers of the wine and gold-coloured wooden rabbits, reflecting the color of the packaging. The tops of the shelves were covered with grass—apparently to make the rabbits feel at home. [Decor & More](#) decorated the space in bright pinks, oranges, and greens, also reflective of the packaging. The French Rabbit name was prominently displayed on uplit black metal columns from [Royal Encounters](#).

After the official product unveiling, staffing company [Moxie](#) served samples of the wine to members of the media and other guests.

—*Robyn Small*



Uplit black metal columns displayed images of new packaging for **French Rabbit** wine introduced by French winemaker **Boisset** and its Canadian distributor **Corby Distilleries** during a media launch at **Le Royal Meridien King Edward** hotel.