

NEWS

Current News

News Archive

Case Studies

## News

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### Environmental (R)evolution

That's how French wine producer Boisset is pitching the global introduction of "French Rabbit" Cabernet Sauvignon, Merlot, and Chardonnay in 1-litre Tetra Prisma Aseptic cartons at Ontario's LCBO



The wines are exceptional, and so is the package. The line consists of three varietals from the Languedoc Roussillon region in France produced by René Clement, a subsidiary of Boisset, the third largest wine company in that country. The package is the 1-litre Tetra Prisma carton.

Called "French Rabbit," the branding is casual, carefree, and fun. The wine, which sells for \$12.95 per carton, received "exceptional" ratings by a tasting panel of LCBO product consultants and an expert from LCBO Quality Assurance.



A lot of imagination and commitment went into this project by a lot of people. It's been teamwork all around: Boisset, LCBO, and Tetra Pak. The idea was hatched when LCBO President Bob Peter challenged vintners supplying his organization to start using "more environmentally friendly" packaging for their products. That's what led Boisset to Tetra Pak.

"We're planning to take this new brand of ours global following its world premiere in LCBO stores," said David Bantey, General Manager, Boisset Canada. "We're very excited about the potential of this new product, and its attractiveness to consumers, especially to those who are sensitive to environmental values."

Bantey said what made Boisset first think of Tetra Pak cartons was their outstanding ability to protect the quality and flavour of wine, their light weight, and the fact they're recyclable. "The LCBO has a mandate to reduce the amount of packaging it uses, and is fully behind the introduction of Tetra Pak packaging for this and other reasons," he said. "For consumers, Tetra Pak cartons are

ideal because they are easy to carry, won't shatter, and are particularly suitable around the patio, pool, dock, campsite and other similar areas."

"Ontario is a sophisticated market that understands wine," said LCBO President Bob Peter. "LCBO customers are adventurous, environmentally conscious, engaged with wine, and will appreciate a good quality product in an environmentally sound container."

According to the LCBO, expected sales of French Rabbit could reduce waste by as much as 350 tonnes annually, the equivalent of 310 compact cars. Further, Tetra Prisma cartons compress easily, meaning less volume and weight in curbside Blue Boxes. "We see this as the start of a whole new trend, and expect to see more quality wines appearing in Tetra Pak cartons in the future," said Peter.

### Vendange

Another new entry onto LCBO shelves was a line of two "Vendange" wines in 500 ml Tetra Prisma packages by New York-based Constellation Wines. Both wines, a California Shiraz and California Chardonnay, have already been selling well in the US and Alberta. They carry a \$6.95 price tag at the LCBO.



"The 500 ml size is perfect for people on the go and those who want to keep glass away from their recreational areas," said Chris Churchill, President of Churchill Cellars, the promotional agent for Vendange. "Vendange wines are of outstanding quality, and the 500 ml option is an attractive size for trial and impulse purchase. They're particularly ideal for singles, seniors, and individuals who like to consume wine in more moderate amounts. Anyone who cooks with wine will love the convenience of the resealable Tetra Prisma package closure."

Tetra Pak President Evelyn Watson said Tetra Pak packages have proven themselves time and again to be well suited to wine. "Studies conducted at European institutions show that they are just as good if not better in some aspects as glass bottles in preserving the flavour and quality aspects of wine," she said. "Last year, our customers packed 1.6 billion litres of wine in Tetra Pak cartons around the world. The cartons are light weight and easy to carry, they pour well, won't shatter so they're very safe,

and they can be recycled so they are environmentally favourable—all concepts embodied in our motto "protects what's good."

A further positive point that makes Tetra Pak cartons unique from an environmental perspective is that the majority (75%) of the raw material used to make them comes from wood, a renewable resource. The paper fibre used for both French Rabbit and Vendange wines originates in Scandinavian forests where, thanks to replanting programs in place for many decades, more new wood grows each year than is cut down.

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