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## FRENCH RABBIT TETRA PAK CONTAINERS

**The Next French Revolution.**  
**The first vintage wine in a Tetra Pak container.**

The LCBO is proud to be the retailer chosen for the global launch of French Rabbit. This superior wine and state-of-the-art packaging is the perfect blend of Old World quality and New World thinking. The Boisset Winery in France has been making quality wine for two generations. Their French Rabbit Chardonnay, Merlot and Cabernet Sauvignon varietals are now available exclusively at the LCBO in this revolutionary, environmentally friendly container.

**A Big Leap Forward.**  
**90% less packaging.**

This new container reduces packaging waste about 90% over bottled wine and costs much less to recycle than coloured glass. Also, it would take over 25 trucks filled with bottles to equal just one truck filled with empty Tetra Pak containers – just imagine the reduction in fuel and CO2 emissions.

**Rabbits Multiply.**  
**Two extra glasses of wine.**

With French Rabbit, only 4% of what you're bringing home is packaging (vs about 40% for bottled wine.) There's no glass, no cork, no label, no adhesive – just the wonderful wine and the pack. That's why the LCBO can offer a 1L Tetra Pak containers for \$12.95, the same price as a 750 mL bottle – that gives you about 2 extra glasses of wine.

**Savour the wine. Save the planet.**

50¢ from the sale of each French Rabbit Tetra Pak container will go to the LCBO's **Natural Heritage Fund**, which will be used to create habitat for wildlife throughout Ontario.

Introducing French Rabbit. Spotted at the LCBO.

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