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# French Rabbit comes in cartons

Bill Munnely, Special to the Free Press

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Remember when milk came in a bottle?

At the time, it was unthinkable that it could be in any other type of container. But it did happen and almost everyone would agree today's containers make more sense than glass bottles.

I hope you're ready to embrace the benefits of wine in cardboard, because that's how many of them are going to be packaged in the future.

Europeans and Aussies already buy half of their wines this way and now it's time for us to catch up.

These Tetra Packs, as they are called, are the ideal container for everyday and even semi-fancy wines. They're lightweight, unbreakable and air can be squeezed out to preserve unfinished wine. They make wines more convenient, accessible and everyday. A carton can go places you dare not take a bottle.

The LCBO had asked its suppliers to come up with quality wine in alternative environmentally friendly packaging and the French wine house of Boisset was the first to respond with three wines under the brand name of French Rabbit.

The packaging is colourful and free of all pretentious wine jargon. The rabbit symbolizes a leap forward and playfulness. Expect non-serious wines for fun times.



Katrina benefit takes over TV

French Rabbit Chardonnay is a dead-simple refresher, but the merlot is sure to be a hit, with its jammy flavours and richness. My favourite is the cabernet sauvignon.

Walpole has 'no regrets' about Idol

Mood/food ideas: This is not steak cabernet, but wine for everyday meals. It's lively and lighthearted with the gutsy feeling I enjoy in everyday French wines. Lightly chill.

Aretha, Ciara, Amerie shine at Soul Awards

'New' Martha taking over the tube

FRENCH RABBIT 2004 CABERNET SAUVIGNON VDP D'OC

Schizophrenia drug pulled

France LCBO # 621680 Price: \$12.95 per 1,000 ml

Toronto gets star-struck on film fest's opening night

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Walpole express hits sudden stop

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