

metro

THURSDAY, SEPTEMBER 15, 2005

TORONTO

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Wine resides in cardboard

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 that today's container makes more sense than the original glass bottle.

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

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make wines more convenient, accessible and everyday. A carton can go places where 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 South of France wines under the brand name of French Rabbit. The packaging is colourful and free of all pretentious

uncorked

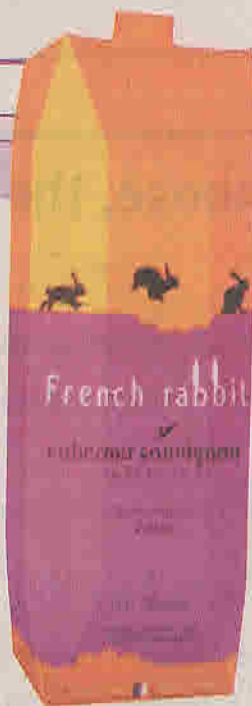
French Rabbit 2004 Cabernet Sauvignon, VDP d'Oc, France

LCBO No.: 621680

Price: \$12.95 for 1,000 ml

Mood/food ideas:

This is not steak Cabernet but wine for everyday meals. It's lively and light-hearted with the gutsy feeling I enjoy in everyday French wines. Lightly chill.



French rabbit

wine jargon. The rabbit symbolizes a "leap forward" and playfulness. Expect non-serious wines for fun times.

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.

Billy Munnelly is author, wine critic and publisher of Billy's Best Bottles Wineletter and Billy's Best Wines For 2005. Visit www.billysbestbottles.com for information about his in-home wine-tasting seminar. To receive a free copy of Billy's Best Bottles Wineletter, e-mail info@billysbestbottles.com.