



One smart rabbit.  
Savor the wine. Save the planet.

## The Next French [R]evolution.

The first vintage-dated fine French wine in a Tetra Pak™.

No label, no cork, no capsule, no glass. Reduces packaging waste by 90%!

Less packaging means more premium wine – **for the same price.**

Our 1L Tetra Pak™ offers two extra glasses **for free** compared to a 750ml bottle.

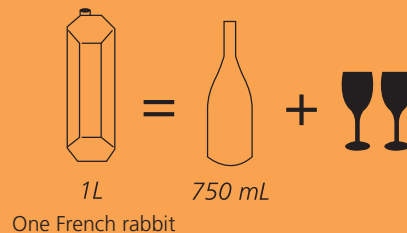
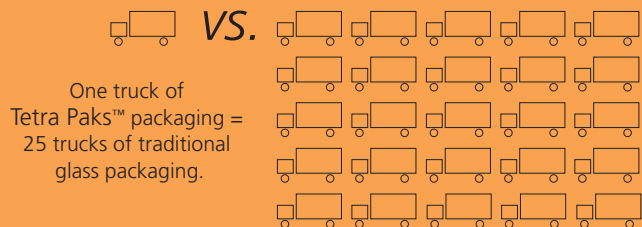
Recyclable, rapid cooling and shatterproof.

“Cork-free zone.” Our screwcap is easy to open, easy to reseal.

Saves weight and space. One 10L case of French rabbit is 45% lighter and more compact than traditional 9L cases.

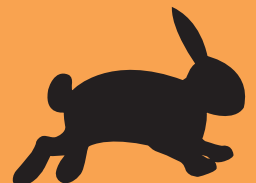
Take your rabbit with you: camping, boating, hiking, tailgating.

Sell 4 French rabbits, we plant 1 tree with American Forests.



In 2004, almost 170 million cases of wine were sold packaged in environmentally-friendly Tetra Paks™ worldwide.

[www.frenchrabbit.com](http://www.frenchrabbit.com)



# Our Wines

Sourced through sustainable farming in the sunny vineyards of the Pays d'Oc in southern France.

Suggested retail price: \$10 per 1 Liter.

Approachable, easy-to-drink wine styles perfect for everyday enjoyment.

Chardonnay: Crisp and refreshing, with excellent balance.

Reds: Robust and fruity, with great texture.

## The Packaging

Bold colors and unique package ensure outstanding visibility so our wines hop off the shelf!



*French rabbit Pinot Noir:  
Medium-bodied, exotic and very smooth.  
A classically-styled Pinot Noir even the most  
jaded connoisseur would love.*



*French rabbit Chardonnay:  
Aromatic with hints of citrus and honey.  
It's ideal as an aperitif or excellent with  
grilled fish or shellfish.*

*French rabbit Cabernet Sauvignon:  
Pleasantly robust aroma, with a hint of red berries  
and grilled red pepper. Enjoy with most dishes,  
especially grilled meats.*



*French rabbit Merlot:  
Full, well-balanced with red cherry flavors  
plus spicy notes of cocoa. Great for picnics  
and meats on the BBQ.*



French rabbit Pinot Noir	6 04174 00179 2	24 LBS 10 x 1L Tetra Paks™	70 Cases
French rabbit Chardonnay	6 04174 00183 4		
French rabbit Cabernet Sauvignon	6 04174 00169 8		
French rabbit Merlot	6 04174 00184 1		

**\* DO NOT OPEN CASES WITH KNIFE OR BOX CUTTER \***

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