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The rabbit is Coming!

– Old World Winemaking Meets New World Vision – Boisset debuts French rabbit™ vintage varietals in 1 Liter Tetra Prisma

(New York, November 15, 2005) – From France, the most traditional wine-producing country, comes a forward-thinking innovation for an environmentally-conscious world. In early 2006, Boisset America will introduce French rabbit™ Pinot Noir, Chardonnay, Cabernet Sauvignon, and Merlot: vintage-dated, appellation-specific French wine in unique 1 Liter octagonal-shaped Tetra Prisma containers that boast screw-top closures and label-free packaging. French rabbit™ offers premium-quality, consistent, South of France wines from sloping hillside vineyards, inviting consumers to “savor the wine, save the planet.” Indeed, it is one smart rabbit.

Jean-Charles Boisset, President of Boisset America, says: “Our mission is to be the market leader of quality wine in innovative and environmentally-friendly packaging. Our family has been growing wine for two generations, so preserving the planet has always been important to us. While sustainable vineyard practices were already in use, we are delighted to add environmentally-friendly packaging to our repertoire!”

French rabbit™ wines were introduced in both glass bottle and Tetra Prisma packaging in Canada on July 28, 2005. While the wine is delicious in either package, one month later, sales for the Tetra Prisma were 21 times greater than its glass cohort, from 142 cases in glass sales to 3,061 cases in Tetra Prisma – saving over 100,000 pounds in recycling glass weight! The environment is also spared during production. One example is the transport of the Tetra Prisma: it would take over 25 trucks filled with bottles to equal just one truck filled with empty Tetra Prisma containers. Multiply this by the over 3 billion bottles of wine Americans consume each year, or the over 30 billion bottles consumed worldwide, and imagine the reduction in fuel and CO₂ emissions achieved by removing so many trucks from the road!

French rabbit features charming packaging: vibrant fluorescent hues (platinum for Pinot Noir, green for Chardonnay, purple for Cabernet Sauvignon, and pink for Merlot) are united by orange toppers that would make any carrot jealous. Bunnies gambol and carrots fly above and below the logo, which converts the lower-case b's in “rabbit” into bunny ears. On its serious side, the ePod™ is recyclable, and reduces packaging waste by 90% compared to glass. Additionally, the Tetra Pak comes from a renewable resource – wood. Much of Tetra Pak's global paper supply comes from Scandinavian forests where more new wood grows each year than is cut down. Consumers can visit www.tetrapakusa.com/environment to learn more about the environmental efforts of Tetra Pak, and to see where beverage cartons are recycled in their community

All vintage-dated French rabbit wines are approachable and delicious. The Chardonnay boasts intense flavor with a hint of citrus and a touch of honey, while the reds feature powerful aromas and full, fruity, concentrated flavor with pleasing texture. Each 1L single-varietal wine will have an SRP of \$9.99, while the 750mL glass package will also retail for \$9.99. Why the same price for two different sizes? French rabbit rewards consumers for making the ecologically-sound choice of the ePod™ with two extra glasses of French rabbit™ per ePod™!

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FRENCH RABBIT / 2

Consumers have rabbit fever!

French rabbit offers substantial consumer benefits. The Tetra Pak fully protects the wine from UV rays, the plastic “screw cap” is tamper-resistant and eliminates the need for a corkscrew, and the container is easily re-sealed with the air pushed out, keeping the open wine fresh for several days. The attractive ePod is extremely easy to carry, handle, and pour, and can be enjoyed in places where glass containers cannot.

Environmentalists are snuggling our bunny!

The ePod is truly dedicated to the 3 e's – ecology, environment, and economy. The light weight is not just more convenient for consumers: as it saves fuel and related wear and tear, distributors pay lower freight charges, retailers and restaurateurs save their employees' backs, and consumers have an easier time purchasing multiple units. Numerically, a standard wine bottle adds over 30% to the total weight of the item, while ePods add just 4%. Compare that to an eggshell, which actually adds 7% to the weight of an entire egg! This also explains why the rabbit cools three times faster than wine bottles (plus many more ePods than bottles fit *into* the 'fridge . . .). At the other end, the empty ePod is recyclable, reducing its environmental footprint even further.

Trade knows a good carrot when they see it!

In addition to the low cost of shipping, consumer-friendly packaging, and price point, trade benefits include ease of storage and stacking (a 10L case of French rabbit weighs 45% less than a 9L case of glass bottles, and on the shelf the 1L Tetra Pak looks diminutive next to a 750mL glass bottle), shatterproof packaging, and no chance of cork taint, among many others.

Distributors are nibbling for our launch!

Distributors in over 30 states have already placed orders, which will ship December 2005. Kick-off meetings will take place by mid-January 2006, and the wine will be available on- and off-premise by March 1, 2006. In Canada, 50c from every ePod sold is donated to the Natural Heritage Fund, which creates wildlife habitats; in the U.S., the French rabbit Foundation is in formation, and will support similar environmental initiatives and public awareness campaigns.

Our smart rabbit is hopping ahead of the trend!

Australia, Argentina, Sweden, Spain and Italy are far ahead of the U.S. in embracing wine in non-bottle packages; for instance, nearly half of the wine sold in Australia comes in a box. However, as reported by *BusinessWeek* in July, 2005, the U.S. is catching on, with sales of “non-bottle” wines increasing 30% last year. French rabbit partnered with Tetra Pak, a leading supplier of liquid food and beverage packaging systems, to offer premium vintage French wine in the Tetra Prisma container. One smart rabbit!

SAVOR THE WINE. SAVE THE PLANET

French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious *terroirs*. Please visit www.frenchrabbit.com.

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