

Packaging

Volute Premium Portable Wine

Location_US

Date_September 2008

Design_In-house

Website_www.volutewine.com

In response to bans on glass bottles in public spaces, wine brand Volute has introduced aluminium packaging for a single 187ml serving of wine. The lightweight bottle is recyclable and shatterproof, and results in a 30% decrease in the packaging's carbon footprint. The use of aluminium also helps to maintain the freshness and flavour of the wine by shielding it from the ultra-violet light that may penetrate through glass. Available in California in white Sauvignon, rosé Cabernet and red Merlot varieties, with plans for a nationwide roll-out in 2009. RRP \$4.

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