

# LONG FLAT



We all know about the screwcap revolution, but what about the packaging revolution? There have probably been more major changes to wine packaging in Australia over the past several years than in the previous 20. Recent innovations include Cheviot Bridge's Prisma Pak.

More and more wineries are turning to non-traditional forms of packaging to stand out from the crowd and, in some cases, to better connect with younger consumers. So, how are these new products performing in the marketplace?

Cheviot Bridge is supplying the domestic market and also exporting into Canada and the US with its Long Flat and

Thirsty Lizard brands. They have received good wine reviews to date. Results are showing that where a wine is offered in both Prisma Pak and glass, both units are selling well and indeed increasing in sales volume, suggesting the paks bring more people to the brand by offering an occasion-driven alternative. Consumers also appreciate the environmental benefits, a Prisma Pak is 4% of the packaging by weight compared to about 40% for the glass bottle.

*Anthony Madigan*

*Funky Packaging, WBM July 2007*

## THE B-PAK (IT'S A BOTTLE IN A PACK)

ALL THE BENEFITS OF A BOTTLE.

ALL THE CONVENIENCE OF AN ENVIRONMENTALLY FRIENDLY PACK.

ANOTHER SIMPLY GREAT IDEA FROM LONG FLAT

