

# LONG FLAT



## WINE PACKAGING FOR CHANGING TIMES

Cheviot Bridge is confident that the growth of the Long Flat B-Pak range - Australia's first Tetra Pak wine packaging - will continue despite the economic downturn, due to its great value for money offer. The company has seen sales growth of 30 per cent per annum since it launched the B-Pak in 2006,

which can be attributed to its convenient packaging format. With no glass and no cork, the lightweight B-Pak is easy to carry and store, pours well and is shatter proof, eliminating the risk of breakage.

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## 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

