

LONG FLAT



Cask wine is so terribly 1970's compared to these environmentally friendly vessels.

The B-Pak...holds a litre of Long Flat 2006 Semillon Sauvignon Blanc. Long Flat managing director Maurice Dean likes that the B-Pak is recyclable and uses a quarter of the greenhouse emissions used to produce a glass vessel. Dean also points out that the B-Pak idea is not really new. "Remember the Sunny Boy ice blocks we used to buy after school? Tetra paks. One and a half billion litres of liquids go into Tetra every year.

Ben Canaider
The Age Epicure
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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

