

LONG FLAT



Cheviot Bridge will become the first Australian wine producer to package its product in the B-Pak – a lightweight container from Tetra Pak with a plastic screw cap. The company's Long Flat Semillon Sauvignon Blanc and Cabernet Merlot varieties will be sold in the octagonal one-litre containers for the same price as their bottled equivalents. The B-Pak is environmentally friendly, lightweight, easy to carry and store and pours well. It was also shatterproof, making it ideal for both indoor and outdoor entertaining, or anywhere glass is unsuitable. The long Flat B-Pak reduces greenhouse emissions at every stage of the packaging lifecycle, reduces packaging waste by 90%, and just like glass is recyclable.

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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

