

# LONG FLAT

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

"What do the wines taste like? In my view, very good at their price. At a recommended retail of \$9, equivalent to \$6.75 a bottle, they are good value. Both are clean and well made with no perceptible disadvantages attributable to their packaging"

*Huon Hooke, Sydney Morning Herald, October 2006*

"Is this the future? Long Flat have launched both this white and a red in recyclable one-litre packs that are light, convenient and, unlike large wine casks effectively sealed against oxidation. The wine inside is a fresh, grapey dry white with clean, citrus and fruit salad aromas and a zippy palate of succulence and good balance. Good summer sipping.

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*Ralph Kyte-Powell, Epicure Uncorked, November 2006*



"Cheviot Bridge sent through the new Long Flat Cabernet Merlot 2004 and Semillon Sauvignon Blanc 2006. These two wines have received heaps of press - much of it centred around the fact they are in Prisma Pac. The PR is all about it being light, green, recyclable etc. I like it and it works - it's light, I'm pleased it's recyclable and the Pac should be embraced.. That done, both wines are sound, enjoyable to drink and I believe can be found at good prices.

*The Key Report, November 2006*

"Cheviot Bridge has launched a mini version of the old cask packaging theme called Long Flat B-Pak wines, but the big difference is the wine inside the new one-litre containers is quality...The New B-Pak container is better than the traditional style of cask bag because its structure reduces the possibility of air and light contaminating the wine. It consists of six layers of polyethylene, paper and aluminium foil and the overall packaging is far lighter than the traditional glass bottle. It has a resealable, plastic screw top and the container won't break if you drop it. "The environmental credentials of B-Pak include the fact that it reduces greenhouse emissions at every stage of the packaging life cycle, reduces packaging waste by 90 per cent and, like glass is recyclable," Cheviot Bridge managing director Maurice Dean says. "Studies in Europe have shown it is just as good as glass in preserving the flavour and quality of wine."

*Shane Maguire, The Adelaide Advertiser, November, 2006*

