

LONG FLAT



After 350 years of putting wine into a glass bottle and sealing it with a piece of bark, two Australian companies have finally changed the wine packaging paradigm. Cheviot Bridge is the first Australian wine company to use the advanced Prisma Pak technology with its Long Flat Semillon Sauvignon Blanc and Cabernet Merlot. While putting wine in a box is not new, the Prisma Pak certainly is. The polyethylene, aluminium and cardboard pack has a new less chunky shape, which slips into the hand like a bottle, is conveniently resealable and totally anaerobic so that it won't oxidize like a wine cask.

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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

