

LONG FLAT



Wine in a box

One of Australia's favourite brands, Long Flat, is one of the first to be released in a one-litre cardboard B-Pak - for the same price as a 750ml bottle.

A more environmentally friendly wine package; 50 percent fewer greenhouse emissions are involved in its production. The ultimate test; the wine tasted just as good from a B-Pak as it did from a screw cap bottle. Is this the next big revolution?

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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

