



Eco-friendly wine comes in cube

BUILDING on the Australian innovation of the bag-in-the-box cask, Beelgara introduces the sq3 (superior quality three litres), serving the needs of consumers trading up to bottle quality wine without increasing their environmental impact.

Superior quality comes due to its vintage dated varietal range while redefining the bag-in-the-box to the 21st century with its unique functional and space saving design.

The cube has successfully overcome a series of packaging challenges with a specially designed bladder to take advantage of the cube shape.

“We have ensured the contents are up to the ground-breaking quality of the sq3 packaging by



filling them with four bottles of vintage dated bottle-quality wine,” Beelgara head Peter Toohey said.

The new box also reduces the wine’s carbon footprint, according to the wine industry greenhouse gas calculator developed by Provisor.

Currently available data shows potential to reduce carbon produc-

tion from packaging manufacture by up to 80% by using sq3 instead of glass.

A further saving of up to 35% of greenhouse gas comes with transport as nine litres of sq3 weighs 9.8kg instead of the usual approx. 15.8 kg (assumes transport is 1000km in a heavy articulated truck).

Beelgara has recognised the changing view of national and international wine buyers’ needs. Four sq3 varieties feature in the groundbreaking package that is already in BWS stores and independent stores nationally following its roll out in January.

Look for the sq3 2006 cabernet merlot, 2006 semillon sauvignon blanc, 2006 chardonnay and 2007 rose at the rrp of \$24.95 (\$6.25 per bottle equivalent).