



WINE IN A CAN? HOW VERY CONVINIENT!

“ LESS IS MORE” APPROACH TO WINE PACKAGING IS A BOOMING WORLD TREND. ACCORDING TO WINE INTELLIGENCE, CONSUMERS ARE BECOMING MORE AWARE THAT TRANSPORTING GLASS BOTTLES COMES WITH A CARBON FOOTPRINT, THEREFORE, ARE SEEKING FOR MORE SUSTAINABLE ALTERNATIVES. CANNED WINE CONCEPT BY MAISON RIGAL IS DRIVEN BY CONSUMER DEMAND FOR PORTABILITY AND CONVENIENCE.

Maison Rigal will be selling as of this summer its 250 ml aluminum can for around 2,50€ each, using Colombard and Sauvignon grape varieties. It expects to launch a Merlot - Cabernet Sauvignon rosé soon. Discover this innovation through modern packaging showcasing these three key elements, as follows:



PYRÉNÉES GARONNE ATLANTIQUE
THE PLURAL GASCONY

THE ORIGIN OF PRODUCT

Produced in Gascony from indigenous grape varieties of South-West France. Tasting notes along with wine & pairing suggestions complete the description.

A TRUE LIFESTYLE

Whether you are on vocation, on the weekend or on Friday evening after work, with friends at a barbecue party or home alone, serving a wine in a can is no different from that in a glass bottle. A state of mind for those who wish to have fun without fuss because canned wine is above all really handy and fun.

THE REASONS FOR BYING

- Preserves the wine's quality by protecting it from the light and by giving it a long-term conservation.
- Easy to use because it's quick and easy to chill and you can take it anywhere.
- Eco-friendly due to cans being lighter and typically produced with more recycled materials, requiring less cardboard and energy for transporting (much lighter than a glass).

“A blend of two grape varieties from Gascony: Colombard with notes of citrus and exotic fruits (grapefruit, passion fruit) assembled with Sauvignon that brings complexity and elegance. A fruity and lively wine that you can take everywhere and drink on various occasions.”

Julien Touboul, general manager and œnologue of Maison Rigal.



#onedose
#pleasure
#ohlala
#sharingiscaring

About Maison Rigal

Maison Rigal is the benchmark wine supplier of quality and exclusivity throughout the South West with its heartland being Cahors, and an ambition to become a grower.

Since 1755, Rigal has been inspired by the great diversity of vines and soil of southwest France. Our daily work revolves around both preserving this environment and adapting to its demands, from the growing of the grapes all the way to the end product – wine in the glass.

“ Sharing is caring.”

Contact Presse

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