

## Octavin Home Wine Bar: Bringing Sexy Back



### Upgrade the Packaging: Boxed Wines

So everyone (or at least everyone who prided themselves on having good taste) thought boxed wines were cheap and bad quality, and wouldn't be caught dead handing it over as a hostess gift. Even if the wine inside was actually pretty good, they still felt the same. Somehow the sexy silhouette and hefty weight of a glass bottle had cast a particularly potent spell over wine drinkers. To rectify this, wine producers launched a massive marketing campaign to improve the image of boxed wines, and one of their most successful strategies was *literally* to improve the image of the product. On their premium boxed wines, they've doing away with tacky, juice box style packaging and embraced chic, eco-friendly designs.

According to Time magazine, Underdog Wine Merchants launched the sexy sounding Octavin Home Wine Bar — a collection of 10 artisanal wines in elegant, sculptural octagonal cylinders. And style doesn't come at the expense of the environment. These cylinders reduce packaging waste by 92% and carbon emissions by 55% compared with glass bottles.