

INFAMOUS

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LIFESTYLE
ENTERTAINMENT
NIGHTLIFE
FASHION



THE 2008 TELUS WORLD SKI & SNOWBOARD FESTIVAL

MOTLEY CREW - DIP HITS IT BIG / YALETOWN'S TEQUILA KITCHEN
5 BC FASHION DESIGNERS ON THE RISE

LEADERS OF THE PAK

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Canadians have been pretty good about accepting stelvin closures on wine bottles. And, of all Canadians, no one is more apt to do the twist than us guzzlers in British Columbia. We aren't stupid: Really, why bother getting tennis-elbow cranking that cork out of the bottle when you can twist, pour, recap, and your wine will survive to be poured the next day?

But are we ready for the next step, the Tetra Pak? It looks cheap — and it is, literally, because you get a full litre as opposed to 750mL. Although I've yet to taste a premium wine in a Tetra Pak, it all seems quite quaffable, if by no means life-altering. So what's the point in Tetra Pak unless you're going camping? Well, while some wine producers are focusing on cleaning up their "carbon footprint" at the winery using sustainable practices, or in the vineyard through organic or biodynamic agriculture, others are doing their part with packaging. Those of us who are responsible recyclers worry about adding to environmental issues by purchasing these disposable soft packs. After all, glass is recyclable, isn't it? Well, yes it is, but like those aluminum stelvin screw-caps, glass takes an inordinate amount of energy to produce and to recycle. Much more than people realize. On the other hand, Tetra Paks are made from nearly 70 per cent renewable resources and each unit is just four per cent packaging. According to Tetra Pak, 76 per cent of Canadian households have access to aseptic package recycling.

Three Thieves and Bandit wines of California claim a printed Tetra Pak can cost less than a single cork to produce. Owner/winemaker David Bate of Leopard Frog Vineyards in Stellenbosch, South Africa, says he can ship 20 cases of his Frisky Zebra wines in Tetra Pak for the same cost (and emissions) as one case of bottled. And it's a long way from South Africa to your fridge. Some food for thought.

