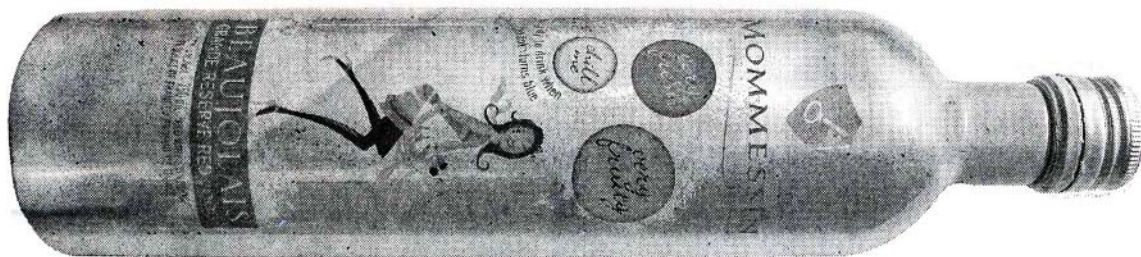


San Francisco Chronicle

THE SIPPING NEWS



NEW RELEASE: Beaujolais in an aluminum can

Leave it to Beaujolais to one-up the concept of wine in a can. Now comes an **aluminum 750 ml package** (\$14) from Burgundy negociant Mommessin that holds a bottle's worth of its **2007 Beaujolais**.

The screwcap-topped bottle is only half the fun. Jean-Charles Boisset, whose family controls the label, insists one reason many Americans stopped drinking Beaujolais is that we drink it too warm — it warrants a slight chill. His inspiration? A spiffy temperature-sensitive dot on the front that turns blue when the bottle's at the right temperature. (It's such a wise idea, and we're such suckers for new packaging gimmicks, that we're totally ignoring that silly chick-lit label design.) Compared to glass, the recyclable lightweight aluminum also nearly halves the full bottle weight — welcome news to those suffering under the weight of heavy picnic coolers. Tuck it next to the potato salad, throw in an ice pack and enjoy.

Available at: Plumpjack Wines on Fillmore (San Francisco), Good Life Grocery (San Francisco)

— Jon Bonné