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Flutterby range soars to new heights 23 Aug 2012 10:26 Submit a comment BizLike Boland Cellars popular environmentally friendly Flutterby range has recently been added to SAAs in-flight wine list. The airline will serve its 2009 Flutterby Cabernet Sauvignon in miniature 187ml rendition of the original 100% recyclable 750 PET bottles and the Rosé in 187ml glass bottle. The range was launched in 2011 and the recyclable bottle has been a hit with eco-conscious consumers and outdoor enthusiasts, for its weight and convenient screwcap. The unique PET packaging technology also presents a significant reduction in the manufacturing carbon footprint.

Each varietal has its own unique butterfly label. For more information, go to www.bolandcellar.co.za . More options BizLike Add to my favourites Send to a friend or Print