



Case Study

Lassonde Wins with the Perfect Pairing of Wine and Packaging

 **Tetra Pak**[®]
PROTECTS WHAT'S GOOD

Lassonde's award-winning Arte Nova rosé and Friolento pinot grigio wines prove you don't have to choose between taste and sustainability. While wine is traditionally bottled in glass, Quebec-based Lassonde adopted Tetra Pak's Tetra Prisma® Aseptic carton packages for several of its wine brands, finding Tetra Pak® cartons a more environmentally sound and transportable glass bottle alternative* that has proven carton-packaged wine tastes just as good as wine in a bottle.



* According to Tetra Pak's container systems for [wine LCA](#).



The Challenge



Lassonde, parent company to Arte Nova and Friolento wine brands, is an expert in wine, selling over 3 million liters of wine every year. Its mission is to craft quality food and beverages that consumers love, customers value, employees are proud of, and that demonstrate care for the planet.

To that end, the company set a goal to have 20% recycled content in its packaging and offer 100% recyclable packaging by 2025*, while providing an emerging young and active audience with a practical package that keeps wine tasting great and travels well.

When embarking on this endeavor, Lassonde faced a major challenge — the misperception that carton-packaged wine doesn't taste as good as wine from a glass bottle. However, Lassonde was ready to show that this wasn't the case and chose to package its Arte Nova and Friolento wines in Tetra Pak's [Tetra Prisma® Aseptic](#) carton.

GOALS

20%
RECYCLED CONTENT
IN ITS PACKAGING
BY 2025

100%
RECYCLABLE
PACKAGING BY 2025

* According to Lassonde's [ESG report](#).

Solution

“We know that our customers trust us to deliver on our commitment to protect what’s good, which includes protecting food, people and the planet. To that end, it was important to deliver a product that provided functionality, sustainability and taste, all in one convenient package.”

Yasmin Segura,
marketing manager
Tetra Pak U.S. and Canada

Keeps products tasting great

Of course, one of the most important elements was ensuring the package would maintain wine quality and preserve the product both before and after opening. The Tetra Prisma® Aseptic carton provides a win/win solution. This highly sterile aseptic packaging, with its layered materials, is engineered to protect against moisture, light and air, for even the most sensitive foods.

Sustainable

Tetra Prisma® Aseptic cartons are made of, on average, 70% responsibly sourced paper, which is a renewable resource. “At Lasonde, we are on a mission to create, produce and market an assortment of wines that seamlessly pair tradition with innovation,” said Dominique Berberi, vice president of marketing at Arista Wines, a division of Lasonde. “We knew we could trust Tetra Pak to bring in the right team of experts from sustainability to safety to help bring this vision to life.”

Functional

The Tetra Prisma® Aseptic carton aligns with Lasonde’s vision to offer wine to more people outside of the home as it is easy to transport, and the package’s prismatic shape fits perfectly in hands for a secure, comfortable grip. Additionally, the opening adds to the package’s versatility as the caps provide a consistent flow and larger pouring area, perfect for both on-the-go consumption and at-home use. In fact, these containers are easy to store and are also ideal for when you want just one glass of wine.

Beautiful design

The distinctive eight-sided shape of the Tetra Prisma® Aseptic package is the perfect canvas for stunning eye-catching creativity when it comes to modern package design. The Lasonde teams worked closely with Tetra Pak to achieve the perfect packaging colors, creating two unique designs to match each brand’s aesthetic. The black and gold package design reflects the premium nature of the vegan and organic Friolento pinot grigio wine, and the Arte Nova rosé carton packaging design includes simple floral elements and nuanced shades of pink which emphasize that this wine is the perfect companion for outdoor activities and picnics.

Results



“To have a wine in a carton compete with other wines packed in glass and actually win the award is a unique achievement in our market. We are proud to have worked with Tetra Pak to reach this milestone.”

Dominique Berberi,
vice president of marketing
Arista Wines, a division of Lassonde

The positive results are undeniable. Sales are strong and Lassonde has gained market share in key locations throughout Quebec. Perhaps more impressively, Lassonde’s Arte Nova rosé won a bronze medal at The Global Rosé Masters 2023 in London, while its Friolento pinot grigio won two medals in 2023 as well — silver at the Global Pinot Grigio Masters and bronze at the International Wine & Spirits Competition. These were the first medals awarded to Lassonde wine in Tetra Pak packages.

In addition to the recent awards, Lassonde’s 2023 tasting tour in Quebec centered around visits to 40 retail stores and over 50 campground sites and was well-received among consumers. The opportunity to experience the product firsthand was key to changing perceptions around wine in a carton. Lassonde also launched a successful influencer campaign focused on the benefits of wine served in a carton when enjoying outdoor activities, proving it’s easy to pack, carry, seal up and enjoy later.



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