

WINE-ON-TAP TODAY



freshTAP *Wine-on-tap: a smarter, fresher, friendlier glass of wine*

FreshTAP Featured in Air Canada's enRoute Magazine!

[FreshTAP](#) is proud to be featured in the prestigious enRoute Magazine. In their latest issue, enRoute outlines the booming trend, the sustainable benefits and increased profitability that FreshTAP offers. Not only that, the article also identifies some amazing local spots that are keeping up with the movement and pouring their wines the freshest way possible, on tap.

You can read the full article [online](#) or [download](#) the special wine issue through [iTunes](#) to learn more about wine from coast to coast.



FreshTAP Arrives in Whistler

FreshTAP hits the slopes in Whistler! The infamous [Alta Bistro](#) is proud to be the first restaurant in Whistler to adopt a wine-on-tap program from FreshTAP's stainless steel kegs. Alta Bistro has been an industry leader, taking sustainability to the next level; composting leftovers, cooking entirely with renewable hydro-electric power and now eliminating plenty of wasteful wine bottles in an effort to offer their guests a memorable and meaningful dining experience. Make sure to visit Alta Bistro on your next trip to Whistler and enjoy a fresh glass of wine from [JoieFarm](#), [Painted Rock Winery](#), and [Laughing Stock Vineyards](#).



Alberta Gets Fresh

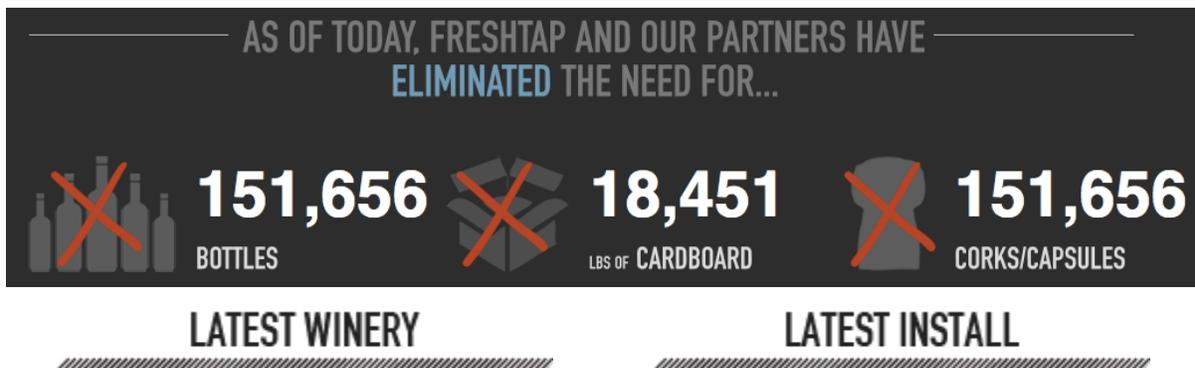
The [FreshTAP](#) education team is Alberta bound this week! Making their first stop in Calgary then off to Edmonton for the Alberta Liquor Conference on Thursday, September 12th. The team is excited to officially introduce FreshTAP to the eager Alberta market. Stay tuned for updated news on the hottest new locations to enjoy a perfect fresh glass of wine-on-tap in Alberta.





We've Got a Handle on It

Pouring beer on tap has been a staple in most bars and restaurants for centuries as it is the freshest way to enjoy your favorite local brews. Over the years, beers on tap have taken on a look of their own with creative branding through the use of tap handles. Similarly, the rapidly growing wine-on-tap category has started a tap handle trend of its own! While many [FreshTAP](#) accounts display the sleek chrome tap handles, others have adopted a traditional 'on tap' look with winery branded tap handles. Wineries are now able to provide additional marketing exposure and get creative through branding of their own. Matt Sherlock from [Nichol Vineyards](#) hand-crafts his own tap handles out of old pieces of grape vines from the winery. Check out the new [Hub on Denman](#), they have 8 wines on tap and the handles to prove it!





Alta Bistro
4319 Main Street
Whistler, BC
www.altabistro.com



Billy Miner Pub
22355 River Road
Maple Ridge, BC
www.billyminer.ca

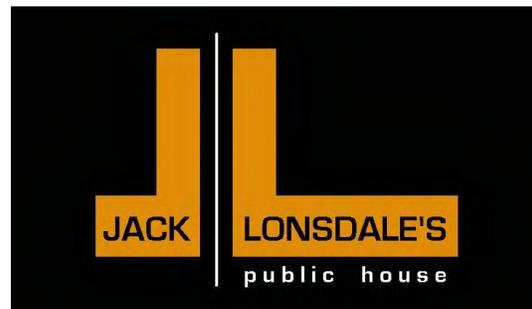
LATEST TESTIMONIALS

"It's very desirable to get on a 'wine by the glass' list in restaurants, since it's a good form of regular sales and great for your branding. But there is the worry of the wine not being served at its best. The FreshTap system eliminates that worry."

Joe Luckhurst - Marketing Manager
[Road 13 Vineyards](#)



Hub Restaurant
1037 Denman Street
Vancouver, BC
www.hubrestaurant.ca



LATEST MEDIA

LATEST MEDIA

EnRoute Magazine - Article
[Tapping Into Vancouver's New Wine Trend](#)

Pique News Magazine - Article
[Wine Kegs Have Arrived](#)

Don Genova's Blog - Online
[Food Matters - Wine Sustainable Packaging](#)

CBC - Audio
[Packaging With a Lighter Footprint](#)

 Facebook

 Twitter

 Instagram

 Website

 Watch this quick video to learn more about FreshTAP: Wine-On-Tap!

Jack Lonsdale's Pub
1433 Lonsdale Avenue
North Vancouver, BC

KOERNER'S PUB

Koerner's Pub
6371 Crescent Road
Vancouver, BC
www.koerners.ca



Mamie Taylor's
251 East Georgia Street
Vancouver, BC
www.mamietaylors.ca



Neighbours Pub
105-3099 Shannon Lake
West Kelowna, BC



Pier 73
3500 Cessna Drive
Vancouver, BC
www.pier73.com



Rogue Kitchen & Wet Bar
Convention Centre
200 Burrard Street
Vancouver, BC
www.roquewetbar.com



Tap & Barrel
Convention Centre
1055 Canada Place
Vancouver, BC
www.tapandbarrel.com



The Raven Pub
1052 Deep Cove Road
North Vancouver, BC
www.theravenpub.com



TROLLER ALE HOUSE

The Troller Pub
6342 Bay Street
Horseshoe Bay, BC
www.trolleralehouse.com

Copyright © All rights reserved.

Our mailing address is:
55 Dunlevy Avenue, Vancouver BC V6A 3A3

[unsubscribe from this list](#) [update subscription preferences](#)