



freshTAP
ontario wine-on-tap

CUSTOM KEGGING

FreshTAP provides wineries a low-cost, hassle free and reliable way to enter the emerging wine-on-tap market. FreshTAP is the turn-key solution to packaging your wine in stainless steel kegs, offering:

- KEG RENTAL
- KEG CLEANING & STERILIZATION
- KEG FILLING
- KEG TRACKING
- CONSULTATION ON KEGGING OPERATIONS
- CUSTOMIZED SALES AND MARKETING MATERIALS
- SALES TEAM TRAINING
- DEDICATED WINE-ON-TAP EDUCATION TEAM

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INTRO TO WINE-ON-TAP

An exciting new wine category is rapidly exploding in marquee North American cities. Wine-on-tap offers the evolution of by-the-glass pours. Until now, wine by-the-glass selections have been limited because of the high financial risk of spoiled product licensees experience. When a licensee opens a bottle for the sale of an individual glass it can be spoiled by oxidation. Spoiled wine affects the bottle line of all operators. Wine-on-tap is dispensed from stainless steel kegs that are constantly pressurized by an inert gas, eliminating oxidation. This ensures the wine being served to the customer is consistently fresh every pour; exactly how your winemaker intended it to taste.

KEGGING PARTNERS

FreshTAP has secured a strategic partnership with FreeFlow Wines, (www.freeflowwines.com) the most experienced and reputable wine kegging company in the United States. This partnership allows FreshTAP to offer experience, equipment, and meticulous standard operating procedures to provide your winery with the fastest way to enter the market with no up-front capital costs.



FREE FLOW
WINES

Our state-of-the-art cleaning and filling equipment has been specifically built for wine.



HASSLE FREE

Here are the benefits of working with FreshTAP to package your wine in kegs:

NO HIDDEN COSTS All costs are clearly outlined and allow you to competitively price your wines in keg.

TURN-KEY FreshTAP cleans, maintains and fills the kegs. All your winery has to do is sell.

NO CAPITAL INVESTMENT FreshTAP owns the kegs and equipment, reducing your cost to enter the market.

FILL ON DEMAND Our keg inventory provides kegs when you need them, to grow with your business.

YOUR BRAND, OUR KEGS FreshTAP's stainless steel kegs are branded with a custom keg collar specific to your company and wine brand. All kegs are sealed with a tamper resistant cap.

smarter

WINE-ON-TAP FROM STAINLESS STEEL KEGS REDUCES WASTE AND INCREASES THE EFFICIENCY OF THE RESTAURANT

- Eliminating all packaging waste and spoilage means increased margins and more profits to the restaurant.
- Service is streamlined as there are no cases to receive, no bottles to stock, no corks to pull, no wine lost to oxidation and no bottles to recycle.
- Less waste means a cleaner, more efficient restaurant and reduces back-of-house labour costs.

fresher

WINE-ON-TAP MEANS A PERFECT POUR, EVERY TIME, FOR ANY LENGTH OF TIME, EXACTLY THE WAY YOUR WINEMAKER INTENDED

- An inert gas pushes the wine out of the keg, preserving the wine remaining in the keg for months.
- Wine will not oxidize and will never be corked or experience bottle variation or any other flaws due to packaging.
- Each 19.5L wine keg contains the equivalent of 26 (750ml) bottles, or approximately 130 five-ounce glasses. The 130th will be as fresh as the first.

friendlier

WINE-ON-TAP, GOOD FOR BUSINESS, GOOD FOR THE PLANET

- A full FreshTAP keg weighs 30% less than equivalent bottled wine packaging. Less weight to ship means less big rigs on the highways.
- Shipping wine in reusable stainless steel kegs means less glass factories depleting the planet's sand and less glass in landfills.
- No trees to cut down to make cases, labels and corks.



HOW IT WORKS

There are a few things you must do to ensure you pour a perfect glass of wine-on-tap.

NO BEER PARTS The high acidity in wine will cause typical beer components to have a negative effect on the wine. FreshTAP recommends installing devoted wine lines with “wine certified” Micro Matic parts.

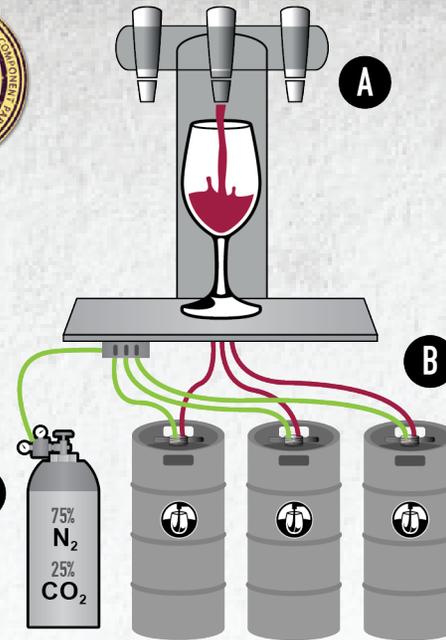
A 304 STAINLESS STEEL All metal components must be 304 stainless for wine products.

B MICRO MATIC FLAVOR-LOCK™ TUBING Designed specifically for wine, these lines allow ZERO oxygen contact. All other tubing will allow wine to spoil over time.

C INERT GAS A blend of 75% Nitrogen and 25% CO₂ (“Guniess Gas”) is recommended of CO₂ blended with Nitrogen helps preserve the freshness of the wine, for months at a time. 4-6 PSI is the recommended pressure.

LINE CLEANING Higher acidity and higher alcohol in wine, versus the high yeast and sugar content in beer, keeps the wine lines cleaner for longer than a beer line. FreshTAP recommends cleaning wine lines once every three months.

Wine, like beer, is governed by provincial and federal laws. The cost of the wine-on-tap system is the responsibility of the licensee. Remember: because there is no waste nor spoilage of wine from a keg, in most cases the return on investment of the installation will be realized after the first few kegs sold.



READY TO INSTALL

FreshTAP's preferred parts supplier is CBS Canada's Beverage Supply Inc. Canada's leading technicians have the knowledge and expertise required to install specific and essential wine-on-tap equipment. For any inquiries regarding wine-on-tap equipment and installation contact:

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