WINE-ON-TAP EVOLUTION OF WINE BY-THE-GLASS

freshTAP
ontario wine-on-tap

freshTAP
ontario wine-on-tap

INTRO TO WINE-ON-TAP

An exciting new wine category is rapidly exploding throughout North America. Cited as the #1 wine trend in 2013 by the National Restaurant Association, wine-on-tap has become the evolution of wine by-the-glass programs in trend-setting establishments, providing added value to the consumer while increasing profitability to licensees.

Until now, wine by-the-glass selections have remained limited because of the high financial risk of spoiled, bottled wine due to oxidation, affecting the bottom line of all operators.

FreshTAP wine-on-tap is dispensed from stainless steel kegs and constantly pressurized by an inert gas, eliminating oxidation. Not to mention, this wine-on-tap system eliminates the need for bottles all together. Ensuring that the wine in the consumers glass tastes as fresh and delicious as the winemakers crafted it to be.

- *Consistent Quality*
- *Streamlined Service*
- *Waste Elimination*
- *Increased Profits*

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

FREE FLOW WINES

smarter

WINE-ON-TAP FROM STAINLESS STEEL KEGS ELIMINATES SPOILAGE, STREAMLINES EFFICIENCIES AND INCREASES PROFITS

- *Wine will never spoil due to oxidation and will no longer be wasted due to breakage or "Corked" bottles.*
- *Serving wine-on-tap from stainless steel kegs ensures the guest enjoys a fresh glass of wine, every single time. Thanks to this, wine-by-the-glass sales typically increase +10%.*
- *Cost of savings on labour by eliminating the need to stock bottles, handle recycling and gassing bottles, therefore in creasing overall efficiencies.*
- *Eliminating all packaging waste and spoilage means increased margins and more profits to the restaurant.*

fresher

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

- *Wine poured from a FreshTAP stainless steel keg is constantly held under the gentle pressure of an inert gas, preserving the wine perfectly for 6-8 months once tapped and preventing any oxidation.*
- *A stainless steel keg replicates the exact environment wine is stored in a winery, in stainless steel wine tanks. Therefore, winemakers are confident their carefully crafted wines are al ways kept in their natural state. Wine stored in stainless steel kegs stays in its perfect state indefinitely.*
- *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, AN ENVIRONMENTALLY FRIENDLY WAY TO ENJOY WINE BY-THE-GLASS

- *Wine in stainless steel kegs eliminates the need for bottles, labels, corks/capsules and cardboard cases from ever needing to be manufactured and eventually ending up as waste.*
- *A full FreshTAP keg weighs 30% less than the bottled equivalent, therefore reducing the overal carbon footprint of shipping.*

freshTAP.com
Contact: Cameron West
1 877 490 9463

CARBON FOOTPRINT

keg program vs bottle program

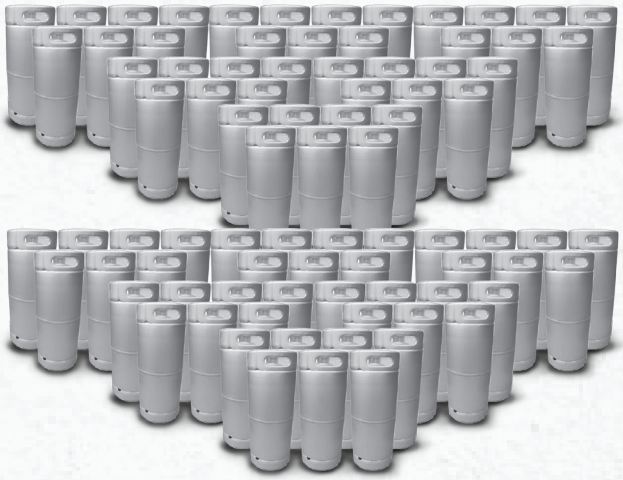
PER MONTH

Averaging 7 Kegs
equalling to 182 bottles (15 cases)

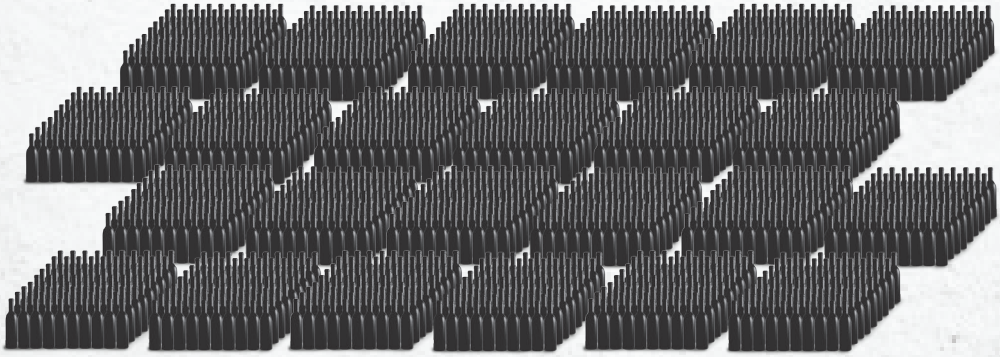
EQUAL TO

PER YEAR

Averaging 84 Kegs
equalling to 2,184 bottles (182 cases)



EQUAL TO



freshTAP.com
Contact: Cameron West
1 877 490 9463

freshTAP
ontario wine-on-tap

CUSTOM KEGGING

FreshTAP provides wineries a turn-key solution to packaging their fine wines in stainless steel kegs for the rapidly growing Canadian wine-on-tap market. The following services are provided:

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

Contact FreshTAP team:

Brian Schmidt. President
brian@freshtap.com 1 905 541 7722

Cameron West. Vice-President
cam@freshtap.com 1 877 490 9463

Allan Schmidt. Treasurer
allan@freshtap.com 1 905 321 4204

THE SYMBOL OF FRESHNESS

FreshTAP is a symbol of quality packaging for the wine-on-tap market. Our industry leading wine specific technology and vigorous quality control standards set us apart from all other packaging systems.

The menu icon signifies that the wine in the consumers glass will taste exactly as the winemaker intended. It represents a mark of freshness and symbolizes the new standard created for wines offered by-the-glass.

Showcasing the FreshTAP logo and tag-line on the bottom of a menu builds consumer awareness and trust that the establishment is offering the highest quality packaging available in the most environmentally friendly way.

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

/freshtapcanada @FreshTAP @FreshTAP

freshTAP
ontario wine-on-tap

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.*

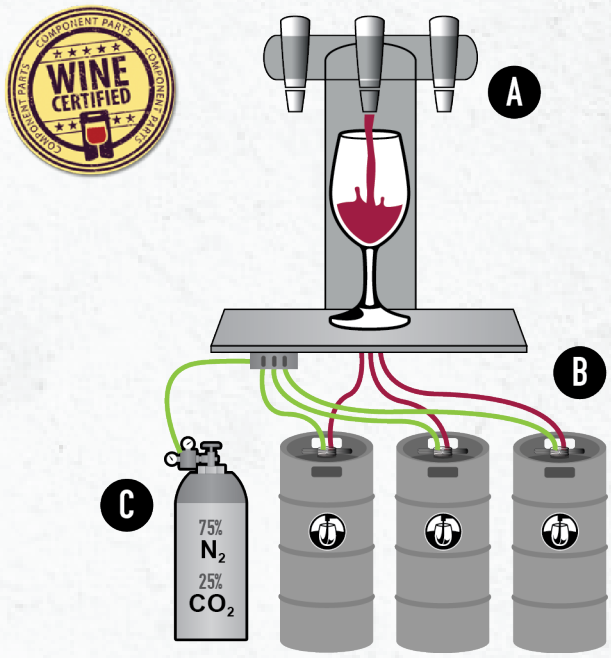
A **304 STAINLESS STEEL** *All metal components must be 304 stainless for wine products.*

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 works closely with the leading installation companies throughout Canada to ensure the technicians have the knowledge and expertise required to install specific and essential wine-on-tap equipment.

DRAUGHT SERVICES SINCE 1947

DRAFTMASTERS BEER & BEVERAGE DISPENSING SPECIALISTS

draught LOGISTICS

freshTAP.com
Contact: Cameron West
1 877 490 9463

freshTAP
ontario wine-on-tap

PREFERRED INSTALLERS

DRAFT MASTERS A DIVISION OF CamCarb

Territory: Toronto / GTA and Niagara

Sam Chiusolo

CamCarb

1 416 745 1304 *www.camcarb.com*

Draft Masters

Cell: 1 416 919 1759

Fax: 1 416 745 6844 *www.draftmasters.ca*

DRAUGHT LOGISTICS

Territory: Bowmanville to Niagara Falls

Michael Hession

1 647 233 2337 *draughtlogistics@gmail.com*

33 Beaumaris Crescent, Brooklin Ontario / L1M

DRAUGHT SERVICES

Territory: Province Wide

Mike McIntosh

Cell: 1 416 676 6324

Fax: 1 905 829 9054 *Mike.mcintosh@thebeerstore.ca*

2923 Portland Dr., Oakville, Ontario

www.draughtservices.ca

PREFERRED PARTS SUPPLIER

CBS CANADA'S BEVERAGE SUPPLY INC.

Pat Howe

National Account Manager

1 888 303 7707

www.cdnbev.com