



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





# INTRO TO WINE-ON-TAP

An exciting new wine category is rapidly growing 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 trendsetting 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 is a strategic partner with Free Flow Wines, the most experienced and reputable wine keggling company in the United States. Through this partnership, FreshTAP has adopted the meticulous standard operating procedures, specialized equipment and vast experience to provide wineries a low-cost, hassle free and reliable way to enter and excel in the growing wine-on-tap market.



# 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 savings on labor by eliminating the need to stock bottles, handle recycling and gassing bottles; therefore increasing overall efficiencies.

# fresher

## WINE-ON-TAP MEANS A PERFECT POUR EVERY TIME, FOR ANY LENGTH OF TIME, EXACTLY THE WAY THE 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 always 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 glass 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 overall carbon footprint of shipping.

“Two factors have driven our decision to work with FreshTAP; unparalleled quality and environmental sustainability. We sourced the globe to find the best way to deliver our wines on tap to the highest possible standard, and the best system was in our own backyard. Nothing comes close to FreshTAP... and is also so happens to be the most friendly for our planet.”

Daniel Frankel  
Founder / CEO Tap & Barrel Restaurants



“We thought we had enough tap wine to last six months. It was gone in eight weeks. It’s partly the green thing, partly curiosity but the flavour is far better than out of the bottle. It holds the freshness — I’m not a scientist but we’ve done tastings from the bottle and out of the keg. It’s more sustainable, it’s a better product and we save a bit of money.”

Eric Pateman  
Edible Canada Bistro, Proprietor



“The system for wine by the keg means wines sold by the glass should always be fresh, which is not always the case when half empty bottles sit around overnight. Secondly, the shipping economy inherent with keg wines makes it possible for restaurateurs to pass along some savings to consumers.”

John Schreiner  
Wine Writer

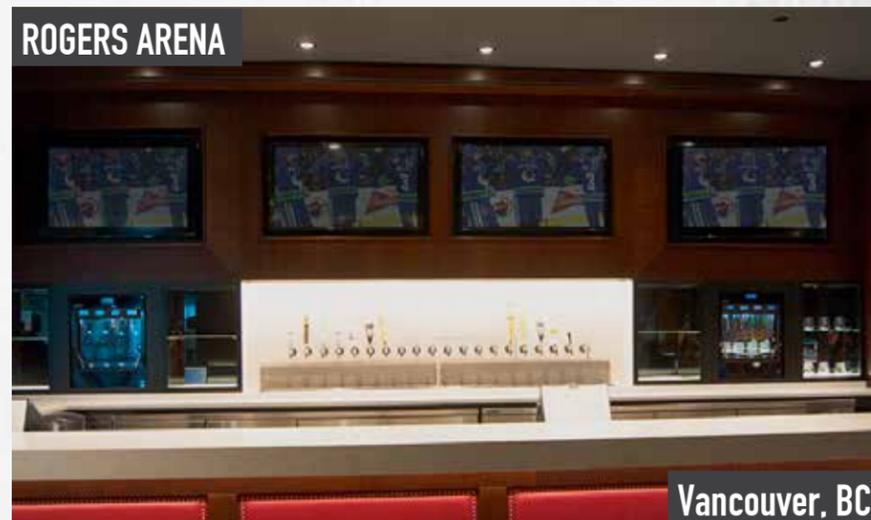
“It’s the perfect thing for us to keg our top wines in downtown Vancouver, it’s like a home run, it’s a no-brainer. If I had a winery that’s exactly what I’d be doing”

Anthony Gismondi  
The Best of Food and Wine - AM650



“The majority of Vancouver Urban Winery’s business — and what’s had the town buzzing as of late — is run under the FreshTAP banner; a kegged wine-on-tap program that’s as simple as it is popular in the hippest restaurants and bars.”

Kurtis Kolt  
City Cellar - WE Vancouver



“There are many benefits to wine in kegs, one of which is that they can make higher-priced wines more accessible for by-the-glass pours in restaurants. There’s more to kegs than meets the eye... This kegs thing is going to be big!”

Cyril Penn  
Wine Business Monthly, Editor



# CUSTOM KEGGING HOW IT ALL WORKS



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 OF KEGGING OPERATIONS
- SALES AND MARKETING SUPPORT
- SALES TEAM TRAINING
- DISTRIBUTION SUPPORT
- URBAN FACILITY
- EDUCATIONAL TOURS
- QUALIFIED WINEMAKER: DAVID LEDDERHOF, MSC PENG ONEOLOGY
- DEDICATED WINE-ON-TAP EDUCATION TEAM

Contact the FreshTAP team:

Head Office  
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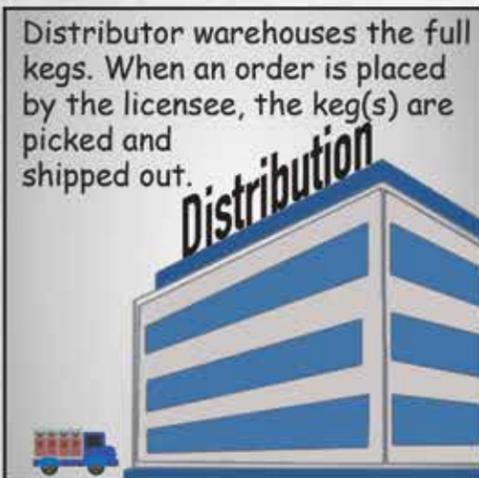
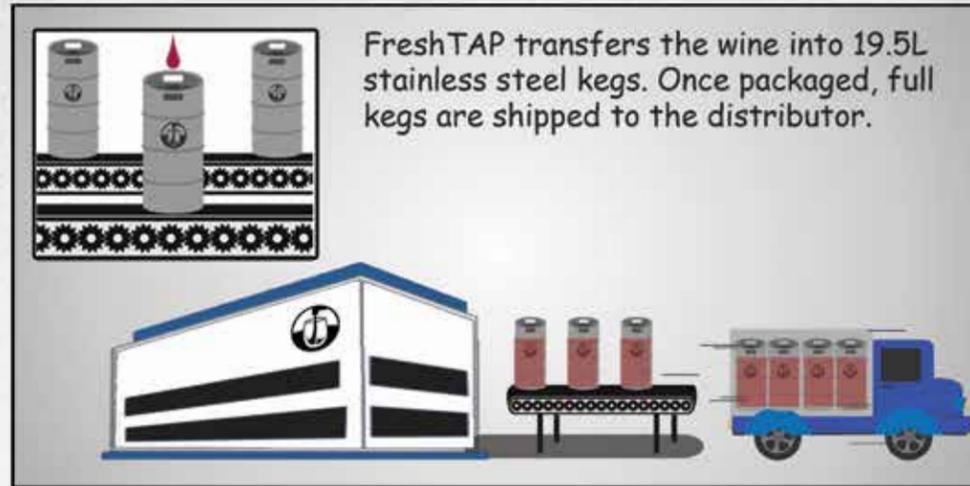
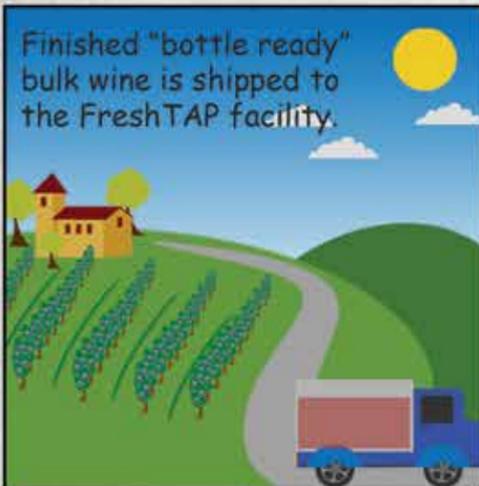
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# THE SYMBOL OF FRESHNESS

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 tagline 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

The FreshTAP symbol is continuously supported throughout traditional media, social media, press and the web. The FreshTAP team actively engages with consumers and licensee staff to share relevant news and promote the accounts who pour wine-on-tap.

 /freshtapcanada

 @FreshTAP

 @FreshTAP

 thefreshtap

# HOW WINE-ON-TAP 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 of wine will cause typical beer components to have a negative effect on the wine over time. FreshTAP recommends installing devoted Wine lines with 'wine certified' Micro Matic Parts

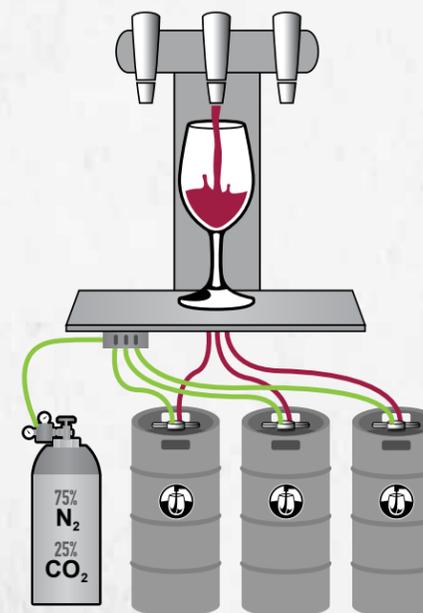
**304 STAINLESS STEEL:** All metal components must be 304 grade stainless steel for wine dispensing (just like all components used at the winery).

**MICRO MATIC FLAVOR-LOCK TUBING:** Designed specifically for wine, these lines allow zero oxygen contact. All other tubing will allow trace amounts of oxygen in the line and the wine will spoil over time.

**INERT GAS:** A blend of 75% Nitrogen and the 25% CO<sub>2</sub> ("Guinness Gas") is recommended to gently "push" wine out of the keg. The small amount of CO<sub>2</sub> blended with Nitrogen helps preserve the aromatics and overall freshness of the wine, for months at a time. The recommended pressure is 4-6 PSI.

**LINE CLEANING:** The higher acidity and alcohol by volume (ABV) of wine, versus the high yeast and sugar content of beer, keeps the wine lines cleaner for longer than a beer line. FreshTAP recommends cleaning wine lines once every 2-3 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, generally 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.

**b interior beverages**

1.888.703.6505  
www.interiorbeverages.com



1.877.420.4305  
www.bbssystems.com



whistler 1.604.932.0879  
vancouver 1.604.992.6355  
www.draft-doctor.com



1.877.908.9473  
www.draughtwise.com



1.604.802.6972  
www.tbgsas.com



1.604.944.9995  
www.bcbeverage.ca



1.778.855.6009  
www.eagledraft.ca



1.604.271.1412  
www.boaler.com

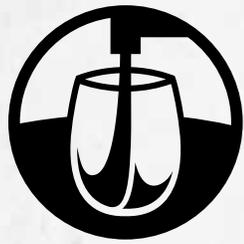


1.250.538.8333  
www.ontapservices.ca

# PACKAGING WITH FRESHTAP

FreshTAP can custom keg wines for any winery interested in entering the rapidly growing wine-on-tap market. If there is a particular winery you may be interested in offering on tap, local or international, feel free to introduce them to the FreshTAP operation. For a full list of wineries, please refer to [www.freshtap.com](http://www.freshtap.com). Cheers!





freshTAP  
wine-on-tap

