



WINE-ON-TAP IN TODAY'S MARKET



SINCE INCEPTION IN MARCH 2012:

65,539 LITRES KEGGED

“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*

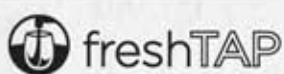


“The system for wine by the keg means wines sold by the glass should always be fresh, which is not always the case when half empty bottles sit around overnight. Secondly, the shipping economy inherent with keg wines makes it possible for restaurateurs to pass along some savings to consumers.”

*John Schreiner
Wine Writer*

“The system not only offers considerable savings to restaurateurs (and, we hope, to diners), it’s also more carbon neutral. And it guarantees that the wine in your glass is fresh.”

*Tim Pawsey
Where Magazine*



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

3,361 KEGS FILLED

87,386 BOTTLES & CORKS ELIMINATED

THE PARLOUR



Vancouver, BC

"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*

"It's the perfect thing for us to keg our top wines in downtown Vancouver, it's like a homerun, 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 FANCLUB



Vancouver, BC

PIDGIN



Vancouver, BC

"When Nichol started its premium wine on tap program in Canada, we wanted to ensure that the quality of the product and integrity of our wines were maintained. The FreshTAP operation and their practices have ensured that has happened."

*Matt Sherlock
Nichol Vineyards, Sales Director*

smarter

fresher

friendlier

WINERIES AVAILABLE IN KEG



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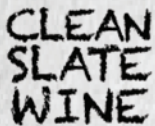
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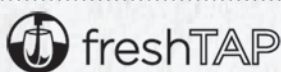


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