

# Self-pour and Wine on Tap with Free Flow

*For many years self-pour was only seen as an option for beer. But thanks to our friends over at Free Flow Wines, wine on tap is becoming more readily available, which has allowed Table Tap to use our technology for wine as well. Free Flow Wines started in 2009 and their goal was to find a more sustainable way to sell the best and freshest tasting glass of wine, and wine on tap (specifically in reusable steel kegs) was the best way for them to do this.*

*Self-pour and wine on tap are a match made in heaven! One advantage of serving tap wine from a steel keg is that you get that perfect pour each time. Staff won't have to take time to uncork each of their wines. With self-pour, customers are able to walk in and get themselves a glass of wine that they know will have a consistent, perfect temperature pour every time they come into your establishment.*

*The customer controls their own experience. Another advantage of using steel kegs for self-pour wine is a lack of wastage. Our systems average at approximately a 3 percent wastage, while traditional bottled wine pours can lead to a wastage much closer to 10 percent. Keep the number of wine bottles low and the number of happy customers high!*



*Wine in steel keg is a great addition for high volume establishments, whether it's the ballpark, a busy restaurant, a hotel or a busy barcade. Customers are able to come in and try a couple ounces of each wine without your staff having to open up multiple bottles and keep track of when they were opened. Your staff is able to achieve optimum efficiency while also being able to keep your customers satisfied.*

*Self-pour kegged wine isn't only for restaurants and bars. It also is a great amenity to have at your multifamily development. Recently, we have seen high use of kegged wine in our apartment complex installs as they offer self-pour wine and beer from the same system without them having to continuously open wine bottles and keep track of them once opened. Residents are able to come down to their apartment lobbies or clubrooms and be treated to a fresh pour of wine or beer during the system's operating hours. This is a differentiating amenity that brings in more residents and gets the current residents even more excited to be living there. It builds a community once ounce at a time!*



[Self-pour and wine on tap](#) from a reusable steel keg, is becoming much more common in both the urban living and hospitality sectors. Start getting your customers even more excited to come in. Message us today to find out how you can be a part of the self-pour and wine on tap movement.

