

FREE FLOW Stories Series



Winesellers, Ltd.

IMPORTER AND MARKETER OF FINE WINES

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Jordan Sager | Vice President



Adam Sager, Jordan Sager, and Yale Sager (from left to right)



There’s no denying that demand for sustainable alternative wine packaging is growing. In the last year alone, wine in a can sales were up 52% according to Nielsen. An early adopter of alternative packaging, Winesellers, Ltd. has partnered with Free Flow Wines to keg and can premium wine brands like Santa Julia from Argentina, Sea Pearl from New Zealand and Tiamo from Italy.

“Our kegs have given our brands more exposure on-premise, while our cans have done the same for retail,” explains Jordan Sager, Vice President of Winesellers, Ltd.

“We were seeing real trends in wine on tap and enthusiasm from our customer base demanding more selections of different varieties from unique appellations,” says Sager.

Alternative packaging has long been a part of Tiamo’s identity. It was among the first imports to launch in kegs and a natural fit to incorporate cans into the brand. Jordan recalls, “we noticed that the canned wine category lacked organic wines, so it was an opportunity to differentiate Tiamo from the rest of the pack.”

What’s next for Winesellers? Per Sager, “we’ll be adding our Santa Julia in a can in 2019 (a red wine meant to be chilled).” They will continue to focus on their responsibility to the environment by choosing sustainable alternative packaging for their wines.