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FREE FLOW WINES LEADING THE CHARGE FOR WINE ON TAP

You may recall last year we published an article on the growing popularity of Wine on tap (see [WSD 06-12-2012](#)). The trend is proving to have some long term sustainability. In fact, the National Restaurant Association rated wine on tap as the #1 trend in 2013. For our article last year we spoke with the leading wine keggering company Free Flow Wines. WSD recently had a chance to catch up with Free Flow co-ceo and co-founder Jordan Kivelstadt, to talk about the company's impressive growth in the last year.

Free Flow was filling kegs for about 60 clients in 2012. They now have over 140 clients that include big names like E & J Gallo, Kendall Jackson, Banfi and Fess Parker. Jordan attributes much of their growth to being identified as the industry standard for wine on tap.

"People were waiting for [an industry standard] and what happened was the industry standard got set around reusable stainless steel kegs and Free Flow, in essence, has become the industry standard supplier," says Jordan. "Once a lot of these major wineries started looking more seriously at wine on tap they basically all came and said, 'What is the industry standard? The industry standard is Free Flow, that's what we want to work with.'"

You may recall Florida just last month passed a bill to allow wine on tap to be sold on-premise in the state. As a result, Free Flow is now in all 50 states with chains accounts like Michael Minna, P.F. Chang's (see [WSD 07-09-2013](#)), Lyfe Kitchen and Tender Greens that are "actively flowing." Jordan added that Florida-based companies like Darden and Disney are now "seriously discussing" wine on tap. In 2012 Free Flow had 1,000 installs at restaurants and venues around the country, in 2013 they have 1,500.

As for the number of kegs filled, in 2012 the company grew 300% and in the first half of this year they've already filled more than all of 2012. They're currently filling over 4,000 kegs a month. The company's healthy growth has allowed them to open a new 22,000-square-foot wine keggering facility in Napa Valley with new automated keg lines similar to those used by beer companies and a waste water reclamation system. Jordan says the new facility will allow them to scale to more than 40,000 kegs a month, ten times their current size.

"The thing that's really exciting right now is that over the next 18-24 months operators are going to see improvements in the equipment that's coming out... and consumers are going to get the opportunity to try more wine on tap because it will be more broadly available throughout the United States - Bigger better brands, more kegs in more states."