

FREE FLOW Stories Series

STEMMARI



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Stemmari Winery | Photo courtesy of Prestige Wine Imports

For John McCash, VP of National Accounts at Prestige Wine Imports (Importer for Stemmari Wines), offering wine in kegs is another way to present their winery to a segment of restaurants that care about the quality of the product.

“We are confident that the wine is served at the right temperature and is not going bad due to faulty storage. It is a terrific way to enjoy the wines of Stemmari,” explains John.

Prestige Wine Import’s wine on tap program started when a restaurateur asked about delivering Mezzacorona Pinot Grigio in a system for high volume. After extensive research, they felt Free Flow’s stainless steel kegs were the best way to release their Sicilian brand, Stemmari, in keg.

John recalls, “We considered disposable and/or aluminum kegs and filling them at our winery, but in the end, Free Flow had a forward-thinking approach to the marketplace that closely aligned with ours.”

As the first Italian winery to have been awarded an EMAS2 certification for their complete operation, Stemmari utilizes Free Flow Wines’ reusable stainless steel kegs to emphasize the 360° approach to sustainability.

Why is Prestige Wine Imports enthusiastic about wine on tap? John remarks, “We see enormous potential in hotels, stadiums, and theatres. Three years ago, I spoke with a lot restaurateurs, and almost all of them had never heard of wine on tap. Not so much, anymore.”



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