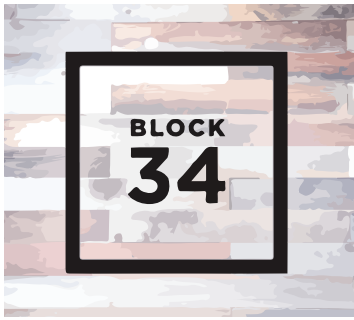




FREE FLOW WINES

Stories Series



“Kegs have allowed us to better use our labor hours. It’s simple: old keg goes out, a new one gets tapped. Once tapped it takes only seconds to pour. No annoying foil or corks to deal with. There’s also no risk the wine will be bad.”

Alex Anderman | Executive Chef & CEO



“Here at Block 34, we wanted to raise the bar for how wine was served in San Mateo.” Since opening its doors in July of 2014, Block 34 has become a “neighborhood place” for folks to enjoy fresh seasonal fare and a great beverage list, featuring 24 wines on tap. Executive Chef and CEO Alex Anderman says that his wine on tap program has been a splash from the start. *“We’re all about the ‘reduce, reuse, recycle’ theme. With wine on tap, there’s nothing to throw away, so it’s a very green product. Wine options on tap are doubling every year, so we see that the category will continue to grow.”*

Anderman has focused on sustainability from the ground up at Block 34, from the re-purposed materials to his wine on tap program. *“We used a lot of reclaimed materials for our decor. Wine on tap was a natural choice in keeping with our eco friendly brand. More wine can be shipped with fewer emissions.”*

Anderman says Block 34’s wine on tap program has been a great success, and he hopes to see the kegged wine category continue to grow – so their wine list can too. They’ve recently added a sparkling wine on tap, becoming the first restaurant in the Bay Area to serve sparkling wine on tap. *“As the wine on tap category continues to grow, we look forward to seeing it will evolve and change the way wine is served in the future. We look forward to being a part of that and help drive this great effort.”*

