



FREE FLOW WINES

# Stories Series

**TABLAS  
CREEK**  
VINEYARD



*“It’s a great comfort knowing customers who order a glass of our wine on tap will be getting a top quality product and not having to worry about how long the bottle has been open.”*

Jason Haas | Partner & General Manager

A few years ago Tablas Creek received a stainless steel keg back to their winery of their Patelin de Tablas red that had been out in the market for over nine months. Upon inspection, the keg appeared to have been taken off the tap, half-full and stashed somewhere until it was eventually returned for the keg deposit. *“We figured we should taste it to see how the wine had done sitting for that long in stainless steel, and when we tapped the keg, it was as if we’d just cracked open a new bottle. If we weren’t converts before, we were after that.”*



Jason Haas | Photo courtesy of Tablas Creek

Tablas Creek attempted keggung their own wine for the first couple of vintages, but quickly realized that as their keg program scaled, they would not be able to handle it themselves. *“We underestimated the average amount of time that each keg spends in market, the number of kegs we would need, and the demands on our cellar crew. Free Flow has been great to work with: helping connect us with keg accounts, working closely with our winemakers, and generally creating a model that’s sustainable for everyone involved.”*

Since starting to keg with Free Flow Wines in 2013, Tablas Creek’s wine on tap program has grown from fewer than 200 kegs to an expected 1,500 kegs this year. *“The keg format fits very neatly with getting our wine in front of new people, at restaurants with great, progressive by the glass programs. And we’re convinced the demand for kegs is only going to grow.”*



Kitchenette in Templeton, CA | Photo courtesy of Tablas Creek

*“The 7,700 gallons of wine we’re planning to keg this year obviates the need for 38,500 bottles, capsules, corks/screwcaps, labels, and over 3,000 cardboard cases. Instead, Free Flow’s stainless steel kegs will be cleaned, sterilized, and reused dozens of times. Between the improved environmental footprint, the confidence that we have in the customer’s experience, and the access to by-the-glass programs at some of the country’s hottest accounts, we’re believers.”*