



FREE FLOW WINES

Stories Series



BLACKBIRD
VINEYARDS

“Wine on tap is definitely one of those trends we see clearly growing in the years to come.”

Paul Leary | President

Dedicated to terroir-driven, handcrafted and expressive wines, Blackbird Vineyards does not sacrifice an ounce of quality. In effort to stay on trend and explore sustainable packaging beyond the glass, Blackbird Vineyards decided to put their premium wine in the hands of Free Flow Wines.

Paul Leary, President of Blackbird Vineyards, had several reasons for moving their wine to stainless steel kegs. His goal, was to utilize *“alternate formats for restaurants that can provide consistent inventory control, less storage needs and generally a bit of savings than wine out of 750ml bottles.”*



Paul Leary | Photo courtesy of Bespoke Collection

In addition to the environmental, logistic, and economic benefits of wine on tap, Leary also remarked that wine on tap opened up more opportunities and *“ultimately allows us to discuss other products in our portfolio that may be appropriate for an account.”*



Harvest | Photo courtesy of Bespoke Collection

Leary also commented on the ease of his experience keggering wine, *“partnering with the Free Flow team has been seamless from an operational perspective, allowing our team to focus on account development, rather than keg operations.”*

Blackbird Vineyards is currently keggering Rosé, Malbec and Arise Napa Valley Bordeaux Blend, which is one of the most premium red wines available on tap in the United States.