



*“Our wine-by-the-glass program has been 100 percent keg wine right out of the gate. People thought I was off my rocker.”*

John Coleman | CEO & Executive Chef

Chef John Coleman of Savor Gastropub was an early adopter of wine on tap. When opening Savor in 2013, Coleman saw the potential for a cost effective, environmentally friendly wine by the glass program. Savor serves all 6-ounce pours from tapped wine kegs, allowing them to eliminate over 40,000 empty wine bottles each year. *“The profit margin is about the same as selling wine by the bottle, but I’m able to give a little discount for wine on tap because I have zero waste.”*

It didn’t take long for him to convince friend and vintner Kathryn Hall that his program was worthy of her high-end Napa Valley Sauvignon Blanc. Now, both HALL & Savor’s wine on tap programs are booming, with SAVOR selling 400 to 500 glasses of wine on a typical day.



Photo courtesy of Dallas News

Coleman is proud to show off his glass-enclosed keged wine unit, holding eight kegs of reds and another eight of whites, adding up to 416 bottles. *“The wine will never hit air. It goes through insulated tubes and is kept at a perfect temperature until it comes out of the tap. It’s delicious, easy and exactly how the winemaker intended you to drink it.”*



Photo courtesy of Dallas News

Coleman saw wine on tap as a way to provide the freshest, best tasting wines by the glass to his customers. *“At restaurants, you’ll see a bottle of red wine that’s been open for three days sitting there at 75 degrees. And how many places marry the bottles and recork them at night? They’re not going to throw anything out.”*

With Savor catering to an array of diners, from those who drop in for a happy-hour glass to upscalers who want a culinary experience with a pricey vintage, wine on tap allows for customers to try various, premium wines at a comfortable cost. *“Wine on tap is friendly, approachable. That’s what we’re going for here at Savor.”*