



FREE FLOW WINES

Stories Series

Round Pond
E S T A T E

"Kegging is effortless and has opened a whole new channel of distribution for us."

Diane Cline | National & International Director of Sales



Aware of the environment and interested in ways to protect it, Round Pond began kegging their Sauvignon Blanc in stainless steel kegs in 2014. *"We practice sustainability at all facets - from vineyard management, wine making philosophy, to farming practices and we feel that kegging is a great way to do our part off the property to help eliminate waste."*

While reusable stainless steel kegs have a 96% reduction in CO2 footprint, Round Pond has also watched their wine on tap open more opportunities for selling wine. *"In the past two years we have seen a significant increase in by the glass sales as a result of the better pricing we are able to offer customers. Being able to fit into spots where there is not a ton of competition at our price point with the quality of our wine on tap is a great advantage for us."*



Round Pond Estate | Photo courtesy of Round Pond

Watching their Sauvignon Blanc keg program do so well, Round Pond decided to begin kegging their 2013 "Kith and Kin" Napa Valley Cabernet. *"Kegging is effortless and has opened a whole new channel of distribution for us not only for by the glass, but for our 750ml sales. People have our wine on tap and then they come to us to buy the bottle."*

With the growth of new restaurants providing more wines on tap, accounts are realizing they can offer high end wines with quality, freshness, and no waste to their customers. *"It's funny, at almost each account we open for wine on tap, one of the first questions each asks us is, do you keg with Free Flow? Accounts always tell us, 'we won't deal with any other kegs because then we don't get the same service' and we take pride in telling them, yes."*