

FREE FLOW Stories Series



BARVIÑEDO

"It just made good business sense."

Melissa Holiday | Owner



At Bar Viñedo you can travel the world without ever leaving your seat, and with 16 wines on tap, the journey is an efficient one. For owner Melissa Holiday, the decision to install wine taps was an obvious choice to accommodate her extensive wine program and bustling bar in Queen Creek, Arizona. Bar Viñedo's ever-changing wine list features esoteric wines from around the globe as well as approachable classics, there is something for everyone.

"When we opened Bar Viñedo three years ago, we were lucky to have wine on tap as an option," recalls Holiday. "After researching available products, equipment, sustainability and ROI, it just made good business sense. We were creating a place that was fun and different - not changing an existing brand. Our 16 taps allow us to keep experimenting by frequently rotating wines. We recently added sake and kombucha on-tap."

Wine-on-tap was embraced by the Bar Viñedo team behind the bar and on the floor, leading to a smooth transition into customer service and satisfaction. "The team did an amazing job building our guests' trust in wine-on-tap, and our guests are savvy," says Holiday.



Bar Viñedo | Photo courtesy of Bar Viñedo



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Sustainability and quality are key selling points for both the Bar Viñedo team, and their guests. "Our keg wine program allows us to offer quality wines by the glass with zero-waste to the landfills. Every glass we serve is fresh and free from oxidation and at a fair price."

Bar Viñedo was the winner of Free Flow Wine's 2017 People's Choice KEGGY Award securing the highest number of votes for a wine-on-tap account to date. "Thank you to all that voted for Bar Viñedo. We are incredibly grateful to be a part of this community."