

FREE FLOW Stories Series

WINE + DINE
**SIXTY
VINES**

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Justin Beam | General Manager



Sixty Vines | Photo courtesy of Sixty Vines

With quality and sustainability on his mind, Justin Beam, General Manager of Sixty Vines in Plano, Texas has been converted. “Wine on tap allows us to make certain that we are always serving super-fresh wine at the proper temperature,” said Beam. “We love wine on tap, and I cannot ever imagine going back to a wine by the glass program from bottles.” Beam has been in the hospitality industry for over 20 years, and has been serving wine on tap since 2010.

Beam has no shortage of fresh premium options to rotate onto his list of 43 wines on tap. “Every month there are more incredible wines being kegged for us by Free Flow,” said Beam. “Times are changing, and the success of our program and others throughout the country is really starting to turn some heads.”

“The wine on tap landscape, and by that, I mean the variety and quality of wines being kegged, has grown leaps and bounds and continues to amaze us.”

When striving for quality and sustainability, Free Flow’s 100% reusable stainless steel kegs are the container of choice. “I think any winemaker would tell you that he or she would prefer their wine stored in stainless steel vs. plastic.”

For Beam, there is no question about the importance of sustainability. “I have a four-year-old daughter and a two-year-old son. I wholeheartedly believe that this is the way they will consume wine when they are old enough to legally imbibe. It's extremely important to us as a restaurant group to reduce our carbon footprint, and serving premium wine on tap is just one of the many ways that we are doing that.”



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