



FREE FLOW WINES

# Stories Series

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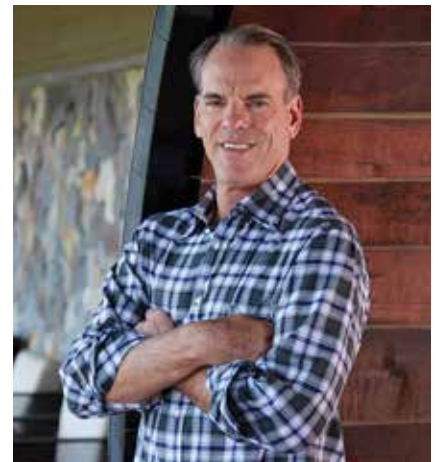


*Martin Ray*  
VINEYARDS AND WINERY

*“Wine on tap programs hold much more product loyalty for by the glass business.”*

Courtney Benham | Proprietor

*M*artin Ray’s wine on tap program grew from two wines to eight different varietals offered on tap, with over three thousand kegs in the market since they first started kegging with Free Flow Wines three years ago. *“Kegging has helped increase our on-premise sales in many new locations,”* states Courtney Benham, *“it sets us apart from many of our competitors when presenting to our distributors and it creates new excitement for our existing brands.”*



Courtney Benham | Photo courtesy of Martin Ray

By eliminating packaging and wine spoilage, wine on tap not only delivers efficiency and savings for the customer, but a pour that is true to the original. *“I encourage my sales team to feature wine on tap in all of their distributor presentations. Wine on tap ensures product quality in every glass. It doesn’t hurt that it’s also environmentally friendly.”*

*“We see wine on tap as a tremendous advantage to traditional, by the glass methods and believe it has a very bright future. With Free Flow viewed very positively by our distributors and on premise channels, we feel confident our wine on tap program will continue to grow.”*



Martin Ray Vineyards and Winery | Photo courtesy of Martin Ray