

# HALL

NAPA VALLEY

*“We found that the restaurants that offer keg wines open new markets for us. These tend to be trendier restaurants, and the clientele is a crowd we want to reach.”*

Kathryn Hall | Vintner



On a lovely Dallas evening, while sipping wine on a patio with Chef John Coleman of Savor Gastropub, the beginnings of HALL Napa Valley’s wine on tap program were born. Coleman convinced Kathryn Hall that his wine on tap program at Savor was worthy of her high-end Napa Valley Sauvignon Blanc. A year later, and both HALL & Savor’s wine on tap programs are booming. Hall says, *“Savor Gastropub is one of Dallas’ best and most fun restaurants. They have our Sauvignon Blanc on tap and it has been a huge success for us and for the restaurant.”*

Though initially hesitant to venture into the keggering business with her wines, Kathryn has found that the quality benefits of her wine in stainless steel kegs have been critical. *“For years we were concerned about quality control. Once we learned that the quality of the wine could be maintained, we began to search out opportunities to distribute our wine in keg format. That’s when we found Free Flow.”*



After seeing the success of their wines on tap at the restaurant level, Hall opted to feature their Sauvignon Blanc on tap at their winery in St. Helena. Their mobile kegerator can be moved easily throughout the winery, and makes for a perfect addition to their patio for pouring refreshing Sauv Blanc outside on warm summer days. *“We love offering our winery visitors Sauvignon Blanc from a keg. It is easy for our staff and we like the idea of being environmentally responsible.”*

Hall is excited to see the success of her Sauvignon Blanc on tap, and hopes to see the wine on tap category continue to grow. *“I wish more restaurants would open up keg wine opportunities. There is a reluctance among some restauranteurs to serve premium wines from a keg. Eventually this will change, just like the screw cap that is now common even among premium wines. When this happens we will be at the front of the line to package more of our wines in kegs.”*