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Bespoke Collection Wine Brands Launch 20L, Recyclable Keg Program to Wholesale Partners

“Tap” into wines from Blackbird Vineyards, Ma(i)sonry Napa Valley and Recuerdo Wines

NAPA VALLEY, CA, April 17, 2013 – Bespoke Collection has recently tapped into the innovative wine-keg movement by offering Blackbird Vineyards 2012 Arriviste Rosé and Ma(i)sonry Napa Valley 2012 Hudson Vineyard Sans Chêne Sauvignon Blanc in 20L, recyclable keg formats – and just in time for the spring and summer months.

The 2012 Arriviste, a winsome, salmon red-colored rosé of Merlot, Cabernet Sauvignon and Cabernet Franc, displays enticing flavors of tart cherry, bright citrus and clean minerality. The 2012 San Chêne Sauvignon Blanc, sourced from the Hudson Vineyard in Carneros, offers aromas of ripe papaya and crisp lemon with a hint of vanilla. Both wines, stylistically designed to complement a kegged-wine program, were vinified by esteemed winemaker, Aaron Pott.

The wine-on-tap movement, a growing trend in the United States wine industry, has solid roots in Europe where locals often save money and materials by filling their own vessels from wine barrels. In the states, kegged wines afford restaurant and wine bars upwards of 65 days of fresh product, compared to the two to three day shelf life of an opened bottle of wine – and they emerge avant-garde, cool doing it.

Across the country, restaurants like Prospect in San Francisco, Second Bar + Kitchen in Austin and Two Urban Licks in Atlanta are embracing kegged wines as a modern and eco-friendly option for their wine programs. Bespoke Collection’s sharply-packaged, 100 percent PET plastic kegs are easy to use and completely recyclable after use. According to *Food & Wine* magazine, “By-the-glass orders account for as much as 80 percent of the wine sold in restaurants, upward of 600 million bottles a year. If just five percent of by-the-glass wines came from a keg (one holds 26 bottles’ worth), it would keep over 30 million bottles out of landfills.”

“Our company is committed to innovative packaging formats for our wines that offer our private clients and wholesale partners a unique wine-drinking experience,” said Bespoke Collection President Paul Leary. “We look forward to the success of these 2012 Napa Valley wines and plan to offer the 2012 Recuerdo Wines Malbec and the 2013 Recuerdo Wines Torrontés from Argentina in the recyclable keg format in the summer, 2013.”

Finally, a rotating selection of Bespoke Collection’s kegged-wines will be offered to guests of Ma(i)sonry Napa Valley – a wine, art and design gallery in Yountville, California where all Bespoke Collection wines are offered for sampling and purchase.

About Bespoke Collection

The Bespoke Collection is a portfolio of artisanal brands and experiences. Our team offers a curated selection of boutique wines, one-of-a-kind objets d’art, and unique lifestyle experiences in the Napa Valley, Argentina, and beyond. Led by Founder and Chairman Michael Polenske, and President Paul Leary, the current Bespoke Collection portfolio includes Blackbird Vineyards, I. Wolk Gallery, and Ma(i)sonry in the Napa Valley, along with Recuerdo Wines in Mendoza, Argentina. Become inspired, explore exclusive offerings, and create your own tailor-made experience at www.bespokecollection.com.