



DRY CREEK VINEYARD
WINE ON TAP

WINE VARIETALS

DRY CHENIN BLANC, SAUVIGNON BLANC, PETITE ZIN ROSÉ

FIRST YEAR IN KEG

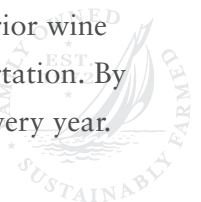
2013



WINE ON TAP: THE PERFECT PAIRING OF QUALITY AND SUSTAINABILITY

Dry Creek Vineyard is firmly committed to a “No Compromises” philosophy, producing appellation-focused, *terroir*-driven, varietal-defining wines. The pioneering spirit of our certified-sustainable family winery began in 1972 as the first new winery in Dry Creek Valley following Prohibition, and lives on today through constant innovation and our commitment to quality. Stainless steel kegs provide a completely inert environment to prevent aging, which is perfect for bright, aromatic whites like Dry Chenin Blanc and Sauvignon Blanc and Petite Zin Rosé. Wine on tap in stainless steel kegs not only maintains superior wine quality, but also reduces the cost and carbon footprint of traditional bottle packaging and transportation. By eliminating this packaging, reusable steel kegs reduce millions of pounds of waste in the landfill every year.

Family Owned and Sustainably Farmed Since 1972





DRY CHENIN BLANC

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| APPELLATION CLARKSBURG | FIRST YEAR PRODUCED 1972 |
| FLAVOR PROFILE HONEYDEW MELON, WHITE PEACH, FRESH CITRUS, ORANGE BLOSSOM | |
| FERMENTATION STAINLESS STEEL | SOILS SANDY, WELL-DRAINED & FERTILE |

For over 30 years, our Chenin Blanc has come from the Clarksburg appellation in the Sacramento Delta. The mouthfeel is lively with refreshing tropical aromatics. Stainless steel fermentation (no oak) guarantees the signature fresh fruit character of this versatile, food-friendly wine.



SAUVIGNON BLANC

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| APPELLATION DRY CREEK VALLEY | FIRST YEAR PRODUCED 2008 |
| FLAVOR PROFILE WHITE PEACH, MANGO, LEMON CURD, TANGERINE, SLIGHTLY CREAMY | |
| BARREL COMPOSITION FRENCH OAK, ACACIA, CHESTNUT | SOILS GRAVELLY LOAM, VALLEY FLOOR |

Crafted from several distinct vineyard sites, this elegant blend incorporates unique clones of Sauvignon Musqué and Sauvignon Gris for richness and texture. Stainless steel fermentation was supplemented with small amounts of chestnut, acacia and French oak barrels, adding character and nuance.



PETITE ZIN ROSÉ

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| APPELLATION DRY CREEK VALLEY | FIRST YEAR PRODUCED 2008 |
| FLAVOR PROFILE RASPBERRY, CRANBERRY, STRAWBERRY, CHERRY, WATERMELON, HIBISCUS | |
| FERMENTATION STAINLESS STEEL | SOILS HILLSIDE, RED, IRON-RICH, ROCKY |

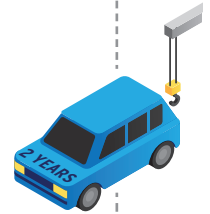
This delicious wine was crafted, first and foremost, from our love of Zinfandel, and is perfect for warm summer days. We allow the juice just enough time with the skins to gather nuance and a healthy splash of color. A small addition of Petite Sirah lends complexity and freshness.

WINE ON TAP SUSTAINABILITY



One steel keg reduces the CO₂ emissions equivalent to that absorbed by 28 trees.

Each steel keg reduces carbon emissions equivalent to taking a vehicle off the road for 2 years.



Each steel keg will reduce up to 2,340 lbs of landfill waste over its lifetime.

Steel kegs are 100% reusable.



WINE ON TAP KEY FACTS

- One keg = 5.16 gallons = 26 bottles or 132 5-ounce pours.
- American sankey D fitting
- Freshness is guaranteed for 12 months if untapped, and 3 months once tapped.
- Accounts serving wine on tap see a 5–15% increase in wine sales BTG.
- Most accounts see a 6–15% waste in their wine programs, but with wine on tap the waste is, on average, less than 1%.
- 30% reduction in CO₂ emissions by using reusable steel kegs vs. 1-way disposable kegs to deliver the same amount of wine.



THE FIRST NEW WINERY AFTER PROHIBITION DRY CREEK VINEYARD

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| FOUNDED 1972 | WINE PIONEER DAVID S. STARE | ESTATE VINEYARD ACRES 185 SUSTAINABLY FARMED |
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FOUNDED IN 1972 by David S. Stare, Dry Creek Vineyard was the first new winery in the Dry Creek Valley following Prohibition. Dave's vision to start a winery modeled after a Loire Valley chateau reintroduced the world to the wines of northern Sonoma County. Today, his daughter Kim Stare Wallace continues to build on these established traditions while innovating for the future. With the second generation firmly at the helm, the stewardship and future of Dry Creek Vineyard has never been brighter.



FOR MORE RESOURCES ABOUT WINE ON TAP, VISIT TRYWINEONTAP.COM OR CALL 855-KEG-WINE

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