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**Bespoke Collection Wines Now Offered In Kegs Through Free Flow Wines**

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

NAPA VALLEY, CA, January 12, 2015 – Bespoke Collection has recently partnered with the leader in wines-on-tap, Free Flow Wines to offer Blackbird Vineyards 2014 Arriviste Rosé, Ma(i)sonry Napa Valley 2014 Carneros Sauvignon Blanc and Recuerdo Wines 2012 Malbec and 2013 Torrontés in 20L, reusable keg formats – all just in time for the new year and spring selling season.

The 2014 Arriviste, a winsome, salmon pink-colored rosé of Merlot, Cabernet Sauvignon and Cabernet Franc, displays enticing flavors of tart cherry, bright citrus and clean minerality. The 2014 Sauvignon Blanc, sourced from the Los Carneros region of Napa, offers aromas of ripe papaya and crisp lemon with a hint of vanilla. Both wines, stylistically designed to complement a keged-wine program, were vinified by esteemed winemaker, Aaron Pott. The 2012 Uco Valley, Argentina Malbec offers spicy, savory notes, robust tannins, and an intense mouthfeel that seamlessly rounds out the finish. The 2013 La Rioja, Argentina Torrontés has a citrus perfume with a pronounced floral essence. Peaches, Asian fruits, and hints of lemon explode on the palate. Both Argentina wines were crafted by acclaimed winemaker Santiago Achával.

Free Flow Wines was founded in 2009 by Jordan Kivelstadt and Dan Donahoe to provide a better glass of wine. According to Free Flow Wines, “the process of keging, preserving and serving wine on tap has been vetted and approved by the world’s most respected wineries. Free Flow Wines’ innovative quality assurance standards and technology ensure that the wine flowing out of the tap is exactly as the winemaker intended, from barrel to glass.”

Across the country, restaurants like R+D Kitchen in Napa, Westside Tavern in Los Angeles and Two Urban Licks in Atlanta are embracing keged wines as a modern and eco-friendly option for their wine programs. With the added benefit of being a green company, Free Flow Wines’ reusable steel kegs reduce the carbon footprint of the same wine poured out of bottles over a 20-year period by 96 percent.

“Our company is committed to innovative packaging formats for our wines that offer our wholesale accounts a unique wine-drinking experience,” said Bespoke Collection President Paul Leary. “We look forward to the success of these 2014 Napa Valley wines and the 2012 Recuerdo Wines Malbec and the 2013 Recuerdo Wines Torrontés from Argentina in the reusable keg format.”

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**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, Ærena Galleries, 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](http://www.bespokecollection.com).

**About Free Flow Wines**

Free Flow Wines believes that a wine should taste exactly as the winemaker intended. Besides maintaining superior wine quality, wine on tap in stainless steel kegs reduces the cost of traditional bottle packaging and transportation. By

eliminating this packaging (bottles, corks, capsules, labels and cases), there is a lot less to ship and recycle, lowering the carbon footprint of the wine and hospitality industries.