

Cafe Europa's Wine-in-a-Keg

Transforming Wine by the Glass

A modern approach to by-the-glass.

We offer cutting-edge restaurateurs a new and exciting wine-by-the-glass experience for their guests. By bringing product to market in Sankey kegs, we offer superb wines at a substantially lower cost. Thanks to the keg, restaurateurs make better margins, great wine becomes more accessible, and customers get great value in their glass.

Pay for the wine, not the bottle.

When you buy Wine-In-A-Keg from Cafe Europa, you pay for the wine, not the bottle, the label, the box, the cork, the foil and the whole mess of marketing that surrounds bottled wine. Wine-In-A-Keg is all about the wine.

Great for the environment. Cafe Europa's Wine-In-A-Keg holds approximately 6 1/2 cases of wine...but at a fraction of the weight. That means fewer pounds to ship, less fuel to burn and less carbon emissions. One Wine-In-A-Keg keg also keeps 78 bottles, 78 labels, 78 corks, 78 foils and six cardboard boxes out of a landfill. Over the course of a year, a 3 case per week BTG wine will generate over 2 1/2 tons of waste. Think about the environmental impact we can avoid with Wine-In-A-Keg.

2009 Chardonnay, Santa Barbara

Brilliant straw-yellow in color with a pronounced and aromatic nose, a mix of crusty baguette, mango, apple and vanilla. The mouth is full and rich, with buttery notes, firm acidity and lingering tropical flavors. This is a rich wine with moderate oak notes, Chardonnay fruit aromas and food pleasing acidity.

More than 25% savings
over bottled wine and a huge
savings to the environment.

COMPARE to bottle wine costs:

\$897.75 per keg + \$50 keg deposit =

399 5oz. glass pours
at a cost of **\$2.25 per glass, or**

332 6oz. glass pours
at a cost of **\$2.70 per glass,**

equivalent to \$11.25 per bottle.
This same wine would cost \$15.33
in a bottle.

Almost **27% savings over bottled wine!**



Wines currently available in

Wine-in-a-Keg:

STEPHEN ROSS
WINE CELLARS



2008 Pinot Noir, Central Coast

This is a deep ruby-red, purplish colored Pinot Noir with a mixture of aromas reminiscent of red berries, dried mushrooms, savory spices, cedar and forest floor. The palate is rich and creamy with fine tannins and balanced acidity. This is an easy drinking, supple Pinot Noir with an array of complex aromas coming from several vineyards on California's South Central Coast.

Cafe Europa's Wine-in-a-Keg

Transforming Wine by the Glass

We think that green can mean good business.

We offer a cleaner, greener way for you to present wine to your customers. Cafe Europa's Wine-In-A-Keg is better for the environment and for business.



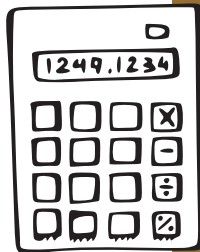
Wine-In-A-Keg makes it easy being green. By shipping Cafe Europa's Wine-In-A-Keg straight to restaurants in our re-usable Sankay Kegs, we avoid the use of bottles, corks, foil, labels and cardboard cases. Consumers get a great glass of wine with a much lower carbon footprint. Saving the planet never tasted so good.

Here's how it works:

Café Europa's Wine-In-A-Keg holds approximately 6 1/2 cases of wine...but at a fraction of the weight. That means fewer pounds to ship, less fuel to burn and less carbon emissions.

One Wine-In-A-Keg keg also keeps 78 bottles, 78 labels, 78 corks, 78 foils and six cardboard boxes out of a landfill. Over the course of a year, a 3 case per week BTG wine will generate over 2 1/2 tons of waste. Think about the environmental impact we can avoid with Wine-In-A-Keg.

How Wine-In-A-Keg Makes You Money ...



When you drink wine from a keg, you pay for the wine, not the bottle, the label, the box, the cork, the foil and the whole mess of marketing that surrounds bottled wine. Wine on tap is all about the wine. Wine-In-A-Keg costs \$897.75 per 59 liter keg. This works out to 399 5oz. glass pours at a cost of \$2.25 per glass or 332 6oz. glass pours at a cost of \$2.70, equivalent to \$11.25 per bottle. This same wine would cost \$15.33 per bottle - **A SAVINGS OF ALMOST 27%**

Cost Savings: Average spoilage per bottle is 7% (unfinished or corked by-the-glass bottles). 7% waste on a bottle that costs \$9.50 = \$.67 per bottle. If you go through 3 cases per week of a house wine, you'd save \$1,254.24 per year.

Streamlined Service: With no corks to pull, no wine lost to spoilage, and no bottles to recycle; your wine service gets a whole lot smoother. Quicker bar staff means shorter time to table. Less waste means a cleaner restaurant and reduced burden on your back-of-house staff. Empty kegs are picked up by Cafe Europa with every delivery. There are no bottles to recycle and no extra storage space needed.

The Perfect Pour: Along with quality we offer consistency. Wine from the tap means a perfect pour every time. Nitrogen gas preserves the wine as it's pushed out of the cask. The wine will never come into contact with oxygen and is never corked. Not a drop is lost to spoilage.

Easy to Install: Wine on Tap uses a system similar to your beer lines. We work closely with restaurateurs and owners to guide them through the installation process. In short order you can offer your customers a new way to share and enjoy great wine.