

# GOTHAM PROJECT

WINE ON TAP  ZERO WASTE

[gothamproject.net](http://gothamproject.net)

THE GOTHAM PROJECT has pioneered and set the standards for high quality soulful wines on tap in 100% stainless steel reusable kegs that eliminate all the waste associated with single use bottles.

SINCE 2010 GOTHAM HAS ELIMINATED **6,000,000 GLASS BOTTLES AND 7,500,000 POUNDS OF SINGLE USE PACKAGING WASTE.**

## A BETTER GLASS OF WINE AND ZERO WASTE



**FRESHNESS** No more oxidized wines by the glass or waste.

**ECO-FRIENDLY** One keg used for wine over its lifetime will eliminate 3,000+ bottles, closures and labels from landfills. Each glass has a 35% lower carbon footprint than from a bottle.

**VALUE** Save 10-15% or more compared to same wine from bottle and eliminate loss from corked bottles and oxidized wines.

**CONVENIENCE** More compact and easier to handle than 26 bottles. No empty bottles to dispose of and always at the right temperature.

### The New York Times

"Gotham Project does not buy wine on the bulk market.... it buys directly from producers who farm organically or sustainably.... a company that for more than a decade has promoted the use of its stainless steel wine kegs as a better, less wasteful method of selling wines by the glass in restaurants and bars."

—Eric Asimov, The New York Times, June 10, 2021.

**WHO WE ARE** Gotham is a collaboration between **Charles Bieler** (Bieler Pere et Fils, Charles & Charles, Three Thieves) and **Bruce Schneider** (Schneider Vineyards, Schneider Selections, Onabay Vineyard).

Gotham Project's inaugural release was "The Finger," a 2009 Finger Lakes Riesling from Seneca Lake, NY, aka The Middle Finger. Once a few hard core friends began to offer Gotham on tap we started to get requests for more options.

**GOTHAM & FRIENDS** In order to offer a variety of soulful options we turned to our own winemaking projects (NY, WA, CA, and France), and our friends to offer a collection of authentic and exciting juice from coast to coast and around the world.



## TRUE BELIEVERS

Gotham Project wines are sold in 35 states and in more than 1000 leading on-premises outlets.



# HOW IT WORKS

Wines are dispensed using wine certified draught systems with a higher grade of fittings than are commonly used for beer. The wine is pushed using an inert gas like Nitrogen or a blend of Nitrogen and CO2.

## CHECKLIST

- Valpar Barriermesiter Flavourlock Tubing (use shortest lines possible)
- 304 Stainless Steel Faucets
- 304 Stainless Steel Shanks
- 304 Stainless Steel Couplers
- Nitrogen Gas Regulator (0–15 PSI)
- Nitrogen-CO2 blend (minimum 75% nitrogen) at the lowest possible pressure (normally between 8–10 PSI)
- Lines should be cleaned every 3 months

## SUGGESTED TEMPERATURES

White: 42–48°F  
Red: 56–62°F

## STAND-ALONE KEGERATOR

In addition to offering wine certified equipment for long draw draft systems, Micro Matic and Perlick have many direct draw kegerator options available. Single door units can be set up for up to four taps. They also carry Valpar tubing and other equipment for your tap system.

[www.micromatic.com](http://www.micromatic.com) or [www.perlick.com](http://www.perlick.com)



## WINE ON TAP SYSTEM INSTALLATIONS & MAINTENANCE

There are a number of companies who can do this work, and you may already be working with an installer you like. If so, please make sure they are familiar with the special requirements for wine detailed above. If not, please contact us for a recommendation.

## THE NUMBERS CRUNCHED

**KEG VOLUME:** 19.5 L (aka 1/6 Barrel)

**KEG DIMENSIONS:** 9.3" Wide x 23.3" High

**FITTINGS:** American Sankey D

**1 KEG (19.5L) = 26 Bottles (750 ML)**

## PAYBACK PERIOD FOR SYSTEM

### EXAMPLE/ASSUMPTIONS:

- Sales of 1 Keg/Week
- 4 Faucet Kegerator at a Cost of \$3,200 or \$800/faucet/wine
- 13% Savings vs. Traditional Glass
- \$1,352/Faucet/Wine in Savings YR 1

PAYBACK PERIOD ON  
EQUIPMENT IS

**7 MONTHS**

## THE DOCTORS OF WINE ON TAP ARE ALWAYS ON CALL

### EMAIL US, DAMN IT.

Seriously, we want to be involved, so please loop us in to help ensure success.

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**SAMPLE & TAP HANDLE REQUESTS**  
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For more information on what's on tap, our list of current offerings that is updated monthly, our FAQ, tap handles and more please visit [www.gothamproject.net](http://www.gothamproject.net).