

## **“Wines on Tap” at Palmina Winery & Enoteca**

*Wines Straight from the Barrel paired with Weekly Seasonal Produce*

LOMPOC – Although Palmina’s “Wines on Tap” program is on the leading edge of a new trend in purchasing wine, it is actually a new way to introduce an old tradition. “In the early days of California winemaking, and indeed the way it still is in Italy, people go to the Enoteca just like they would to a deli: notes Chrystal Clifton, co-owner of Palmina. “You fill up your shopping basket with bread, vegetables, some prosciutto or salami, and then fill up your empty wine bottles with red or white table wine. We’re simply re-introducing the wine part of that!”

“We’re also all about local and seasonal food” adds Steve Clifton, winemaker, head chef and co-owner of Palmina. “We truly believe that wine is simply an ‘extension of the plate’, and so we think of a recipe each week that not only complements the wines, but most importantly includes ingredients that are fresh, local and readily available at our farmers markets. People love to be able to come in, fill up their wine bottles, get a recipe suggestion and then easily create an entire meal at home. The response has been tremendous.”

Palmina’s “Wines on Tap” program provides customers with etched, refillable Palmina bottles for *Tavola Rosso* (Red) or *Tavola Bianco* (White) table wines. The latest technology is employed to preserve the freshness of the wines, but the social tradition of coming in to get bottles refilled harks back to a neighborly, friendly environment. The Clifton’s produce weekly recipes to reflect the offerings in local farmer’s markets, and patrons often enjoy a glass of wine while catching up with local happenings when they come in to refill their wine bottles.

“We are having such a good time with the Wines on Tap program. It’s a lifestyle thing, even more than the wine. Friends, family, food, wine and conversation. We love it!”

Palmina is a Californian celebration of the rich, wonderful lifestyle and attitude toward food, wine, friends and family that exists in Italy. For more information, visit [www.palminawines.com](http://www.palminawines.com) or contact Chrystal Clifton at (805) 735-2030 or via email at [chrystal@palminawines.com](mailto:chrystal@palminawines.com).

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