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## [The Wine Guy](#) Musings on Lodi's Wine Industry

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### Bag-in-a-Real-Box



The wine industry is quickly turning a deeper shade of green, not only with [sustainable winegrowing](#) in the vineyards, but also by putting wine into lighter-weight glass bottles, or simply using no bottles at all!

Case in point is a “[new](#)” “[Barrel to Barrel](#)” [concept](#) from [DeLoach Vineyards](#). They fill 10-Liter shiny silver bags with high quality Pinot noir and deliver those to San Francisco’s swanky Fairmont Hotel. At the hotel is a cute little barrel that opens up in the back to allow the bag to be connected to a spigot, perfect for wine by the glass.



Though new to U.S., Italy’s been partly bottleless for centuries. Italian “house” wines are delivered in large, 15-gallon glass carboys. Wine shops or restaurants just charge by the Liter for whatever you siphon off, like a gas station.



Lodi winemaker J.C. Van Staden of [Peltier Station](#) informed me that they have a similar - and very successful - eco-friendly arrangement of delivering both a “House Red” and “House White” to [OneSpeed Pizza](#) Restaurant in Sacramento.



In the airless, protective bag, the Barbera-Cab-Zin-Petite Sirah Lodi blend should be good for up to 8 weeks, but at \$3.75 a glass, OneSpeed is pouring through about 28 5-Liter bags a week!

*Photos from top to bottom: DeLoach Vineyards’ new Barrel-to-Barrel. A Venice wine shop. OneSpeed’s “House Red” (50% non-vintage Lodi Barbera, 20% Cabernet Sauvignon, 20% Zin and 10% Petite Sirah) in bag and in the attractive wooden dispenser box alongside “House White” (a blend of non-vintage Lodi Chardonnay, Vermentino and Pinot Grigio). Courtesy of DeLoach Vineyards and OneSpeed Pizza.*

July 28th, 2009 in [General](#)

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### About The Wine Guy



Jon Bjork is a winery consultant, co-owner of Pantheon Cellars, producer of one exclusive Lodi Rhône-style red.