



CUSTOMER SPOTLIGHT

Colterris Wines

Bo Felton
Wine Maker

Producing an “Estate Grown Wine” is a very important distinction for Colterris. This designation means the wine is made from start to finish at Colterris Winery and produced 100% from grapes grown on their estate. For the wine enthusiast, this equates to premium quality and a world class varietal correctness.

The wine makers at Colterris are focused on bringing estate-grown wines that match up well with their customers' lifestyles. With vineyards located on the western slope of the Colorado Rocky Mountains, Colterris consumers enjoy an outdoor lifestyle and want to experience the “CANvenience” of a premium wine package that is recyclable, compatible and less fragile than bottles. Colterris wanted to offer wine in cans in addition to their bottles. They created “Canterris”, premium estate wines in a can, so their customers could enjoy premium wines in the outdoors.



Colterris[®]
“from the Colorado Land”



They considered partnering with a mobile canning company, but the proprietors wanted to keep their estate distinction and purchase their own canning line for quality, consistency and designation. They decided to purchase a Wild Goose Canning system to maintain control of each of these important elements of their production. Another key was the ability to be flexible with their can size options. Wine has a higher ABV (alcohol by volume) than beer and other alcoholic beverages, so they wanted to provide a smaller serving size for their customers to enjoy. Having never canned wine before, the personal service that Wild Goose provided was paramount to their success.

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“Wild Goose bent over backwards to ensure our canning line met our needs,” said Bo Felton, Colterris wine maker. “They helped us ensure our canned wine maintains its flavor and aroma and customized the equipment to meet our standards. Additionally, they are always available to help and the machine is fantastic.”

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Since purchasing a Wild Goose Canning line, Colterris has been able to increase their production and expand the distribution of their wines. With this new wine-in-a-can option, they are able to sell to new markets and increase their revenue and consumer compatibility.



Wild Goose Filling Systems
633 CTC Boulevard Suite 100
Louisville, CO 80027
+1 720.406.7442
