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Food

## Read this before you drink wine from a can

By **Dave McIntyre** Columnist, Food December 22, 2017

**Here's an easy prediction for 2018: Sometime during this year, you are likely to buy wine packaged in a can.**

Just don't drink it from the can.

First, the cans: If you haven't seen wine sold in cans yet, you probably will soon. Wine in cans still represents only a few percentage points of the market, but sales have exploded in the past few years, from about \$2 million in sales in 2012 to nearly \$15 million in 2016, according to Business Insider magazine. Last summer, Trader Joe's offered an inexpensive canned bubbly called Simpler Wines, which sold out as fast as they could restock the shelves.

Canned wine has been marketed primarily for summer, because of its portability and, well, maybe also the ability to disguise what you're drinking in public places. Wine bottles are conspicuous on the beach or the tennis court, after all. Cans are ideal for fresh, unpretentious wines, such as rosé.

There are other reasons to like cans....It's nice to have good wine in smaller packages for times when you're drinking alone, or when he wants red and she wants white, or vice versa.

So now to drinking wine from cans. In many cases, when you need to share your wine, you'll want to enjoy your wine, pour it into a glass. Or at least a plastic cup when you've hiked up a mountain and want to have a celebratory toast before staggering back down.



Sales of canned wine have exploded in the past few years. (Deb Lindsey/For The Washington Post)

**Cans are ideal for fresh, unpretentious wines. There are other reasons to like cans....It's nice to have good wine in smaller packages for times when you're drinking alone, or when he wants red and she wants white, or vice versa.**

500 milliliters, smaller than the standard wine bottle, when you're drinking alone, or when he wants red and she wants white, or vice versa. Producers or consumers. In many cases, they take up less space,

drinking water, even hard water. If you want to



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