

# Wine in cans is catching on in the U.S.

By S. Irene Virbila, Los Angeles Times

Wine in cans? It just doesn't track. You hear that unmistakable pop of a beer can opening – only it's wine inside, not beer. And it's not cheap plonk either, but some serious juice.

Though Australia's Barokes Wines was probably the first to try the idea, way back in 1996, the idea is just catching on here. And no outrage from Paul Hobbs, one of the world's most lauded winemakers, when asked about it.

"I love the idea of good wine in a can," Hobbs said. "Wish I had thought of it. It does indeed strike me as very practical, especially for folks on the go who in certain circumstances simply seek to enjoy fine products in an uncomplicated way, spontaneously – a trip to the coast, hiking, etc. In that respect, this concept is so exciting!"

Calm down. Nobody's putting Château d'Yquem or Romanée Conti into cans just yet. This new mode of packaging is meant for easy-drinking wines that won't be languishing in the closet for years.

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