

Francesca Pumps set a New Standard for Gentleness & Versatility in the Wine Industry

Bin to Bottle

Bin to Bottle is a new custom crush facility in south Napa that specializes in high quality wines. Bin to Bottle's goal is to create loyalty through exceptional service and attention to detail. Prior to the 2006 harvest, Bin to Bottle was interested in procuring a pump that was extremely versatile and gentle on wine.

Marco DiGiulio, Managing Partner, and Adam Braunstein, General Manager, scheduled a demonstration to assess the performance and capability of the Francesca pump. Following significant scrutiny, Marco and Adam were impressed with the innovative positive displacement, rotary piston design. They valued the ability to self-prime and pump wine and must without shearing skins and breaking seeds, the soft stop/start when shutting off against the pump while barrel filling, and ease of cleaning.

Marco and Adam purchased a model F05 (up to 88 gallons/minute) for the 2006 harvest.

Following Bin to Bottle's successful first harvest, Marco commented "the 1 bar suction significantly reduced the compression on the must at the receiving hopper cone resulting in more gentle handling of the fruit." Adam added "the wireless remote control of speed and pumping direction was a great feature for pump-overs. In addition, the timed liquid sensor was a nice option as it would shut-off the pump in the absence of must or juice." When Marco was asked if he would buy another pump he commented "absolutely, the Francesca pump was reliable and the performance, versatility, and gentle handling of must/wine exceeded our expectations."



Adam Braunstein and Marco DiGiulio from Bin to Bottle.