



# Oh Yes, You Can

Populist packaging gets its moment.

**A**FTER DECADES OF BEING THE LAUGHINGSTOCK OF WINE and spirits drinkers, cans are suddenly having a moment. Portable, inconspicuous, single-serving-sized, and eco-friendly, there are some surprisingly delicious adult beverages pop-topping their way into our refrigerators and picnic baskets as well as appearing on some pretty swanky restaurant beverage lists. Here are a few of our local favorites.

—Heather Irwin

West + Wilder, top.  
Below, Proof Cocktail's  
Moscow Mule and  
Mai Tai

**WEST + WILDER.** This isn't wine that happens to be in a can; it's wine that's made to be canned. While that may seem like a subtle difference, the brains behind this Sonoma County winery have formulated their still and sparkling whites and rosés to be can-friendly – meaning they don't taste like a metal can. That's because they also use can liners to keep the bright acidity and flavor. Owners Kenny Rochford and Matt Allan have serious cred in the wine industry (Kosta-Browne, Medlock Ames), so they aren't messing around with bad wine. Instead, they say that their West Coast wines capture a moment in time, inspired by the wild beauty of the company's namesake region. The product was a huge hit at last summer's Outside Lands music event, and Allan says the company wants to transcend from "This isn't bad..." to "This is good!" It doesn't hurt that the slim cans are adorned with classy botanical illustrations, packaged as a quartet that's irresistible on the shelf. Available locally at Bottle Barn. [westandwilder.com](http://westandwilder.com)

**EEL RIVER BREWING.** Craft Clarity is a sparkling water available in raspberry and ginger-lime flavors, produced by longtime Humboldt County brewer Eel River. Meant for on-the-go folks who want to skip the carbs, gluten, and sugar of soda or beer, it packs a 5 percent alcohol punch – comparable to that of a lighter IPA. Unlike many hard sparkling beverages on the market, this version uses natural flavors and has a tart, sour finish that's especially welcome after a hike or outdoor adventure. Available at BevMo. [eelriverbrewing.com](http://eelriverbrewing.com)

**PROOF COCKTAIL COMPANY.** Made in single batches in Sebastopol, this LA-based cocktail company cans up Moscow Mules and Mai Tais that are pour-ready wherever you happen to be. The Moscow Mule, made with vodka, ginger beer, and lime, is bar-quality straight from the can. You'll get about two servings in each can, with the Moscow Mule coming in at about 20 proof and the tropical mai tai at about 46 proof. Plus, they just look so cool. In development: The Negroni, Prickly Pear Paloma, and Manhattan. Available at Bottle Barn or Wilibees Wine and Spirits. [proofcocktail.com](http://proofcocktail.com)

