



July 26-27 2017 / SF

www.ibwsshow.com

—



Malvika Patel
IBWSS Press Coordinator
Beverage Trade Network
+1-855 481 1112
info@ibwsshow.com |
www.ibwsshow.com

—

Material download
[IBWSS logo](#)
[BTN logo](#)

San Francisco | July 30, 2016

Master of Wine, Tim Hanni Joins IBWSS as Technical Director and Blending Laboratory Head.



Tim Hanni is an internationally renowned ‘flavor maven.’ A professionally-trained chef, he is one of the first two resident Americans to successfully complete the examination and earn the title Master of Wine. He is a Certified Wine Educator

accredited by the Society of Wine Educators. He has been involved with wine- and food-related businesses, education and research for over thirty-five years. Hanni has a unique perspective on food and wine, providing a modern and innovative approach to the subject.

His techniques for creating easy to use wine lists and retail wine programs are combined with tried and tested culinary philosophies on “balancing” food and wine flavors. These techniques are employed by thousands of restaurants and hotel outlets around the world and have provided the foundation for Napa Seasoning Company’s unique new product Vignon™, the first Flavor Balancing Seasoning designed to simplify food preparation. Hanni is recognized for introducing the concept of the “umami” taste phenomenon to the wine and food community. He has lectured in over 27 countries around the world on the topics of flavor balancing, sensory sciences, wine and culinary history.

About IBWSS's Blending Laborator:

Streamlining the sourcing process for bulk buyers at trade shows, the IBWSS Blending Laboratory will give visitors access to a modern lab on the trade show floor. The specialized area will allow buyers and sellers to taste, blend and analyze products in a professional lab atmosphere.

Blending to improve wines is more of an art than a science, but believe it or not there is actually a scientific approach to it. Experts with Enartis USA will provide hints on how to blend wine for success.

Through a seminar or a custom blending experience, the blending lab is the most exclusive experience Enartis USA will be hosting at the IBWSS.

Once you have your blend finalized, you will be guided through different products that work best on your wine to improve the aroma profile, color, texture, body and finish; making it a more well-rounded and complex wine. To complete the experience, Enartis along with IBWSS will put together a panel of wine judges that will give you a complete description of your wine's aromatic profile and mouthfeel that you can use for your label!

Beginning as the pioneering Vinquiry Wine Laboratory founded over 35 years ago, Enartis USA has grown to become a one-stop-shop for winemakers all over North America. With four branches throughout California, we are a leading supplier to the wine industry through our laboratory and technical services, consulting and winemaking supplies, with the capability to meet the needs of wineries of all sizes.

About Enartis:

Being part of the world leading manufacturer of winemaking products Esseco Group has allowed us to incorporate the technologically advanced Enartis range into our extensive product offerings. The Enartis brand is represented in all winemaking areas of the world with premium yeast, nutrients, bacteria, enzymes, tannins, SO₂, and more!

Vinquiry Laboratories by Enartis USA has ISO 17025:2005 accreditation which verifies the high quality of analytical services that we provide our clients. These services range from basic chemistry testing to most recent techniques such as Real Time Quantitative PCR (RT-qPCR), for the detection of spoilage microorganisms, and grape and wine phenolic analysis (Phenolic Fingerprint).

About Beverage Trade Network:

Beverage Trade Network (BTN) is a leading online marketing and B2B networking platform servicing suppliers, buyers and beverage professionals in the global beverage industry. BTN provides a selection of sourcing solutions for importers and distributors as well as an extensive range of marketing and distribution services for international suppliers. BTN also runs a line-up of b2b trade shows around the world. For more information about BTN, please visit www.beveragetradenetwork.com

About The International Bulk Wine and Spirits Show:

The International Bulk Wine and Spirits Show (IBWSS) is an annual trade show and conference, open to trade professionals only, which takes place in San Francisco, CA. IBWSS exhibitors are wineries and distilleries looking to sell bulk wine and spirits, producers and negociants who offer contract manufacturing / private label programs and wineries / distilleries / importers who have one time excess stock to clear. IBWSS buyers are other wineries and

distilleries looking to meet up their demand, Importers, Retailers and Distributors looking for private label programs, negociants who are looking to meet the growers and producers.