

Bulk and Private Label Industry To Gather In San Francisco On July 26-27.



San Francisco, June 23, 2017

[IBWSS](#) promises to bring about a change in the industry by helping the on-trade sector better understand the opportunities and benefits of bulk and bottled in market wine and spirits.

The complete list of conference and workshop speakers have been announced for what will be the first [International Bulk Wine and Spirits Show \(IBWSS\)](#) to be held in North America, when it looks to bring the trade together to discuss the huge commercial opportunities that now exist for bottled in market in wines in San Francisco on July 26-27, 2017.

The event, organised by the American drinks publishing, marketing and B2B networking platform, [The Beverage Trade Network](#), organizes events like USA Trade Tasting and Australia Trade Tasting for brands looking for importers and distributors.

Sid Patel, chief executive of the Beverage Trade Network and organiser of IBWSS says: "It is time, we made private label and bulk trade a norm. As San Francisco is the most important market in North America where contract bottling, sourcing, private label and bulk trade happens, we decided to make San Francisco our host city for North America."

Over the course of two days leading figures from the global and USA wine industry will share their thoughts, insights and experiences on how bulk wine and spirits can help grow your private label and branded product business. The event will include a combination of panel sessions and 12 TED-style talks. Confirmed in attendance will

be leading bulk wine broker firms along with key retail chain buyers of private label programs. Wineries will be able to discuss their bulk wine options with other leading suppliers around the world.

At the two full days of [conference presentations](#), [workshops](#), and panel discussions, attendees will learn best practices in the industry and walk away with actionable insights on how to grow their business.

Here are just a few of the topics on the agenda of the IBWS Show:

As part of this packed conference agenda, participants will hear from a mix of different wine and spirits authorities, each covering a unique aspect of the bulk wine and spirits industry from a variety of different perspectives.



For example, if you thought that marketing a spirits brand is all that you can do, think again. Earl Hewlette from Terressentia Corporation will talk at the IBWS Show about how you can optimize your revenues by selling bulk and private label spirits. Chris Mehringer from Park Street will discuss how you can create a private label brand without a distillery and what regulations and permits are needed. And [Bob Paulinski MW](#) (left inset) will explain how you can create a successful brand for your retail store or restaurant.

Whether they know it or not, retailers and store brands are now engaged in a new competition to win over a different type of wine and spirits drinker: one who has embraced the concept of private labels. So if you are a hotel or hospitality business looking to create a distinctive experience for guests, a restaurant looking for new mid-priced offerings for a wine list, or a national retail chain looking for a product that will boost margins, you need to know what's happening in the private label and bulk wine and spirits industry. If you don't, your competitors will.

By attending the IBWS Show in San Francisco, you will be at the forefront of a major new trend that has the potential to change the dynamics of the wine and spirits industry for a long time to come. This summer in California, get prepared to look into the future and view the changing contours of tomorrow's wine and spirits marketplace.

What to expect at IBWSS

IBWSS San Francisco is relevant to anyone involved in the making, sourcing, buying, shipping, bottling, selling and marketing of bulk wine and spirits. Designed specifically for key players across the multiple grocery, convenience, wholesaler, on-trade sectors as well as producers, wineries, distilleries and service providers across the private label and branded wine and spirit sectors.

The event organisers stress that the key focus of the event is to assess and encourage sustainable growth and profitability in the bulk wine and spirit sector. [Register For Your IBWSS Trade Pass Here.](#)

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. For more information on attending or to register as an exhibitor at USATT, please contact sid@beveragetradenetwork.com

