

IBWSS is Here. Did you Get Your Visitor Pass?

The 3rd annual International Bulk Wine & Spirits Show will bring together industry leaders and exhibitors(global producers) in California for industry's premier event dedicated to bulk wine, bulk spirits, and private label

[GET YOUR VISITOR PASS HERE](#)



Hear what past buyers and exhibitors said about their experience at IBWSS

It can be hard to find the time in our schedules to take two days out to attend an industry conference, but the chance to get on top of key bulk wine and spirits trends at IBWSS in San Francisco could actually save you not only time but money further down the line.

The [International Bulk Wine & Spirits Show](#) promises to deliver exactly what it says. A unique opportunity for everyone involved in the production, shipping, processing, marketing, buying and selling of bulk wine and spirits to come together in one place. Each part of the supply chain has its own needs, opportunities and challenges and the IBWSS is the place to address them.

None more so than the buyers of national retail chains tasked with sourcing, and selling the right wines for their customers.

Here's how IBWSS can help them and their needs.

First-hand Experience

The IBWSS has been set up to provide a platform for buyers to talk face to face with producers, brokers, and suppliers at each stage of the bulk wine and spirits supply chain and share experiences on where the pressure points are and what new opportunities there are to capitalise on.

Practical Advice

Talks, seminars and workshops at IBWSS have all been set up to provide buyers with key practical advice on both the buying, technical and legal aspects of working in bulk wine. Like what you need to cover in any supplier/buyer distribution agreements, what questions you need to ask your bulk wine supplier, how to manage annual currency fluctuations and how to capitalise on new bulk markets.



2018 IBWSS Speaker Kevin Mehra on "How to Build a 500,000 case Virtual Wine Company"

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Global Show

One of the key selling points of IBWSS is that it truly is international. The chance to hear directly from producers and wineries in all the key main wine producing countries about the state of this year's harvest and to get the competitive edge on where the best value grapes will be over the coming year.

Developing Exclusive and Private Brands

With increased pressure to hit key price points whilst keeping wine quality high, then buyers are going to be expected to look more at developing their own exclusive and own label brands. IBWSS provides the platform to make contacts with the right businesses and people to help you get new private label brands to market faster than the competition.

Bottling and Shipping Partners

The quality of bulk wine now makes it arguably, at certain price points, a better product than one bottled at source. But it means working with the right logistics companies, shippers and bottling plants to ensure the wine tasted at the sampling stage are the same quality as the wine that ends up in a bottle on the shelf. Buyers can make use of the exhibition hall at the show to find the right supplier partners to work with.



Exhibitors & Buyers Networking at the Past IBWSS Event

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Discovering Bulk Spirits

The IBWSS is the only event of its type that brings the world of bulk wine and spirits together. The bulk spirits market may not be of the scale of its wine counterpart but there are exciting new opportunities and the IBWSS provides buyers with a unique platform to discuss them.

Understanding the Consumer

Understanding and engaging with the average consumer has long been the wine industry's achilles heel. Buyers at IBWSS will have the chance to hear from leading consumer, marketing and advertising experts on what they see as the key consumer trends of today and tomorrow and how wine and spirits buyers can capitalise on them.

[REGISTER HERE TO ATTEND](#)

MEET THE 2019 IBWSS SPEAKERS

A hallmark of any IBWSS event is the ability to hear from top professionals in the field, with many of them having direct responsibility for managing the businesses that are shaping the face of the industry. At this year's IBWSS San Francisco, you will hear from the following distinguished speakers:



Jennifer Leitman

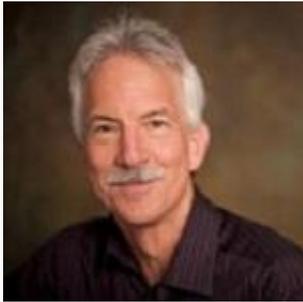
EXECUTIVE VICE PRESIDENT, MARKETING - THE FAMILY COPPOLA

23/07/2019

09:00 AM - 09:30 AM

TOPIC: How Emotion Drives Purchase

People rely more on emotion vs information to make their purchasing decisions. Every day, multiple decisions are influenced by how we feel. This session will look at how brands use physical experiences, social good, content, advertising and community to build deeper emotional connections with consumers.



Kurt Lorenzi

VP GLOBAL SOURCING, WINERY EXCHANGE, USA

23/07/2019

09:30 AM - 10:00 AM

TOPIC: Do you have what it takes to be a Private Label

Supplier?

Kurt Lorenzi, VP of Global Sourcing at Winery Exchange will be covering the topic on "Do you have what it takes to be a private label supplier?" and explaining the points to be taken care and are required to be a private label Supplier.



Steve Dorfman

PARTNER AT CIATTI COMPANY

23/07/2019

10:30 AM - 11:00 AM

TOPIC: Market Dynamics for Bulk Wine currently and in the

Future

Considering the change in Bulk wine market now and in future, Steve Dorfman will cover the "Market dynamics for Bulk Wine currently and in the Future" and present his views and analysis.

And that's not all – you'll also hear from influential industry professionals from market-leading companies such as The Family Coppola, Winery Exchange, Lasco Enterprises, Cohn Restaurant Group, Liquors Plus, The Thornhill Companies, Napa Wine Academy, WineDirect, and MHW, Ltd.

[View Full Conference Schedule](#)

MEET THE EXHIBITORS OF 2019 IBWSS SAN FRANCISCO

 BEAR CREEK
WINERY Angus Dundee
DISTILLERS PLC Terressentia[®]
corporation FLORIDA
CARIBBEAN DISTILLERS BARBARIANS
WINES OF ARGENTINA Since 1940
Mamerto de la Vera
WINERIES RACK & RIDDLE
CUSTOM WINE SERVICES

[View All Exhibitors and Schedule Your Meetings](#)

IBWSS San Francisco Details

WHAT

IBWSS is organized by [Beverage Trade Network](#), which provides online and face-to-face opportunities for wine producers and buyers to do better business around the world. The two-day event will include an exhibition trade show floor featuring providers, brokers, producers, and shipping and logistics companies.

WHO SHOULD ATTEND

The event is relevant for growers, wineries, distilleries, breweries, importers, distributors, retailers or negociants involved in the making, selling, buying and distributing of bulk wine and spirits.

WHERE & WHEN

July 23-24, 2019. South San Francisco Conference Center, 255 South Airport Boulevard, South San Francisco, California.

Expo Floor Only

FREE

[GET VISITOR TICKETS](#)

Conference + Expo Floor

15+ 2-day sessions

[REGISTER FOR CONFERENCE](#)