

TRINCHERO

Family Estates

Barry Wiss, CWE, CSS **Vice President, Trade Relations** **Former President, Society of Wine Educators**



Barry Wiss, Vice President of Trade Relations for Trinchero Family Estates, was born and raised in New Orleans, Louisiana. His hospitality and education career has spanned over 25 years.

Barry became accustomed to true “southern hospitality” as an early age. Many of his relatives lived in the bayous of southern Louisiana where the food is fiery, the music lively, and the hospitality genuine and from the heart. At age 15, his hospitality career formally began with a position as busboy in a small restaurant. Upon entering college at age 17, he decided to follow in his father’s footsteps and study geology. As a sophomore, however, Barry determined his true passion was the hospitality industry. At age 18, while working as a restaurant manager, he entered the newly formed Hotel Restaurant Program at the University of New Orleans. He met his future wife Kim in a professional cooking class where, he recalls,

she stole his heart over the pot sink.

Barry’s first hotel position was Assistant Executive Steward for the 1500 room Sheraton New Orleans, a post he still considers his toughest. Barry earned the respect of his colleagues in one of the hardest-working and busiest departments of the hotel. Upon gaining experience in back and front of the house operations, Barry was promoted to Food and Beverage Director and transferred to a new Sheraton property in Southern California. There, his greatest challenge was getting his staff to work when the surf was up.

In 1993, Barry became Hospitality Director at Schramsberg Vineyards, where he worked closely with the late Jack and Jamie Davies and was responsible for designing their hospitality program. In 1995, Barry became Senior Director of Hospitality and Education for Trinchero Family Estates Winery. Presently, Barry is Vice President of Trade Relations for Trinchero, and responsible for establishing one of the industry’s most creative and innovative culinary and wine education programs, Vine to Dine®. “Vine to Dine” has received international accolades and has been described as the most innovative approach to wine education. Barry is also the creator of the World Wine Challenge® App.

Barry and Kim make their home in Napa, but a love of fine wines lures them away on tours of the world’s great wine regions. Barry and Kim are one of the lead wine hosts for AMA Waterways River Cruises. Barry is an avid fisherman, whose other passions include cooking, growing culinary herbs and heirloom vegetables, and building hotrods. He is a Certified Wine Educator, Certified Sommelier and Certified Specialist of Spirits, he has also been awarded Advanced Level Certification with the Wine and Spirits Education Trust and served as President of the Society of Wine Educators.

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