

TRINCHERO

Family Estates

BARRY WISS, CWE

VICE PRESIDENT, COMMUNICATIONS & TRADE RELATIONS



Barry Wiss, Vice President of Communications and Trade Relations for Trinchero Family Estates, was born and raised in New Orleans, Louisiana. His hospitality and education career has spanned nearly 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 16, 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 17, 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.

Barry and Kim, then a Food and Beverage Manager for Hyatt Hotels, discovered the Napa Valley during a vacation, and decided to make the move to wine country. Barry became an evening maitre-d at the world renowned Tra Vigne Restaurant in St. Helena, which enabled him to learn more about his newfound passion for wine. While studying viticulture and enology at Napa Valley College, Barry learned of a position managing the replanting of a local vineyard. Wanting to make a good impression, he arrived at the interview wearing his best double-breasted suit and tie. The owner of the vineyard management company took one look and offered Barry the job simply because he had never seen anybody apply for work in the vineyards dressed like that.

In 1993, Barry became Hospitality Director at Schramsberg Vineyards, where he worked closely with the late Jack Davies and his wife Jamie and was responsible for designing their hospitality program. In 1995, Barry became Director of Hospitality and Education for Sutter Home Vineyards. Presently, Barry is Vice President of Communications and Trade Relations for Trinchero Family Estates, 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 author of the World Wine Challenge®.

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 is an avid fisherman, whose other passions include cooking, growing culinary herbs and tomatoes, and enjoying fine Irish Whisky. He is a Certified Wine Educator and Certified Sommelier, he has also been awarded Advanced Level Certification with the Wine and Spirits Education Trust and serves on the Board of Directors for the Society of Wine Educators. Barry is also presently pursuing a Master Sommelier diploma with the Court of Master Sommeliers.