



PRESS RELEASE

Canovation™ heads to San Francisco for Beverage Trade Network Shows

Award-winning packaging company to attend International Bulk Wine & Spirits Show, Cannabis Drinks Expo, and Cannabis Edibles Show

FOR IMMEDIATE RELEASE

Nov 8, 2021 – Fort Lauderdale, Fla – Canovation, a sustainable packaging company, will be heading to San Francisco to attend three industry tradeshows presented by The Beverage Trade Network. The company will be unveiling its CanReseal technology to attendees at the International Bulk Wine & Spirits Show, Cannabis Drinks Expo, and Cannabis Edibles Show in San Francisco.

The Canovation team is set to be in attendance at the International Bulk Wine & Spirits Show from November 9-10 this year at the South San Francisco Conference Center. Major growers, producers, wineries, distilleries, importers, retailers, and distributors from all over the world will meet to learn trends and innovations in the alcoholic beverage industry.

In the Wine Industry Advisor article, *The Role of Beverage Cans in the Winery Industry*, the publication stated, “Cans are rapidly gaining ground in the wine industry owing to a number of benefits, including consumer convenience, costs, emphasis on sustainability, and changes in consumer drinking behavior among others.”

“Many brands are making the switch from glass bottles to aluminum cans for their wine, liquor and spirit beverages. The resealable capabilities that our CanReseal beverage can offers gives consumers a portable and portion controlled opportunity for a more responsible drinking experience,” says Chief Marketing Officer Michele Merrell.

The company will also be exhibiting at the Cannabis Drinks Expo on November 11 and at the Cannabis Edibles Expo on November 12 in the South San Francisco Conference Center. The team will be presenting their recently awarded cannabis line of CanReseal solutions to over 3,000 trade visitors.

CanReseal is the first ever all metal technology that adds threading to all commercially available cans for any product. Attendees can visit Canovation at booth 51 during the Cannabis Drinks Expo and at booth 28 at the Cannabis Edibles Expo to view and demo their innovative CanReseal technology.

The conferences presented by the Beverage Trade Network begin at 9:00 a.m. and the expo floor is open from 11:00 a.m. to 5:00 p.m. Attendees at the show will be able to look at opportunities for cannabis drinks and edibles in the culinary, branding, manufacturing, and packaging spaces.

About Canovation

Canovation is a container engineering and design company created in response to worldwide consumer demand for a reduction in the use of plastic, which is impacting our ecosystems and our health. Its award-winning CanReseal® technology can be used in many vertical markets with endless applications ranging from beverages, food & snack, pet food, paint & chemical, CBD/pharma, personal care, household and consumer goods, and delivers an economical, endlessly recyclable and fully resealable metal packaging solution. Canovation is evolving the packaging industry by the creation of fully resealable can that does not disrupt existing infrastructure or supply chain operations. Its solution provides many product brands with a functional and economical alternative to single-use plastic. For more information, please visit www.canovation.com.

About Beverage Trade Network

Beverage Trade Network (BTN) organizes events for the alcohol beverage trade around the world, including events in New York, San Francisco, and London. In addition to hosting events like the USA Trade Tasting (USATT) and the International Bulk Wine & Spirits Show (IBWSS), Beverage Trade Network also provides a wide range of editorial, business services and consulting services for members of the wine, beer and spirits industries.

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