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FOR IMMEDIATE RELEASE

### **World Cooperage Expands Infrared Profile Offerings with New Impression Barrel**

NAPA, Calif. (January 29, 2020) – Cooperages 1912 is expanding their World Cooperage Profile Series with the Impression barrel. Impression is the fourth barrel to be launched in the series utilizing infrared toasting technology.

“Our infrared technology was introduced in 2012 with two barrels, Aroma and Reflection, and then expanded in 2016 with Dimension” said Elizabeth Van Emst, Cooperages 1912 general manager. “Because these barrels have been so well received by winemakers, we wanted to continue the series expansion by launching a new infrared toasted barrel focused on medium impact and balance.”

After two years of trials, the Impression toast was selected to be the next infrared barrel. Infrared profiles can yield a very precise toast by heating the oak directly, instead of the surrounding air. Utilizing only long infrared wavelengths, the Impression barrel imparts subtle oak character and allows the fruit to take center stage in the final organoleptic profile of the wine. Look for a broad mouthfeel, fresh fruit and light notes of vanilla on the palate. Available in both French and American oak.

The official launch of the Impression barrel will happen at the 2020 Unified Wine & Grape Symposium Trade Show, February 5-6 at Cal Expo in Sacramento, California. Cooperages 1912 will exhibit at booth P1900 with the Impression barrel on display. Contact a Cooperages 1912 account manager for availability and more information. View all the World Cooperage Barrel Series at [worldcooperage.com](http://worldcooperage.com).

[Cooperages 1912](#) is a fourth-generation, family-owned company committed to crafting premium French, European and American oak barrels under the brands [T.W. Boswell](#) and [World Cooperage](#). Over the past century, the Boswell family has crafted distinctive barrels that define the industry. The Cooperages 1912 team consults directly with winemakers to ensure an optimal pairing between wine and barrel.

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