



Uwe Rusch – Professional CV

Beverage Scientist & Product Development Specialist

Cape Coral, FL

Professional Summary

Since 1988 innovative beverage development executive with over three decades of experience in the international food service and hospitality industry. Founder of UNC Corp. (1997) with specialized expertise in creating premium quality beverage concepts, cordials, and cocktail solutions using natural ingredients. Lifetime member of the Worldwide Who's Who Registry of Executives, Professionals and Entrepreneurs.

Core Competencies

- Beverage Concept Development & Manufacturing
- Premium Cordial & Long Drink Formulation
- Natural Ingredients & Quality Spirits Integration
- Product Portfolio Management
- International Food Service Solutions
- Measurement and Control Engineering (PLC) – specializing in the design of beverage production facilities

Professional Experience

- **Founder & CEO** | US-Canadian Foodservices, Toronto, Canada
 - 1988 - 1997
 - **Founder & CEO & Beverage Development Lead** | UNC Corp., Delaware, USA
1997 – Present
 - 2024 UNC One Corp., Florida, USA
- **Founder & President** | VIP Drinks Corp.
 - *1998 – Present*
- **CDO** | UNC One Corp.
 - 2024 - Present
- Began developing a line of premium cordials in 1998, creating the CORDIALS V.I.P. Drinks brand
- Formulated products exclusively using natural colors and aromas with quality spirits
- Developed beverage concepts serving hotels, restaurants, institutions, and catering sectors
- Created 1L bottle formulations yielding 50 non-alcoholic and +25 alcoholic portions



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- **Company Development Officer** | Empire Spirits GmbH, Rhineland-Palatinate, Germany
2017 – Present
- Oversee production and distribution of beverage concepts for the German market

Early Career

- Gained foundational experience in international food service business since 1988
- Founded UNC Corp. in 1997 to serve the hospitality industry,
- Founded UNC One Corp. in 2024, due relocation from Delaware to Florida

Intellectual Property & Brand Development

- Registered the CORDIALS V.I.P. Drinks trademark
 - Developed and trademarked proprietary brand logo (Royal Logo) used in product marketing since 2005
- Developed and registered the Shake'n Pour Cocktails & Long Drinks trademark
- Developed and registered the NATURA Perform trademark

Industry Recognition

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