

Concha y Toro steps up travel retail focus with new hire

By **Mary Jane Pittilla** on January, 30 2019 | Spirits & Tobacco



Diego Baeza, Global Travel Retail & Duty Free Director, Concha y Toro

Concha y Toro, Latin America's leading wine producer and one of the world's top five wine companies, has named Diego Baeza as Global Travel Retail & Duty Free Director.

The appointment forms part of Concha y Toro's investment in the flourishing travel retail channel, where the Chilean wine group has identified significant under-representation of the South American wine segment compared to domestic market trends.

Baeza has been with the Concha y Toro for more than a decade, taking up this new position after five years as Regional Sales Director - Africa & Middle East for the group. In this role, he was responsible for expanding the group's portfolio in more than 30 domestic markets in the region.

Commenting on his new role, Baeza said: "I am very excited by the opportunity to lead the development of Concha y Toro in the dynamic global travel retail industry. With over 130 years of rich history, our company is blessed with excellent wines and we have built powerful brands.

"My role is help amplify these brands across the world through the platform of travel retail, while working with our retailer partnerships and other stakeholders to support wine category growth.

"Recently, we have made some significant progress in Asia Pacific travel retail, especially in locations such as Hong Kong and Singapore Changi airports. We are very excited to continue building on this momentum worldwide in 2019 and beyond."

Concha y Toro's wine portfolio includes brands such as Don Melchor and Almaviva, its flagship label Casillero del Diablo, Trivento from Argentina, and Fetzer and Bonterra from California.