

# Kantar's Tracy Yu joins Treasury Wine Estates' Global Travel Retail team



TWE welcomes Tracy Yu as Regional Manager, GTR North Asia

Treasury Wine Estates (TWE) welcomes Tracy Yu as Regional Manager, Global Travel Retail North Asia, commencing June 8, 2020. Yu will be based in Shanghai, China, reporting to Simon Carter, General Manager, Global Travel Retail.

Yu joins from Kantar, Shanghai, where she was Associate Director of Consulting Retail & Sales. Prior to that she spent almost eight years in various roles in China with Wyeth Nutrition, The Hershey Company and Unilever.

Commenting on her appointment, Carter says, "We're pleased to appoint Tracy Yu to lead our China Travel Retail business. Her strong commercial acumen, leadership skills and experience in managing major accounts in China positions her well to lead our business as we seek to grow the wine category and visibility of brands such as Penfolds, Wolf Blass & Maison De Grand Esprit across Global Travel Retail in North Asia."