



Australian Government

Australian Wine and Brandy Corporation

Media Release

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Australian winemaker appointed to top job in New York

Wine Australia today announced that James Gosper will head up its US and Canadian operations as Director – North America, from February 2009.

The newly-created position is based in New York and James will be responsible for the development, delivery and management of local market business plans strengthening Wine Australia's market position.

James said "I am very excited about joining Wine Australia in the New Year. During the last two years while I have been based in New York and travelling through the US and Canada, I have observed a vast under-representation of Australian wine. This is an outstanding opportunity to work with wineries in Australia and North American trade and media to reposition Australia and tell the next chapter of what is such an interesting and compelling offer."

"Australia has a long-term commitment to these markets and we've achieved a great deal in a relatively short period of time. I'm looking forward to working with the team and ensuring our customers see there is a credible premium to be paid for Australian wine," he said.

James joins Wine Australia having spent more than ten years with luxury brand Moët Hennessy, most recently employed in the US as Senior Brand Manager. He has held positions in retail, cellar door, winemaking, education and management throughout his career giving him a comprehensive knowledge of all facets of the industry. An extensive period as chief winemaker and winery manager with Domaine Chandon in Australia's Yarra Valley, as well as previous vintage experience in the Hunter Valley and Tasmania, ensure James' understanding of the country's exports is second to none.

A detailed understanding of the North American market and strong relationships with wine press, trade and distribution were all strengths that made James ideal for this role. His appointment is the first of two senior roles for Wine Australia in the key export territories of North America and UK/Ireland/Europe.

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Notes for editors

Wine Australia is the brand under which the Australian Wine and Brandy Corporation (AWBC), a Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programs.

