



GERMAN CARRASCO

Commercial Director, Bodega Argento

With 20 years of global drinks industry experience, German started his career working with the No 1 Argentinean beer brand Quilmes, before moving into the wine sector where he has worked with numerous internationally renowned Argentine wineries including, Bodegas Chandon, Bodega Catena Zapata, Bodegas Nieto Senetiner and Bodega Del Fin del Mundo.

At Bodega Argento, he is responsible for leading the winery's strategic vision and defining its sales and marketing plans around the world. A proud native of Buenos Aires, German's interest in wine began when his father took him to one of the first wine club tastings in Argentina at a time when wine appreciation was still very niche. German gained a love for food and wine through his Spanish heritage but true to his Argentine roots he is a very proud Asador and loves the art of Asado (barbecue) cooking. In his spare time he harbors a secret creative side and enjoys writing, painting, and drawing.

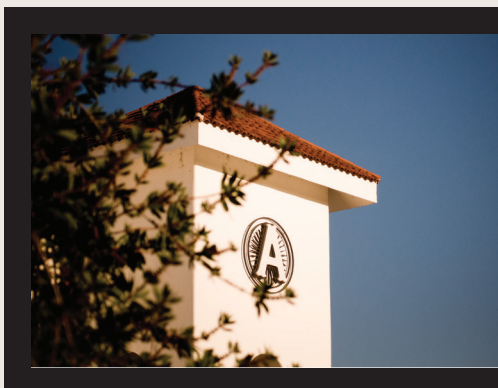
German's passion for developing the Argentine wine category around the world is his driving force, and nothing makes him more proud than to see a Bodega Argento wine listed in a new area of the world.



"Wine is about a moment, about friends, about someone special, a glance to remember. Every bottle opened keeps in it a story about to happen."

"That is what I think is fascinating about this wine world, each bottle that leaves our winery, is the beginning of one memorable story"

GC.-



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