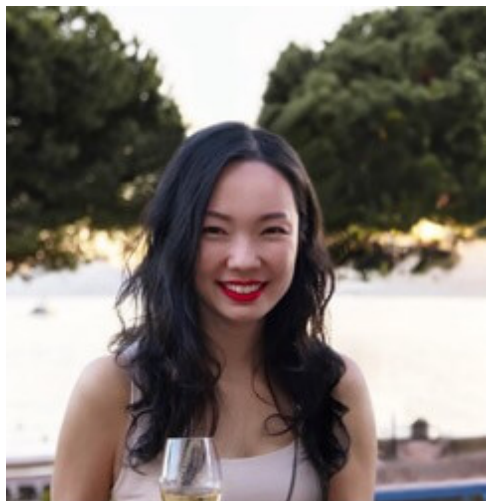


A collection of 15 Penfolds wine bottles displayed on a wooden shelf against a dark red background. The bottles are arranged in two rows, showcasing various Penfolds wine labels including BIN 150, BIN 311, BIN 28, BIN 138, BIN 796, BIN 23, BIN 128, BIN 389, BIN 51, and BIN 407. Each bottle features the iconic Penfolds label design with the brand name in red script and detailed text in black.

Leading Treasury Wines Estates brand Penfolds has announced the transition of its Global Retail Travel (GTR) team into the Consumer Experience team, under the leadership of Rhea Guharoy, Head of Marketing – Consumer Experience, DTC & GTR.



-



Lina Lim, Global Marketing Manager GTR

"The evolution is set to strengthen Penfolds' position as a key luxury brand in the channel, led by a consumer-centric approach that connects travelers with the Penfolds premium wine range through immersive experiences," reads the press release. With this move, Lina Lim has been promoted to Global Marketing Manager GTR, effective immediately.

In her new role, Lina is responsible for global brand and marketing strategy development, as well as the execution of key growth initiatives in GTR regions. Working closely with Daevid Warren, Global Director, Travel Retail, she will be instrumental in delivering on Penfold's vision to lead the wine category in travel retail, transforming the wine shopping experience and cementing Penfolds' position as the luxury wine brand and partner of choice in the channel.

Isobel Hercus, Global Assistant Brand Manager – based in Melbourne – will report to Lina.

"With recovery in global travel retail accelerating, now is an exciting time to be taking on this new responsibility and supporting the next stage of Penfolds' journey. There is huge potential for wine in this dynamic channel and I'm confident that through a combination of our unparalleled consumer insights, an iconic portfolio of wines, and proven commitment to innovation and activation, we can unlock growth in partnership with our retail customers," says Rhea Guharoy, Head of Marketing – Consumer Experience, DTC & GTR at Penfolds.

The new team will support the travel retail business to realize Penfolds' vision of becoming a global luxury icon brand that drives category growth by inspiring global shoppers in key locations with high-quality wines and innovative marketing campaigns.