

# LUCIANA GAIDO

*US Export Manager & Ambassador*

*Pascual Toso*

Bodega Pascual Toso is pleased to introduce Luciana Gaido as their new US Export Manager & ambassador. Luciana, who hails from Mendoza, has joined forces with the importer, distributor, and marketer Quintessential to enhance the winery's presence in the US.

With a degree in International Business and extensive experience in the wine industry, particularly in entrepreneurship, wine marketing, and exports, Luciana is well-equipped for her new role.

Over the past 3 years, she played a key role in the commercial development of the European Union & UK markets for Bodega Escorihuela Gascón (Catena Group), contributing to the brand's growth through the implementation of personalized and effective strategies tailored to each market's needs.

