



IWCA APPOINTS FIRST EXECUTIVE DIRECTOR

International Wineries for Climate Action has appointed its very first Executive Director in a move to consolidate the association's development and provide impetus in driving the collective of wineries for climate action forward globally.

SANTA ROSA, CALIF. & VILAFRANCA DEL PENEDES, SPAIN. (7 December 2022) – [International Wineries for Climate Action \(IWCA\)](#) has made a major step forward in the development of the organization as a global benchmark in emission reduction within the wine sector with the appointment of its first Executive Director, Charlotte Hey.

Commenting on the appointment, Miguel A. Torres, chairman of IWCA Board and President of Familia Torres winery, said “Given her professional background and experience within the wine sector, Charlotte will help strengthen the global positioning of IWCA and lead the organization into the next phase, reinforcing IWCA visibility, membership growth and strategic planning for the short, medium and long term. We are very happy to welcome her at IWCA”.

“We are very proud of the growth and commitment of wineries who have joined IWCA to bring immediate action to decarbonize the global wine industry,” says Katie Jackson, 2nd Generation Proprietor and SVP of Corporate Social Responsibility at Jackson Family Wines and co-founder of IWCA. “Momentum is building, and we are looking forward to Charlotte’s leadership and strategic expertise to engage prospective winery members and build successful collaborations among the global wine community who share our values and want to take meaningful action on climate solutions.”

Charlotte Hey joins IWCA following over 20 years in the wine sector. She started working in the wine industry in the 1990’s in sales and marketing joining Wines from Spain, London, working on the generic promotion of Spanish wine in the UK. In 1999 she moved into publishing, joining *Harpers Wine & Spirit* as Publishing Director, where she soon became Executive Director of the *International Wine & Spirit Competition*. In 2002 she was part of the team who launched *the drinks business*, as Publisher and Editorial Director, where she also developed *The Spirits Business* and launched leading industry awards programmes the drinks business awards and The Green Awards.

From 2009 she was Head of International Communications for González Byass S.A. coordinating all PR activity in key markets such as the USA & Canada, Germany, Benelux, Japan, Hong Kong and Taiwan. In addition to this new role she continues to be a director of Bespoke Drinks Media, a UK based communications and marketing agency working with international clients from across the wine world. She is a Caballero del Vino de España, Chevalier de Bourgogne and has been a patron/international expert for the OEMV, as well as lecturing on wine, communications and business at the Instituto Empresarial, Madrid, the University of Valencia and the University of Navarra.

IWCA actively invites wineries interested in its mission to [contact us](#). The organization is open to any wine company involved in the production process from winegrowing to bottling that believes in taking strategic action to accelerate innovative climate solutions.



Visit www.iwcawine.org to learn how your winery can apply to join this organization. A Spanish-language version of the website has also been launched in February 2022 at es.iwcawine.org.

For more information:

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Notes to editors:

About IWCA

International Wineries for Climate Action (IWCA) was founded in February 2019 by Familia Torres (Spain) and Jackson Family Wines (USA), two leading wine families deeply rooted in environmental stewardship with a passion to preserve the world's great wine heritage in the face of climate change. IWCA is a collaborative working group of more than 30 wineries that addresses climate change through innovative carbon reduction strategies. IWCA's objective is for all members to commit to becoming Net Zero by 2050 across Scopes 1-3, ensuring constant reductions to meet intermediate targets by 2030. IWCA received the 2019 *Wine Enthusiast* Social Visionary Wine Star Award and the 2021 *the drinks business* Best Green Initiative Award for its leadership in galvanizing collaborative climate action across the wine industry. In 2021 IWCA joined the [United Nations' Race to Zero campaign](#) and became the first facilitator and champion within the wine and agricultural industries to build momentum and support for immediate solutions that help move wine producers and vineyard owners closer to becoming climate positive. IWCA's member wineries are also Race to Zero members. We commit to publicly reporting on our progress towards these goals annually, (which we do through our IWCA Annual Report, publicly shared on the IWCA website).

Member wineries are:

A to Z Wineworks (USA), Alma Carraovejas (Spain), Cakebread Cellars (USA), Constellation Brands Fine Wine Portfolio (USA), Crimson Wine Group (USA), Cullen Wines (Australia), Château Troplong Mondot (France), Emina Ribera (Spain), Familia Torres (Spain), Felton Road (New Zealand), Gloria Ferrer (USA), Herència Altés (Spain), Jackson Family Wines (USA), Medlock Ames (USA), Miguel Torres Chile (Chile), Ridge Vineyards (USA), Silver Oak & Twomey Cellars (USA), Spottswoode Estate Vineyard & Winery (USA), Sula Vineyards (India), Symington Family Estates (Portugal), VSPT Wine Group (Chile), Viña Undurraga (Chile), Yealands Estate Wines (New Zealand).

Applicant members are:

Altolandon (Spain), Champagne Lanson (France), Compañía Vinícola del Norte de España (C.V.N.E.) (Spain), Domaine Lafage (France), Famille Perrin (France), Herdade dos Grous (Portugal), Hill-Smith Family Estates (Australia), Hunt Country Vineyards (USA), Okanagan Crush Pad (Canada), Piper-Heidsieck, Charles Heidsieck and Rare Champagne (France), Sogrape (Portugal), St. Supéry Estate Vineyards & Winery (USA), Viñas Familia Gil (Spain), Voyager Estate (Australia).