



Biography

Joe Casella, Director, Casella Wines

Joe Casella is the eldest of the three Casella brothers and, as Director of Casella Wines, oversees all areas of business, procurement and site growth. Joe is also involved with vineyard expansion and planning, winery acquisition and winery development. This includes site evaluation, the addition of new technology and machinery, and negotiations with suppliers.

Joe's experience was gained from his hands-on role in the winery process growing up. Being involved with all aspects of the winery production from its conception in 1965, he fulfilled duties from viticulture management to winemaking alongside his father Filippo, the company's founder.

Joe also has extensive Sales experience and during the domestic release of [yellow tail], held the Domestic Sales Manager role, an area he still oversees today.

Joe's son, Daniel, now actively participates in the business and holds the title of Commercial Manager.