



GEORGE PETERSEN

Sales Manager, Luca & La Posta

George Petersen represents Luca and La Posta, bringing curiosity, passion, and a strong sense of service to two of Argentina's most respected wine estates. Born in Danbury, Connecticut and raised in Buenos Aires by Argentine parents, George grew up between cultures, shaping a global perspective that naturally led him to wine.

After studying International Studies and beginning his career in sales, George realized what he valued most was representing something meaningful and building lasting relationships. That search led him to wine. While studying in Buenos Aires and later earning his WSET Level 3 with merit, he became fascinated not only by regions and varieties, but by the people, moments, and memories that wine creates. He has a rare ability to remember the exact moment a bottle was shared, reinforcing his belief that wine is deeply emotional and personal.

Today, as Sales Manager for Luca and La Posta, George leads global sales and marketing, championing wines defined by old vines, small growers, and elegance. His vision is rooted in preserving Argentina's historic vineyards and positioning Luca as the global reference for old vine Malbec, while continuing to share the cultural importance of Mendoza's vineyards with the world.

Based in Buenos Aires, George enjoys playing futbol, running, cooking, and gathering friends around the table. He believes the best wines are those that connect people to a place, a moment, and each other.



Favorite Wine & Food Pairing

- Bonarda and choripan
- Malbec and milanesa a caballo
- Chardonnay and sweet bread



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