

## The business and culture of drinks

Cabib joins Badia a Coltibuono, a family-owned Tuscan winery, with more than 30 years of experience. Cabib has worked with various Italian wine companies since the 1990s. Most recently, he oversaw corporate strategy, operations, and market expansion across the wine, spirits, and gourmet food portfolios for Eurofood Group. He is the first person outside of the Stucchi Prinetti family to hold an executive position at the company, and will be responsible for leading a comprehensive brand evolution. (Press release)

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