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Julie Berge named vice president of communications at Wine Institute

Berge brings over 20 years of experience to enhance advocacy and member engagement for California's wine community.

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Julie Berge has been appointed as the new Vice President of Communications and Member Relations at the Wine Institute. With over 20 years of experience in communications within regulated industries, Berge aims to boost the institute's advocacy and member engagement. Robert P. Koch, President and CEO of the Wine Institute, praised her expertise in strategic communications and issue advocacy. He believes her skills in handling complex policy issues and building relationships will greatly benefit the wine community.

Previously, Berge was the senior director of strategic communications at the Western States Petroleum Association. There, she worked on policy, public relations, and industry advocacy, using creative communication to influence policy discussions. Her career also includes senior roles at VSP Vision and FleishmanHillard, where she focused on food and wine clients. She connected Californians with growers and highlighted their economic impact.

Berge expressed excitement about her new position, noting the wine industry's blend of innovation and tradition. She is eager to join the Wine Institute during this crucial period. Her career has focused on making complex policy issues understandable and building narratives that promote progress. She plans to use her experience to support Wine Institute members and the future of California wine.

The Wine Institute, founded in 1934, represents over 1,000 California wineries and related businesses. It advocates for public policies at state, federal, and international levels to support the responsible production and enjoyment of wine. Berge's appointment is expected to enhance the institute's efforts in these areas, benefiting both its members and the broader wine community.