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Vinos de Chile Appoints Julio Alonso Ducci as Commercial Director to Lead Global Strategy Shift

New leadership aims to boost Chilean wine’s value and reputation in key international markets amid rising competition and changing consumer demands

Wednesday, February 4, 2026



Vinos de Chile, the main trade association representing Chilean wine producers, has appointed Julio Alonso Ducci as its new Commercial Director. The decision comes at a time when the global wine industry is undergoing significant changes and the Chilean

sector faces mounting commercial and positioning challenges. The organization aims to strengthen its international strategy and restore the reputation and value of Chilean wines in key markets.

Julio Alonso Ducci began his new role in January 2026. He brings experience from two critical regions for Chilean wine exports: Asia, with a focus on China, and North America, including the United States, Canada, and Mexico. His background combines legal training with sommelier certification, a rare combination in top industry positions. This dual expertise is seen as an asset for connecting commercial strategy with technical product knowledge and storytelling.

During his tenure leading Wines of Chile’s office in China and later all of Asia, exports of bottled Chilean wine to China grew by 191% in volume and 236% in value between 2014 and 2019. This period was marked not only by increased sales but also by efforts to improve perception and open higher-value market segments. In North America, Alonso Ducci led strategies that included direct engagement with 2,500 trade professionals and consumers in 2025 alone, generating media value estimated at $20 million.

The appointment signals a shift in focus for Vinos de Chile. The organization is moving from prioritizing sales volume to emphasizing value creation, country image, and sustainable commercial support for wineries. Alonso Ducci has stated that his goal is to “showcase Chile through wine as a driver of culture and legacy,” while providing solid commercial backing for member wineries.

Vinos de Chile operates as a private, non-profit association that coordinates sector initiatives and promotes Chilean wine internationally. The group works closely with ProChile, the government’s export promotion agency, to position “Wines of Chile” as a global brand. This partnership highlights the strategic importance of the sector for the country’s image abroad.

Industry sources indicate that Alonso Ducci’s commercial strategy will target the Americas, Asia, and Europe, with particular attention to Brazil. In recent years, Brazil has become an increasingly important destination for bottled Chilean wine amid growing competition.

The new leadership comes at a time when international markets are more competitive and selective. Consumers are demanding greater differentiation, consistency, and authenticity from wine producers. For Chilean wineries, this means building preference and price rather than just presence on store shelves.

Alonso Ducci was born in Santiago and holds a law degree, an MBA, and sommelier certification. He previously worked in private legal practice before joining the Ministry of Economy in Chile as a legislative advisor focused on modernizing laws to support small- and medium-sized enterprises.

His appointment marks the beginning of a new phase for Vinos de Chile. The organization seeks to consolidate its strategy, strengthen internal management, and project a long-term vision for the country’s wine industry. The goal is to reinforce premium credentials and sustainability while adapting to changing market dynamics both locally and internationally.

The move reflects broader efforts within the industry to respond to evolving consumer habits, increased competition from other wine-producing countries, and shifts in global demand. By focusing on value creation and country image, Vinos de Chile hopes to secure a stronger position for its wines on the world stage.