



Martin Coscia
General Sales Manager North America
Hess Family Wine Estates



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As an authentic voice for Argentina, Martin Coscia works closely with trade partners in North America to share the vision of the Hess family in Latin America, as defined by Amalaya and Colomé, high in the Andes near Salta in the Calchaquí Valley.

Amalaya and Colomé source from estate vineyards that are among the highest in the world, beginning at 5,000 ft. above sea level and stretching another mile in the sky. Colomé is Argentina's oldest continually operating winery, dating to 1831.

Martin is part of a notable wine family in Mendoza, where his father has played a leading role at Rutini Winery for nearly five decades. He studied international relations at the Catholic University of Argentina, working wine harvests while undertaking additional viticultural studies at the University of San Andres and the National Institute of Agricultural Technology.

He is based in Argentina, but travels several times each year to North America to represent Colomé and Amalaya at important trade tastings and consumer wine experiences, providing wine education and sales support to distributor partners. At home in Argentina, he works as part of the sales and marketing team, frequently hosting visitors to the winery. He is bi-lingual, fluent in English and Spanish.

Martin first joined the Hess family in 2011. His deep roots in the Argentine wine culture, boundless energy and genuine enthusiasm for Colomé and Amalaya allow him to serve as one of Argentina's best Brand Ambassadors.

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