

Kleine Zalze appoints new executive marketing, sales manager

Stellenbosch's Kleine Zalze wine estate has appointed Carina Gous as its new executive marketing and sales manager in line with its premiumisation strategy. Having recently served as wine strategy advisor to various wine businesses within the industry, Gous assumed the role at Kleine Zalze on 1 February 2020.

Prior to this, she was the global brand director for Distell's portfolio of premium wine and spirits brands and also held the position of business director: wine segment. At the end of 2017, she was appointed as a non-executive chairperson at Wines of South Africa (Wosa).

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