

Pacific Prime Wines Management Team

Stu Devine – Founder and Senior Vice President



Stu is a highly experienced United States wine market operator. He spent six years running Villa Maria's sales and marketing operations in the USA and Canada (2003-2009). A qualified viticulturist, Stu has worked with every level of the market: importer, distributor, trade and media. His comprehensive & current personal networks throughout the US and in depth knowledge of the market are an invaluable asset to our customers

Stu oversees sales activity in all markets, travelling extensively across the country. He also coordinates events, wine shows and shipping and manages inventory and media relations

Paul Couldrey – Founder and Senior Vice President

Paul has enjoyed a long and successful career in both the distributor and winery sides of the business. Paul's experience includes senior sales management, winery marketing and the management of a NZ wine distribution business where he dealt with many international and domestic wine brands. Paul also has deep wine retail experience having owned a fine wine retail store and written many restaurant wine lists.

Paul travels extensively across the country and manages several state markets. He also manages pricing, forecasting, finance, compliance, logistics and legal operations for PPW, as well as sitting on the company board as Director



Jonathan Udkow: Import and Logistics Manager. California Sales Manager



Based in Oakland California, Jonathan oversees the importation and compliance for Pacific Prime Wines and is responsible for Bay Area sales

Jonathan's love of wine began during a trip to France while he was in high school. After college, Jonathan worked in production at a local winery where his path through the wine world includes shipping and logistics, extensive tasting room work, compliance and importation and field sales.

Jonathan loves to travel and write and is a Certified Wine Specialist from the Society of Wine Educators. In his spare time he competes in Muay Thai kickboxing and runs with his chocolate Labrador, Lola.

Trevor Loomis: Texas and Ohio State Sales Manager

Based in Austin Texas, Trevor manages sales in the Texas and Ohio markets and is an ambassador for Kiwi wine. Born in Chicago and grown up in New Zealand, his first love was filmmaking. After working in the film industry in New Zealand he headed back to the US to attend film school and it was while attending the University of Texas, Austin he was bitten by the wine bug. Trevor worked in every aspect of restaurants for many years from sommelier to restaurant manager before moving to Glazers Wholesale Distribution working in the Domaines & Estates division.

In 2003 Trevor and his family relocated to Marlborough, New Zealand and landed a job working for Forrest Wines from cellar door to sales and marketing, managing the company social media and then through to the role of national sales manager. He has continued his passion for film, creating professional videos for Forrest Wines and many of his own avant-garde works.

The move back to Texas was the perfect opportunity to combine all his talents and passions to sell NZ wine and help put Kiwi wine on the map in the US.

