



Craggy Range



In the role of Executive Director, David continues the family commitment as the third generation working in the business.

David Peabody, Jr. *Executive Director*

When David T. Peabody first visited Craggy Range at the tender age of 12 and experienced the vineyards and winery firsthand, he knew immediately it was something he wanted to be involved in. But when David told his grandfather, Terry Peabody, of his aspirations a few years later, he had to prove he was serious. David accepted his grandfather's challenge and has taken on several roles starting from the ground up - through to hands-on positions within the business.

David has spent the last five years located in Singapore and Hong Kong as Asia Sales Manager and Brand Ambassador, building Craggy Range business within the growing Asian market. More recently he has returned to Hawke's Bay, moving into the role of Executive Director and also running the New Zealand sales. David continues the family commitment as the third generation working in the business.



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