Bubs Australia appoints Joe Coote as CEO

31 July 2025 | News

Joeâ??s strong financial acumen and leadership experience across the FMCG, dairy and infant nutrition sectors align directly with Bubsâ?? strategic priorities

Joeâ??s strong financial acumen and leadership experience across the FMCG, dairy and infant nutrition sectors align directly with Bubsâ?? strategic priorities

Bubs Australia announced the appointment of Joe Coote as its new Chief Executive Officer, effective immediately.

Coote is a highly accomplished international executive with over 20 years of leadership in the FMCG, dairy and infant nutrition sectors. Most recently, he was the CEO of Darigold, the fourth-largest dairy cooperative in the USA, overseeing over $ 2B in global sales. Before that, Coote spent 12 years at Fonterra in senior roles leading commercial operations across the USA, Asia, and ANZ, culminating in President, Fonterra Americas, where he oversaw over $2B in regional sales. Coote takes over from Reg Weine.

Bubs Australia Chair, Katrina Rathie, welcomed Cooteâ??s appointment to lead the Company and thanked Weine for his contribution. She said: â??The Board of Bubs is delighted to have secured a leader of Joeâ??s calibre and welcomes him as our new Chief Executive Officer. We are confident Joe will execute Bubsâ?? domestic and international growth ambitions with discipline and agility to create sustainable value for our shareholders.

Joeâ??s strong financial acumen and leadership experience across the FMCG, dairy and infant nutrition sectors align directly with Bubsâ?? strategic priorities. His proven track record in driving operational excellence and leading large-scale transformations across international markets will be instrumental in expanding our premium clean-label goat and grass-fed dairy product portfolio across key export destinations, including the USA, China and other Asian markets.

This combination of extensive expertise in supply chain, finance, and commercial operations, together with his strong global networks, makes Joe an ideal fit to guide Bubs through its next phase of growth, particularly his recent 8-year tenure in the USA, as we anticipate securing permanent USA market access later in 2025. The Board expresses our sincere thanks to Reg Weine for his leadership of the Company over the past two years and wishes him every success for the future.â??