

MO Cellar Selections, LLC
WINE BROKERS
40th Anniversary

“Wine Brokers”

a MO Cellar Selections Company

One of the first “Wine Exclusive” Sales & Marketing Brokerage companies in the Midwest, founded in 1979.

A leader in Regional Wine Marketing, specializing in Premium and Super Premium Wines, Spirits & Non-Alcoholic Mixes.

Wine Brokers helps client Wineries, Distilleries & Adult Beverage companies achieve distribution in Top Retail and Restaurant Accounts.

Our Marketing Firm relies on long-term relationships and Modern Marketing Strategies to support

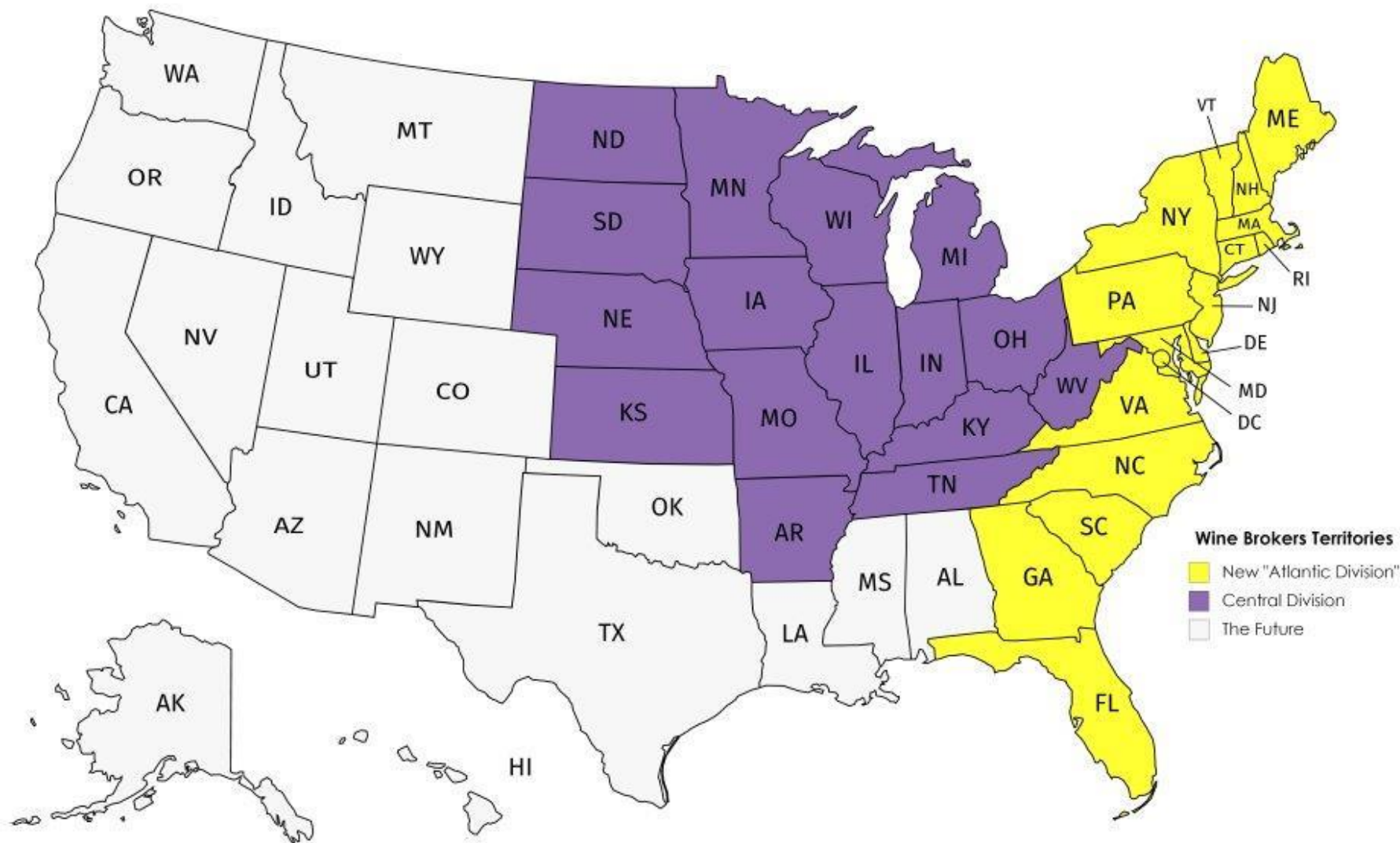
The Sales Growth of our Clients’ products. We provide great wines to our Customers, the

Wholesale Distributors, who place them in the finest restaurants and retail locations....

After 40+ Years in the Wine Industry we are the leading and now a “Super Regional” Wine & Spirits Marketing Firm

Operating out of 32 States in the Central & Atlantic Regions of within the United States.

Our territory coverage is **Central USA** - MI, IL, IN, MN, WI, KY, OH, KS, TN, IA, ND, NE, SD, MO, AR, WV and **Atlantic USA** - PA, ME, VT, RI, VA, NJ, NY, NC, SC, GA, FL, CT, MA, GA & District of Columbia



Wine Brokers Territories

- New "Atlantic Division"
- Central Division
- The Future

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CALIFORNIA

Quady Winery, California

Red & White Electra
 Essensia Orange Muscat
 VYA Vermouths

Oak Ridge Winery

Three Girls
 Blazon
 Lodi Estates
 Maggio
 Moss Roxx
 Old Soul
 OZV
 Silk Oak
 TNT

Wine Society

Tempt
 Fate
 Chance
 Chance Bubbles

CALIFORNIA

Terra Valentine, Spring Mountain, Napa

Bella Grace Vineyards
 CEO Executive Series, Napa
 Acoya Vineyards, California

Avid Vineyards, Petaluma Gap, California

Pars Cellars, California

WASHINGTON STATE

Gordon Estate Winery

All Star Wine Company -

Portfolio of Wines

Thomas Stopher Winery (Austria)
 Pillitteri Estate Winery (Canada)
 Chateau du Grand Caumont (France)
 Devavry Champagnes (France)
 Pere Anselme La Fiole Winery (France)
 Robert Klingenfus Winery (Alsace)
 Comte Royal (France)

All Star Wine Company -

Portfolio of Wines cont.....

Glamour Rose (France)
 Cotes-du-Rhone Reserve del Puesch (France)
 Chateau Candeley (France)
 Chateau Pey de Pont (France)
 Chateau Artigues de Senejac (France)
 Chateau LaFond (France)
 Chateau LaFarque (France)
 Domaine du Manoir (France)
 Cuvee' Saint-Cere (France)
 Cave de La Petite Fonatine Sancerre (France)
 Pattraiki Wines (Greece)
 Nunzi Conti (Italy)
 Grifo (Italy)
 Gryfus (Italy)
 Villanaldi Winery (Italy)
 Sweet & Sexy (Italy)
 Parras Winery (Portugal)
 Bodegas del Medievo (Spain)
 Sexy Beach (Italy, USA & France)

CAROLINA WINE BRANDS USA

Pasqua, Italy

Santa Carolina, Chile
 Set in Stone, California
 Baron de Ley, Spain

Vina Casablanca Nimbus, Chile

Finca el Origin, Argentina

GERMANY

Stefan Pauly – Peter Nicolay, Germany

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Mr. Michael S. Ogurek – Owner-President

In 1988, Michael graduated from the University of Detroit with degrees in Liberal Arts & Business. Prior....He was taught by the Catholic Nuns in Grade School, the Christian Brothers at his High School, Brother Rice High School in Birmingham, Michigan & finally the Jesuits Priests at the University of Detroit...to say the least he experienced a lot of different views and opinions...

In 1991, Michael was accepted into the Ernest & Julio Gallo Winery – “Sales & Marketing Development Program” which at the time was the largest winery in the world. In 1992, Michael was accepted into the J. Lewis Cooper Wine & Spirits Co. in Detroit, Michigan. During the following several years, he enjoyed many positions within the distributor. To name a few: Sales Manager, Brand Manager, District Manager, Market Manager, Key Account Manager, Sales Rep, E & J Gallo Merchandiser, Assistant Sales Manager & then again as Key Account Manager in 1999. In early 2000, Michael accepted a position within the Kevin D. Chaney, Co. “Wine Brokers” Marketing Firm in Cincinnati as a Regional Sales Manager & Key Chain Account Mgr. In 2002, Michael was promoted to Vice President of Sales. Michael worked with the firm until early April 2019 when, Michael achieved the opportunity to purchase the 40 year old Wine Marketing Company in these Midwest United States.

Michael is proud of his 30 years in the wine industry developing his knowledge and is honored & humbled to have worked “for or with” the E & J Gallo Family, the Castello Banfi family, The Freixenet USA & Ferrer Family, The Schmitt Sohne Winery, The San Francisco Wine Exchange, Allied Domeq, Bacardi Imports, Brown Forman, to name a few international & National wine companies.

Michael’s true passion is visiting all areas of the world that love food & grow grapes, when not traveling for work, his passion is being at home, collecting Antiques, enjoying American & European History and most importantly spending time with his family, Ranay his best friend, Chloe his beautiful daughter & his infamous buddy “Bentley” the Silver lab!

As of April 8th, 2019 Michael is the New Owner & President of MO Cellar Selections, LLC – Wine Brokers



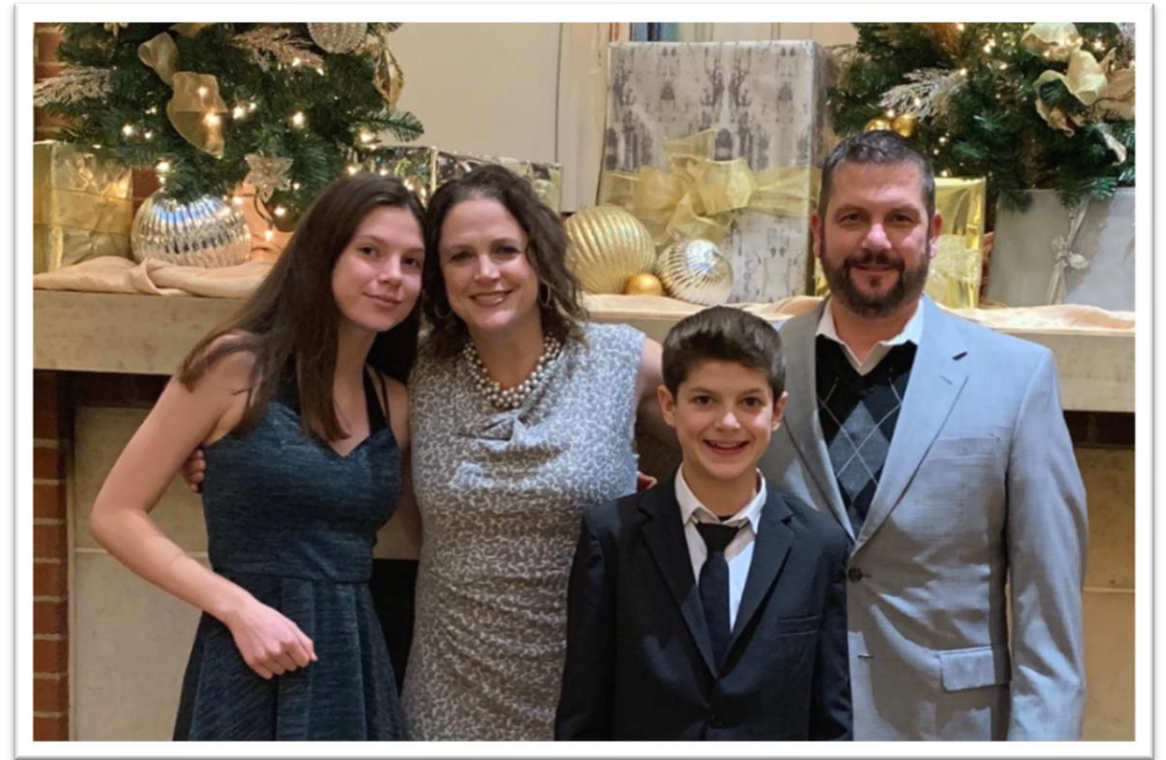
Mr. Anthony “Tony” Conz – EVP of Sales

Anthony is our **Executive Vice President of Sales**. Based out of our Milford office, Tony heads up our growing sales team.

He began his Wine Industry career in the spring of 2003. Anthony worked for a leading Wholesale Distributing Company in the State of Michigan. In 2005, Anthony was promoted to the position of Key Account On-Premise Specialist in Southeastern, Michigan. Again, in the year 2010, Tony was promoted to the “Director of the Fine Wine Division” for the entire State of Michigan.

In 2013, Tony was asked to assist and re-structure the entire Restaurant Division for the Wholesaler. His new title became On- Premise Director of Sales. Most recently, Anthony has managed to continue his role with the On-Premise Division, but he also played a key role in managing Beverage List's & assisting the Buying Desk's for several “Key Super Regional Chain Consultant” which are currently expanding throughout the United States.

Tony has two beautiful children, daughter Amelia and son Jameson -and is lucky to have his best friend, Shannon by his side. Tony and Shannon enjoy traveling throughout the country watching their children play travel volleyball and baseball.



Mr. Paul Gardner

VP of Sales – Atlantic Division

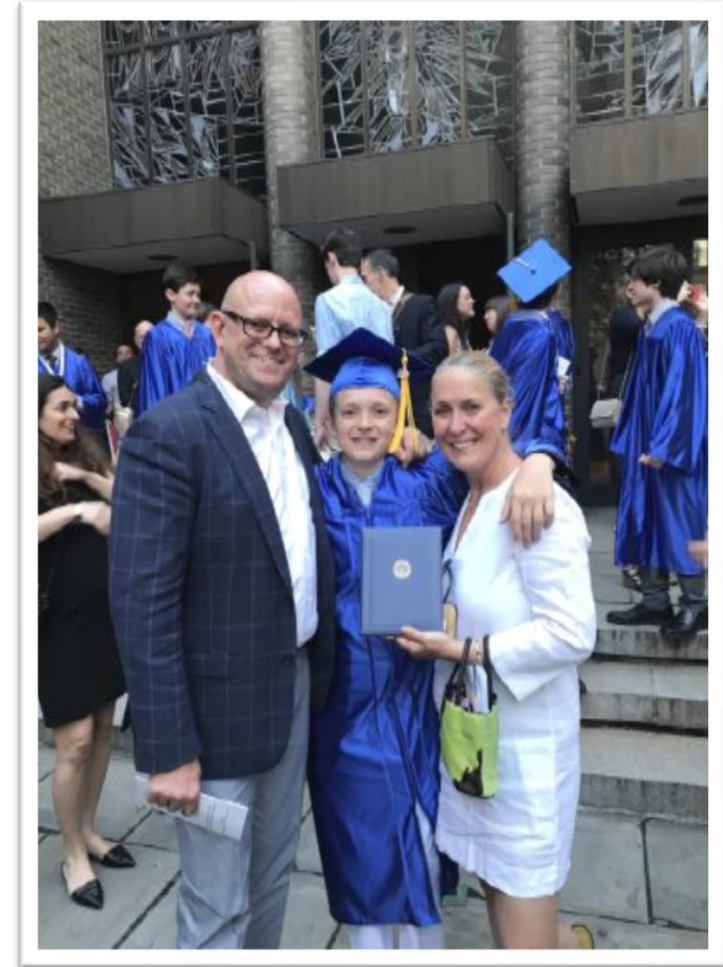
Paul Gardner, our **Vice President of Sales – Director of Atlantic Division**, has been directly involved in the beverage industry for over thirty years.

Throughout his varied career, he has continually demonstrated his strength in building customer relationships and his unique ability to problem-solve and think outside the box. Passing on his passion and knowledge of the business for smiles has always been very important to him.

Paul began his sales career working for a wine and spirit company in Connecticut, moving on to larger markets assuming more direct managerial positions. He has twelve years' experience in the restaurant and retail side of the business, ten years on the distribution side, and over fifteen years working with notable wineries such as Constellation Brands, Ravenswood, Merryvale Vineyards, and Flora Springs Winery.

For the past ten years, Paul has been the voice of Flora Springs as a Regional Sales Manager covering eighteen markets. He has developed strong working relationships with distributors, managers, sales representatives, and customers. His passion for the wine industry is evidenced by his enthusiasm and his success in the business as he passes on his love for quality wine to his customers. Paul has always kept focus on his goal of working together as a team and representing family-owned wineries to pass along family stories that identify excellent wines.

Paul is originally from Connecticut, currently residing in Manhattan, NY for the past eighteen years. He enjoys spending time with family, sports, fishing, and volunteering. Also spending time with his fourteen-year-old son, Noah, is priceless. Paul has been involved as a coach for Noah's baseball and basketball teams. He now enjoys watching these games and cheering on his son's high school freshman teams.



Mr. Walter Seligman

Wine Professional

National, Divisional, Regional Industry Executive & Consultant

Walter Seligman, **Industry Expert and Direct “Consult”** to the Wine Brokers Executive Team as it relates to the Eastern Seaboard from Maine to Florida.

Walter is a Wine Professional with more than 35 years experience in all tiers of the three-tier system. Having worked extensively in the restaurant industry early in his career, then in retail wine sales in Washington, D.C. and distributor management with Forman Bros. His first supplier position was helping to build Louis Martini and Wente wines, from there he helped build brands across the country such as Beaulieu Vineyards, Clos du Bois, William Hill, G.H. Mumm, Perrier Jouet, Atlas Peak, Campo Viejo, Rosenblum Cellars and most recently Hammeken Cellars, Spain.

Walter lives in a rural part of Virginia with his wife Dawn. In his free time he enjoys hiking, fishing, swimming, and most of all spending time with his two grown children, and two young grandkids.



Mrs. Shannon Bruehl

Market Manager – Atlantic Division

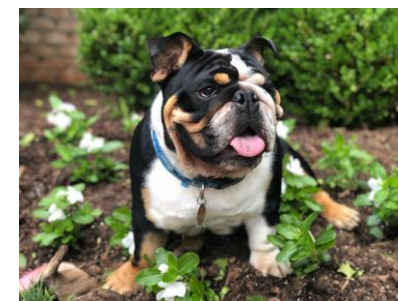
Shannon is an important member of our Atlantic Division. Based out of our North Carolina office, Shannon heads up the southern Eastern seaboard states of North Carolina, South Carolina, Georgia and Florida.

With over 20 years of Sales and Sales Management experience, Shannon brings her passion for building and maintaining customer relationships to our wine sales team.

Shannon's "Customer First" mentality leads to outstanding success in building and maintaining genuine relationships with key corporate decision makers. She has an excellent level of customer retention and loyalty and enjoys bringing others together and forming strategic alliances to serve our customer needs.

Shannon is no stranger to the wine and hospitality industry having grown up with family business connections in local Michigan restaurants. She has worked in several aspects of the wine industry over the years and is excited to continue with Wine Brokers; networking, building and strengthening relationships as well as New Business Development

Shannon is originally from Michigan, currently residing in Charlotte, NC for the past 7 years. Shannon loves the outdoors; enjoying her close proximity to the ocean and mountains which allows wonderful family time with her husband Ken, 14 year old son Devon and their famed English Bulldog "Stafford"!





To be Announced

Market Manager for Central Division

We are excited to announce a new market manager will be joining our team soon. Bringing 20 years of distributor and supplier experience, this new addition amplifies our coverage to better serve our clients.

Mr. Lee A. Hershey – Director of Wine Education

In the 1960's, Lee Hershey belonged to a number of Food & Wine Clubs. He loved wine & it was his hobby...Lee graduated from Michigan State University with a Business Degree. Lee has managed a number of small business & owned a few during the years. Those years led Lee to managing a series of Wine & High end Liquor establishments in Metro Detroit, Michigan. Throughout these many years Lee found employment within three very well-known wholesaler's in Michigan. During the 70's & 80's Lee Hershey represented wineries from all over the world inside the Wholesaler Distribution system. In the early 90's Lee's reputation as premier wine educator locally led him to a "Wine Consulting business" he started where he assisted very high end On & Off Premise accounts.

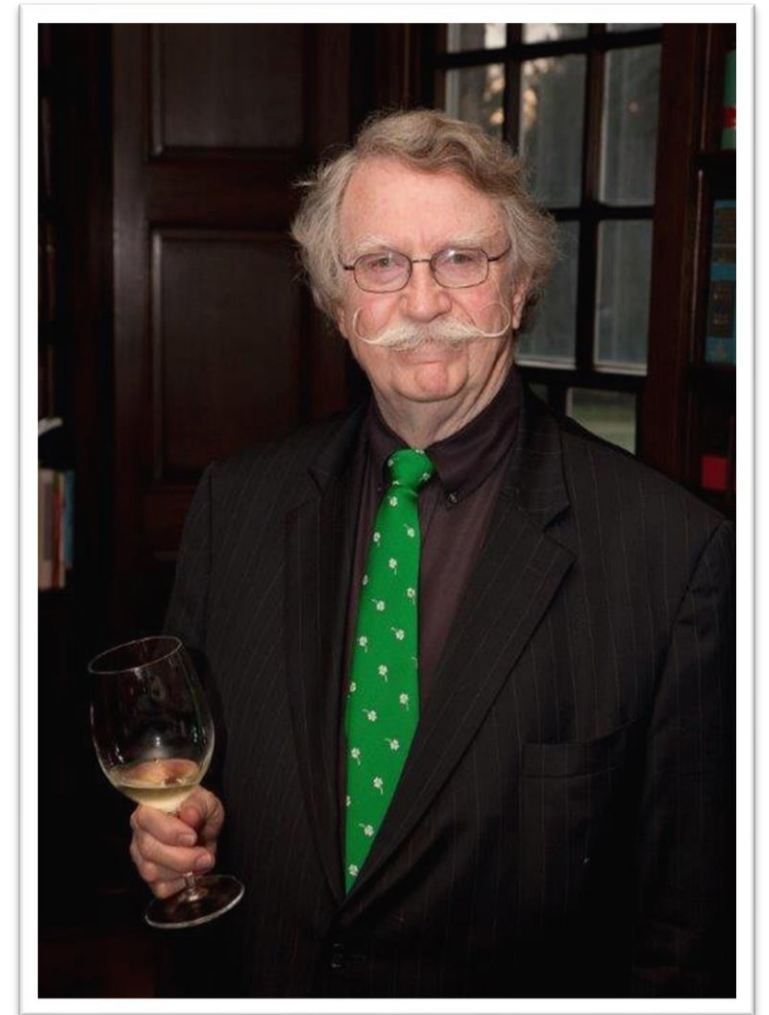
Lee Hershey had the honor of being an "Ambassador" for the famous Beaulieu Vineyard Winery (a 100 year Old Napa Valley property). During his role, he managed 8 wine events each week for 4 years. Lee has been honored over the years as the "Sommelier" at the Bay Harbor Yacht Club. Perhaps his most infamous and rewarding adventure has been the last 30 years as "Wine Education Director" at Schoolcraft Culinary College in Oakland County, Michigan.

Further, Lee enjoys his occasional glass of Scotch Whiskey. Lee is a "LIFELONG FELLOW" of the Academy of Malt Scotch Whiskey Society...

Finally, if you ever ask Lee how he is doing he will likely state "I am above average today and couldn't be doing better"...Lee is a walking "Wine Encyclopedia" and his knowledge of the 3 Tier System and the Wine Industry is without reproach...

Wine Brokers is honored to say he is part of our team!

May God Bless Him!



Mr. Glynn Gutzeit – Director of Spirits and Wine

Wine Brokers would like to welcome another industry expert, Mr. Glynn Gutzeit. In addition to his four decades as a General Motors engineer – leading a team of engineers at the GM Proving Grounds in Milford – he has spent the past 40 years as a Bartender and leading expert of Liquor Management.

For the past 20 years, Glynn has conducted numerous spirits tasting programs at Michigan State University. Glynn has also provided his expertise to many high-end on-premise events at such distinguished locations as Five Lakes Grill and Portofino's.

Glynn has consulted for many Liquor distributors in the southeastern Michigan area on the adoption and sales of new liquor products. He has consulted with bar and restaurant owners on the opening and management of upscale properties. Finally, one of his larger accolades, Glynn created an industry manual on the mixing and presentation of cocktails.

Glynn has lived in the Highland area for more than 20 years. He has been happily married to his wife Leslie for 30 years; the couple has one son, Scott.



Mr. Jerry Harrod

Market Manager – Arkansas

Jerry Harrod graduated from the University of Central Arkansas in 1978 with a B.S.E. degree in education. After teaching and Coaching for two years Jerry began his career in the wine and spirits business in the spring of 1978 with Strauss Distributors, a Little Rock Arkansas based distributor. Starting out as a territory salesman Jerry moved to General Sales manager in January 1983 then eventually VP of Sales in 1991. Strauss Distributors became the premier wine distributor in Arkansas. In May 2005 Strauss Distributors sold to Glazers and consolidated with the other Glazer companies. Jerry joined Moon Distributors as VP of Sales in February 2008 and will be retiring December 31st, 2019.

After forty one plus years in the Wine and Spirits business Jerry still has the desire to spend time in the markets assisting suppliers in developing brands.

Jerry has been married to his wife Karen for 43 years. They have two children and four grandchildren. He enjoys spending his time gardening, cooking, fishing, hunting and special moments with his grandchildren.





Executive Administration & Marketing Team

Mrs. Katherine “Katie” Garavaglia

Katie is our **“Director of Marketing and Administration”**...She is the Direct Report & Executive Attaché’ to the President of the Brokerage Firm. Katie is tasked with maintaining an extremely productive and functional office. Katie and her team are responsible for... all Purchasing aspects Domestic or Ex-cellars, Accounts Receivable, Accounts Payable, Supplier Bill Backs, Supplier Commissions/Revenue and Wholesaler Administrative needs...

Katie isn’t the typical manager...Like the rest of the team...She is a “Wine Industry-only Professional”, for over 20 years. She has performed & contributed in all aspects of Marketing and Administration at the Distributor level.

Katie began her career as Office manager at a small wine distributor and fostered its growth to a multimillion-dollar enterprise....How? By developing their marketing program that set an industry standard of the time. She then advanced to National Wine & Spirits Corporation, which today is Republic National Distributing Company. Katie was a Marketing Manager within NWS. Located in the Michigan office, her organizational skills were utilized to create a successful, cohesive marketing team. RNDC is one of the largest Wine Wholesalers in the US today.

There is one thing that our Wine Brokerage Firm prides itself in...and that’s family. Katie is also a terrific mom to Max and best friend to Chuck her spouse.....



Mr. Paul Martinez

Wine Broker's Graphic Art Designer

Paul Martinez is an expert Graphic Designer with over 20 years of expertise. After graduating from Michigan State University, with a Bachelor of Arts Degree, he has worked in various capacities as a freelance graphic designer, and as an advertising/marketing designer for several well-known print advertising corporations.

His love of art and design does not stop at the workplace, as his hobbies include woodworking, an occasional scrimshaw project and getting lost in a meaningful book. An avid outdoorsman, he very much enjoys camping, kayaking and bike riding. Paul's true passion is his wife Johannah and their two boys, Liam and Matéo.

Wine Broker's enjoys working along side such a talented designer and creative mind.



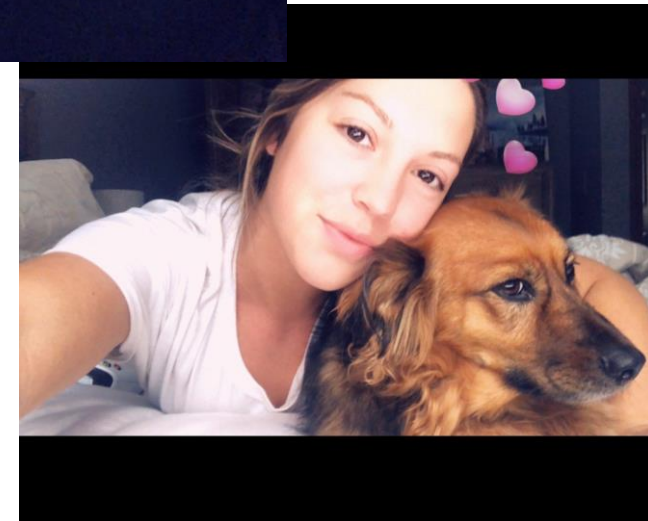
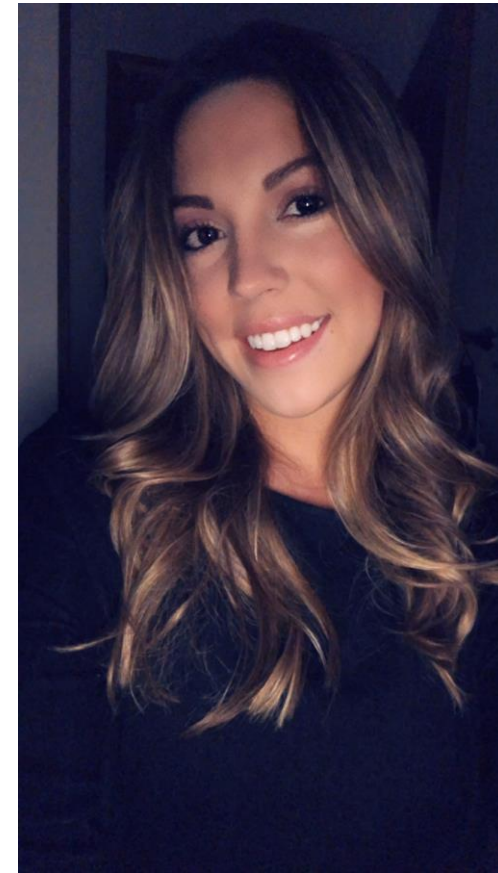
Ms. Kaitlin Marks

In 2011, Kaitlin graduated from Pinckney High School with a dream to pursue nursing as a career. She went to Western Michigan University from 2011 – 2015. She never ended up pursuing her career in the medical field because one thing remained consistent, her love for the food and beverage industry.

Kaitlin moved back home in 2015 to the Ann Arbor area where she was born and raised. She began working at Toasted Oak Grill & Market in Novi, Michigan in 2016. Her love for wine and the whole industry has since then sky rocketed. Growing up in a family full of wine lovers and an Uncle that works for RNDC, it was only a matter of time she also followed suit.

We welcomed Kaitlin onto our team in September 2019. She is our “**Executive Marketing Assistant**”. Kaitlin has a very active lifestyle and a very charismatic and loving personality! Kaitlin loves to dance, hang with friends and her boyfriend Jalen, watch sports (specifically Michigan Football and Basketball, and play with her puppy Zoey. She also loves to travel and hopes one day to visit several wineries all over the world... Kaitlin looks forward to learning so much more about the industry and wine under Michael and Katie.

We are so excited to have her part of the Wine Broker family!





Coming Soon

Atlantic Division Administration

We are excited to announce a new Administrator/Marketing person will be joining our team. Dedicated to the Atlantic Division Sales Team and Distributors, this position will ensure excellent customer service to our wine partners.



Coming Soon

Central Division Administration

We are excited to announce a new Administrator/Marketing person will be joining our team. Dedicated to the Central Division Sales Team and Distributors, this position will ensure excellent customer service to our wine partners.

Mr. Steven Schwartz

Heading up our accounting department is Steven Schwartz. Steven graduated from Michigan State University in East Lansing, MI with a BA in Business and shortly thereafter returned to Walsh College in Troy, MI and obtained an MS in Finance. Steven has also completed an Associates Degree in Accounting at Oakland Community College.

Steven began his business career working in several banks and credit unions doing credit, billing and collection work. In 2015 he became a Certified Pro Advisor with Intuit QuickBooks. His expertise includes:

- Bank Reconciliations
- Financial Statement Analysis
- Invoicing and Billing

Steven is known for being organized, extremely communicative and detail-oriented. He enjoys swimming daily and Classical music concerts. Steven became a Certified Pro Advisor through the QuickBooks Training process in both Desktop and Cloud Accounting Online.

Wine Brokers is fortunate to have such an organized and detail orientated individual to head up our accounting department!



Wine Brokers A Note

I think by now and these many months that have passed we have all figured out what truly matters in life....Between the Covid – 19 Pandemic & the new Economic hardships or extreme conditions in the USA.

With that being said...it's extraordinarily poignant for Wine Brokers....I am so pleased and grateful to announce the opportunity to take this company into a new role, new direction and create a much stronger Adult Beverage Marketing Firm.

After 40 years... the company is now “Fully committed” to a long awaited expansion. Wine Brokers will operate out of not only the Central Region but additionally the entire Eastern Seaboard - From the State of Maine all the way to the Florida Keys...embedding itself into 32 States...

The New Wine Brokers “Atlantic Division” is the first step of many to grow this Firm nationally.

We truly couldn't do it without our long-term & very loyal Suppliers, long standing Distributor partners and now New Client Portfolio's that we have the privilege to represent

Please wish us luck during these historic times and say a prayer for all those folks that are hurting across our great nation...

God Bless,

Big “MO”