



MO Cellar Selections, LLC
WINE BROKERS



April 24, 2024

Welcome to Kevin D. Chaney Co. a MO Cellar Selections Wine & Spirits National Marketing Firm....

In the pages to follow, you will find our team of industry experts. Each having special skill sets and extraordinarily unique longstanding experiences at every level of the business. Our competitive advantage in today's industry is humbling for our team...Our forty-five years of relationships and earned rapport with our Supplier partnerships, Wholesaler alliances and working the many markets meeting the Buyers at all levels .

We have learned so much from so many others we have crossed paths with....

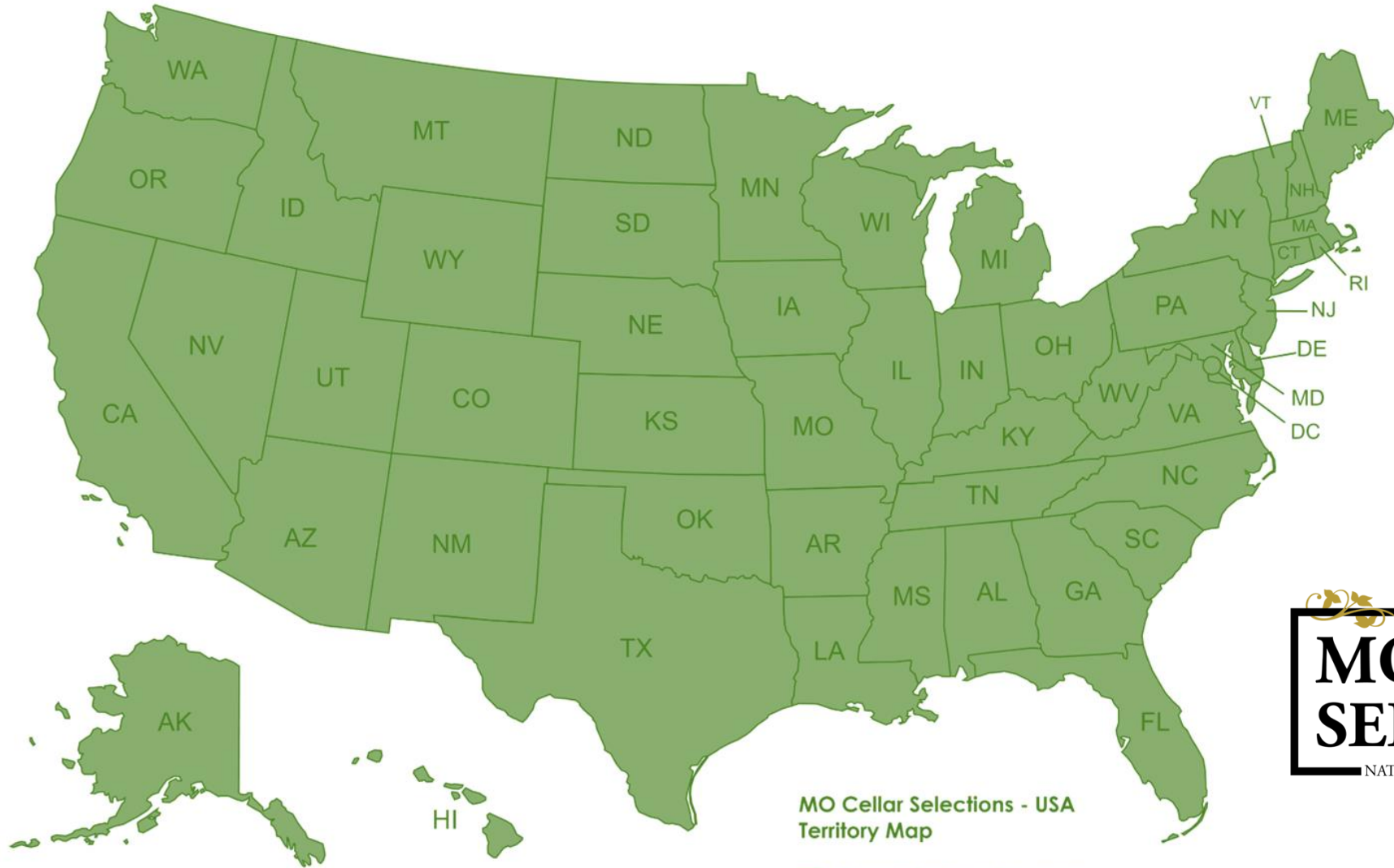
There is no doubt we are living during some very interesting & unprecedented times...It's for this reason, "Strategic Alliances" are formed and why they are so very important....I hope you will find some of what I have found to be some of the best in this business in this "Introduction to MO Cellars!"...

Stay healthy & keep smiling!

Cheers!

Michael





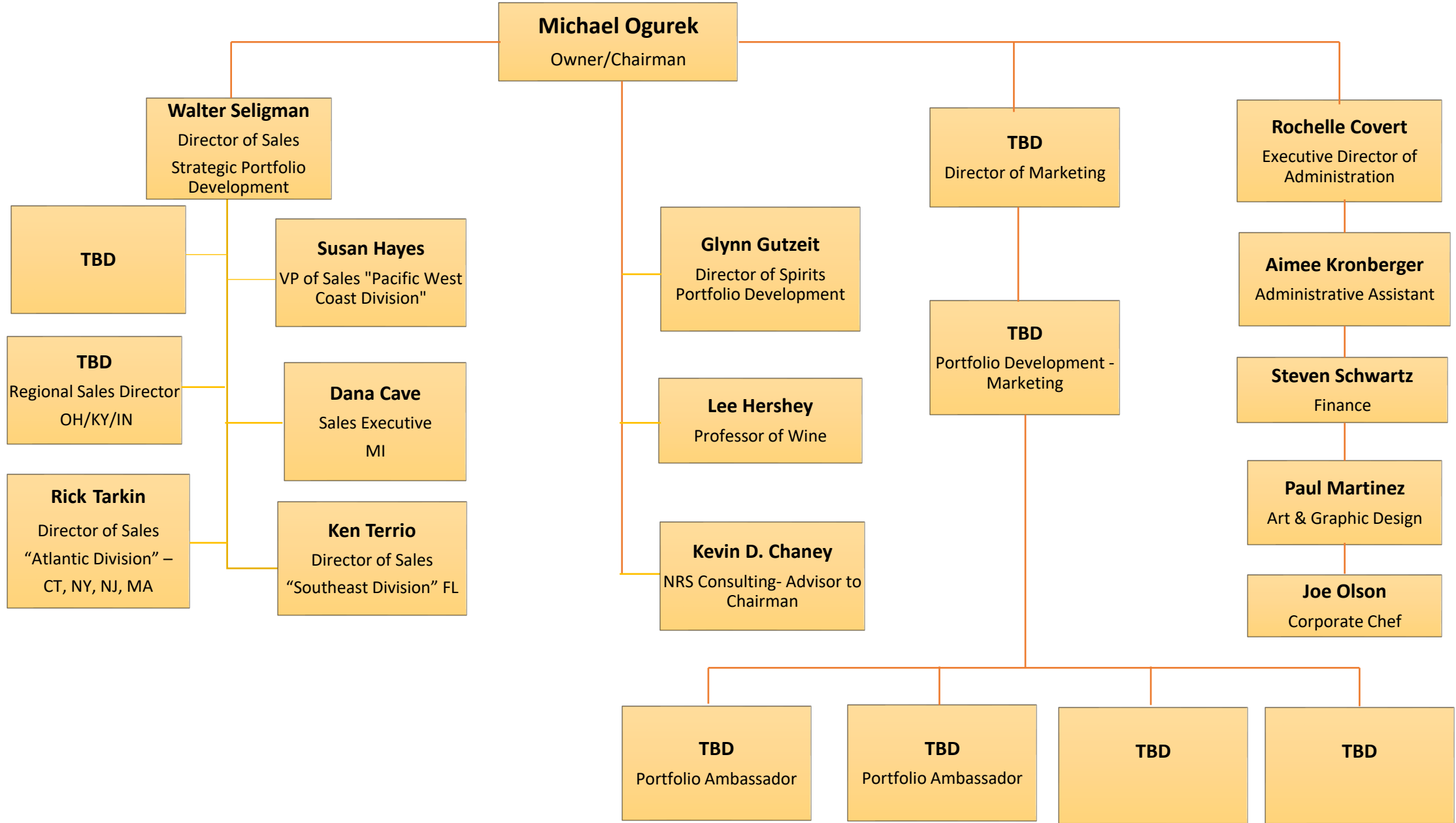
MO Cellar Selections - USA
Territory Map

■ Current Territory Coverage

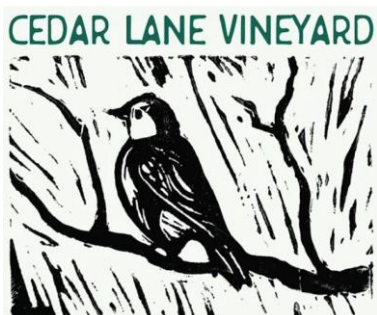
A WINE & SPIRITS

MO CELLAR SELECTIONS

NATIONAL SALES & MARKETING FIRM



Chesebro



Chesebro Winery

Sauvignon Blanc

Albarino

Pinot Noir

Las Arenas Red Blend

Chardonnay



Our Portfolio - WINES

TERRA
VALENTINE



Terra Valentine Winery

Napa (California)

Spring Mountain (California)



All Star Wines

Chateau Candalay

Chateau Lavergne Boyer

Le Petit Chapelle

Chateau Fargueirol

La Maximus Burgundy (France)

Conte Di Campiano Primitivo

Cabernet

Tenute Falezza (Italy)



Our Portfolio - SPIRITS



Southern Star

Double Shot Bourbon Cream
Paragon Bottle-in-Bond
Paragon Wheated
Paragon Single Barrel
Single Barrel High Rye
Standard High Rye
Cask Strength High Rye
Reserve High Rye
Double Rye



Freihof Distillerie

Mirtillo Blueberry Liqueur (Austria)
Edelweiss The Alpine Luxury Vodka (Austria)

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. Walter Seligman
Director of Sales
Strategic Portfolio Development
“Virginia, Delaware, Pennsylvania, DC”

Walter Seligman is an Industry Expert and Direct “Consult” to the MO Cellar Selections Executive Team as it relates to our continued development with our key wholesalers and client portfolios.. Walter’s reach is the entire US marketplace, and he is a key strategic resource to our firm.

Walter enjoys more than 35 years experience in the adult beverage industry. 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.



Ms. Susan Hayes
Vice President of Sales – Pacific West Coast
Division

“Alaska, Hawaii, Oregon, Washington State, Idaho”

MO Cellars is pleased to have Susan Hayes on our Pacific Coast Team. You may remember her as Sue Schubert – long time Wine and Spirits Buyer for Costco. We are pleased that Sue has decided to come out of retirement to be our V.P. of Sales in the Pacific Northwest.

Sue’s buying career expands decades and has allowed her to travel the world, meet notable personalities in the wine and spirits industry and study with experts; including earning her W.S.E.T. Certificate. Sue has worked with Distributors and buying offices throughout the United States - her industry experience is without reproach and truly invaluable.

Sue is passionate about friends, travel, art and especially food, wine and spirits. Upon leaving the corporate world, while vacationing in Hawaii, Sue met a local artist who was conducting painting classes on the Island of Kona. She joined the class and soon the painting hobby ignited a new passion within. Sue has started her own business painting pet portraits.. These commissioned portraits have been purchased all over the USA and as far as the UK.

Susan lives in Washington State with her companion Rick . They enjoy boating the beautiful Washington lakes, traveling to Mexico and Europe and most of all spending time with their seven grown children, and five grandkids.



Mr. Rick Tarkin

Director of Sales – Atlantic Division

Rick has over 50 years of experience in the alcohol beverage business, in all three tiers. He graduated from C.W. post College with a major in English Literature. He ventured out and opened his own retail store. After the "Judgement of Paris" wine event in 1976, Rick contacted Warren Winarski and was able to secure 10 cases of the coveted winner, Stags Leap SLV Cabernet 1973 which changed the image of the store.

He then became a certified Sommelier and was offered the assistant sommelier position at the 21 Club in Manhattan, which in hindsight, regretfully turned down.

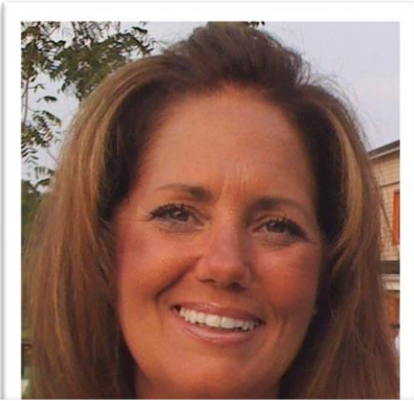
After Rick sold his store, he took his next steps in the wine industry. He worked with David Taub from Gallo/Premier Wine distributors where he ran their imported wine division. Next, he accepted a managerial role at Charmer Industries where he remained 10 years.

After Charmer, Rick began his journey on the supplier side when he was offered an East Coast role with Don Sebastiani. Rick was instrumental in achieving a landmark of 1 million cases shipped in the region. When the majority of Sebastiani brands were sold to Constellation, Rick was offered the Northeast Managers position with the Rutherford Wine Company, from Napa Valley. Rick was extremely successful garnering 25+% shipment increases year after year. Then, Rick had a short, but outstanding stint with Yabby Lake Vineyards, out of the Mornington Peninsula in Australia, opening distributors on the East coast, and increasing shipments by 239%.

Rick now has his own successful brokerage business, and is thrilled to be with Michael and his team at MO.

Rick is married to his wonderful wife Leslie of 26 years. Rick has 2 sons and 1 daughter. His son Aaron passed away this year, at 35 years old. His other son Joey is a decorated US Marine, and has 3 beautiful daughters, and they live in Michigan. Rick also has a daughter, Vanessa, and a granddaughter, Roxy. They live in Juneau Alaska. Rick and Leslie have 3 purebred cats: Montepulciano, Gavi and Kitten.

Rick loves to cook, and to share his creations with friends. Rick also loves to travel, read and write poetry, play and listen to music, and be creative in his thinking. Rick is a great listener and loves to help others.



Dana Cave Sales Executive - “MI”

Our firm would like to Welcome Dana Cave to our Organization.

Dana graduated from Northwood University with a Degree in Hotel & Restaurant Management. After College she moved to Hershey Pennsylvania where she worked for Hershey Entertainment and Resorts. Dana spent twenty years there. She spent many years promoting various brands at Sports Venues, Theatres, Music Venues, Restaurants, and Specialty Markets.

Dana is passionate about music, cooking, entertaining, meeting new people, and embracing new challenges. As a self-proclaimed music fanatic, she spends much of her free time attending live music events, singing, dancing, and playing the drums. Whenever the weather permits, she can also be found floating down a river in her kayak. Of all her loves, being a Mother is at the top of her list.

As Brand Ambassador, Dana utilizes all her passions and “hats” to build strong connections within the World of Culinary, Fine Wine, & World Class Spirits.



Ken Terrio
Director of Sales
“Southeast Division” - Florida

It goes without saying, how very important the “State of Florida” is to the Adult Beverage Industry. Ken Terrio is a longstanding Industry Executive that we are so very excited to have as part of the MO Cellars Family! 40 Years ago, Ken started his career in this Industry. In 1983, his career began with Ernest & Julio Winery. A number of years later, he took a position of Vice President of Sales for Duval Spirits Co in Jacksonville, FL. In 1998, he was asked to assist the famed “Benziger Family” Wine Estates. In 2005, Mr. Terrio introduced “Yellow Tail Vineyards”, a small brand from Australia, into the State of Florida and helped create its success!

Finally, in 2010, Ken started and created “T & T Beverages” in Tampa Bay, Florida and works alongside his dear son Richard. Ken is married to his best friend “Cindy” and has two sons; Richard & Kenneth Jr. Ken loves to cook, and his passion is all things culinary. He is a true “Foodie” in every sense of the word!

Our firm is very lucky to have him amongst our group....



Mr. Glynn Gutzeit
Director Spirits Portfolio Development
“Master of Spirits” Education

Industry Expert, Mr. Glynn Gutzeit is our resident Spirits Guru. 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. 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 wholesalers 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.

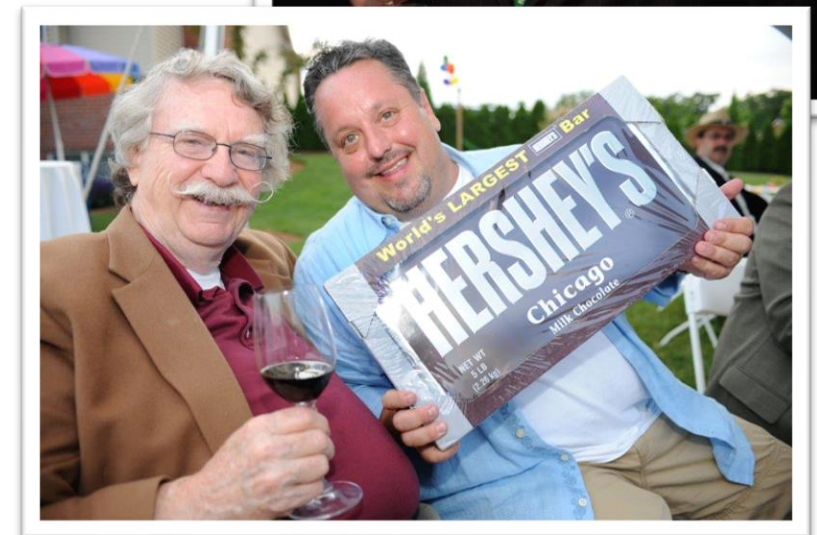
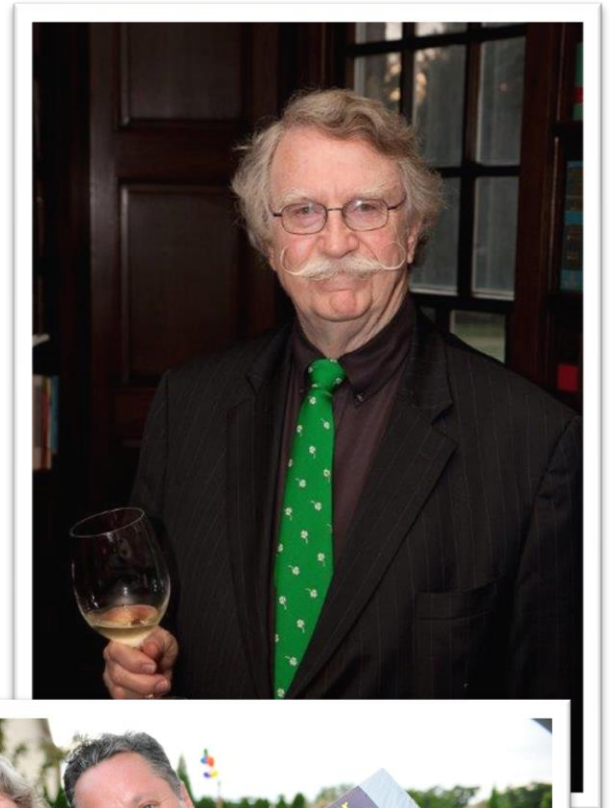
Lee Hershey had the honor of being an "Ambassador" for the famous Beaulieu Vineyard Winery (a 100-year-Old Napa Valley property). During his role, he managed 8 wine events each week for 4 years. Lee has been honored over the years as the "Sommelier" at the Bay Harbor Yacht Club. Perhaps his most infamous 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!





MO Cellar Selections, LLC
WINE BROKERS

Administration & Marketing

Rochelle Covert

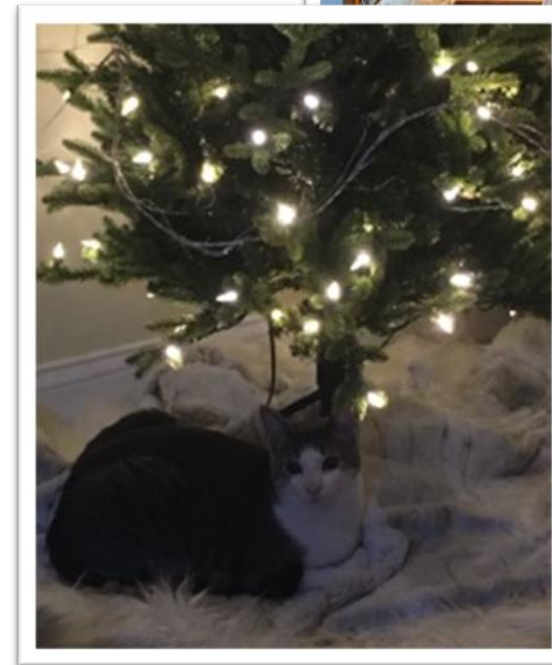
Administrative Assistant

Rochelle grew up in Holly, Michigan. She loves the country and all that it has to offer, from riding horses, to hiking, and enjoying the great outdoors.

Rochelle graduated from Historic Holly High School. She went to dance school, played on the Volleyball team and spent a lot of time skiing at Mt. Holly. Rochelle went to Oakland Community College and studied Business.

Rochelle started in Sales and Marketing running her own business in 1993. In 1996 Rochelle sold her business to go into the Automotive Industry like her father. She has been in the Automotive Industry for over 20 years. She has experience working in Logistics. Rochelle has spent most of her career as a Quality Specialist. She has great experience in Administrative Management. Rochelle prides herself in organization, communication, problem solving, training, and quality systems.

Rochelle has enjoyed many life experiences. Loves music, dance, her cat Kiki, spending time with her family and friends at the pool, cooking, traveling, going to the beach, and going to concerts.



Aimee Kronberger Administrative Assistant

Aimee was born and raised in Michigan. Graduating from Jared Finney High School and attended Macomb Community College. She entered the workforce in the banking industry. After marrying and starting a family she put work on hold to raise her three children. After 17 years she re-entered the workforce as an Administrative Assistant for five high school Career Preparation Programs. Later finding her niche as a Legal Administrator / Office Manager in criminal defense law firms.

Living in Milford for 11 years, Aimee and her husband are renovating their current residence, a 1897 historical home.

As an avid golfer, Aimee enjoys any time spent on the links. She also enjoys traveling, gardening, decorating, music and reading. Above all she loves spending quality time with family and friends!



Mr. Paul Martinez

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.



Mr. Steven Schwartz Finance

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!



Chef Joe Olson Director of Culinary Education

Joseph Madore-Olson has had a love of cooking for as long as he can remember. He started his passion at a local favorite steakhouse where he worked and developed his passion for food. He then attended culinary school at “The Culinary Institute of Arts, LeCordon Blue in Chicago”. Joe has worked at many different venues, from the Bears Stadium, Michelin star restaurants, and top local restaurants. He enjoys private catering events for a wide variety of clientele.

Chef Joseph’s passion and expertise is food and beverage pairings. Chef cooked for events pairing with fine wines, craft beer, and spirits. His love of cooking and unique talent caught attention from local food critics and he was featured in Hour Detroit magazine.

When he isn’t cooking, he enjoys spending time with his wife of 12 years and their 2 children. They try to spend as much time as possible up north enjoying being outdoors and riding ATVs. Joseph and his wife love to travel and search for the best food and wine to enjoy.

Wine Brokers is pleased to have Chef Joe as a part of our growing team to offer excellent adult beverages and education to our customers.



Mr. Kevin D. Chaney

Kevin Chaney is the founder of “Kevin D. Chaney, Co. Wine Brokers”.

In the fall of 1979... in the month of September, Kevin began his Sales & Marketing career in the US Wine Industry. Kevin’s vision and expertise over these many 40 years has helped establish many Nationally recognized wine labels & brands across the vast United States marketplace.

Kevin is one of the true Riesling Pioneers in the market today...He was one of the original marketing minds behind Schmitt Shone wines from Germany. He helped create what today are still category leaders in the Riesling category....For example the famed and groundbreaking “Little German” Print Press advertising campaign & Relax Riesling brand which is one of the nation’s best-selling Sku’s. Kevin has represented Nationally recognized wineries such as, Justin Vineyards, David Bruce Winery, Foppiano Vineyards, Byington Winery, L’Aventure Winery, Laetitia Vineyards, Beckman Vineyards, Toad Hollow Vineyards, Freixenet USA, Segura Viudas, Gloria Ferrer, Santa Carolina, Finca el Origens, Casablanca Nimbus, Baron de Ley, Laborie Roi & Dubos Frere’, Dievole Winery, Pasqua Winery, Schloss Vollrads, Terra Valentine Winery, Gordon Estate, Milbrandt Vineyards & many others....over so many years.

Kevin is one of the nation’s leading wine marketing minds In the industry today...Recently...Kevin has taken on a new role as an “Expert Advisor & Direct Consult” to the Brokerage Firm and its new owner Michael Ogurek...It’s hard to find these industry experts....Our organization is truly lucky to have him actively involved....

Why do we have such a competitive advantage? Versus other Wine Marketing Companies...It’s simple...Kevin D. Chaney is one of the reasons...our very long-standing relationships at the Wholesale Distribution Level, at the Winery Supplier Level, at the long-standing Buying Desk Level in so many On & Off Premise Chains & Independent Accounts...scattered across the towns and cities across the Midwest...

You walk around the block enough... everyone starts to know who you are....

A heartfelt thanks KDC!



Cheers!

MO Cellar Selections, LLC
WINE BROKERS

A decorative black vine graphic with several leaves, starting from the bottom of the letter 'O' in 'BROKERS' and curving upwards and to the left, ending near the top of the letter 'C' in 'MO Cellar Selections, LLC'.