



A WINE & SPIRITS

MO CELLAR SELECTIONS

NATIONAL SALES & MARKETING FIRM

An Introduction To Our Company

April 1, 2026

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 long-standing experiences at every level of the business. Our competitive advantage in today's industry is humbling for our team... Our forty-four 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....

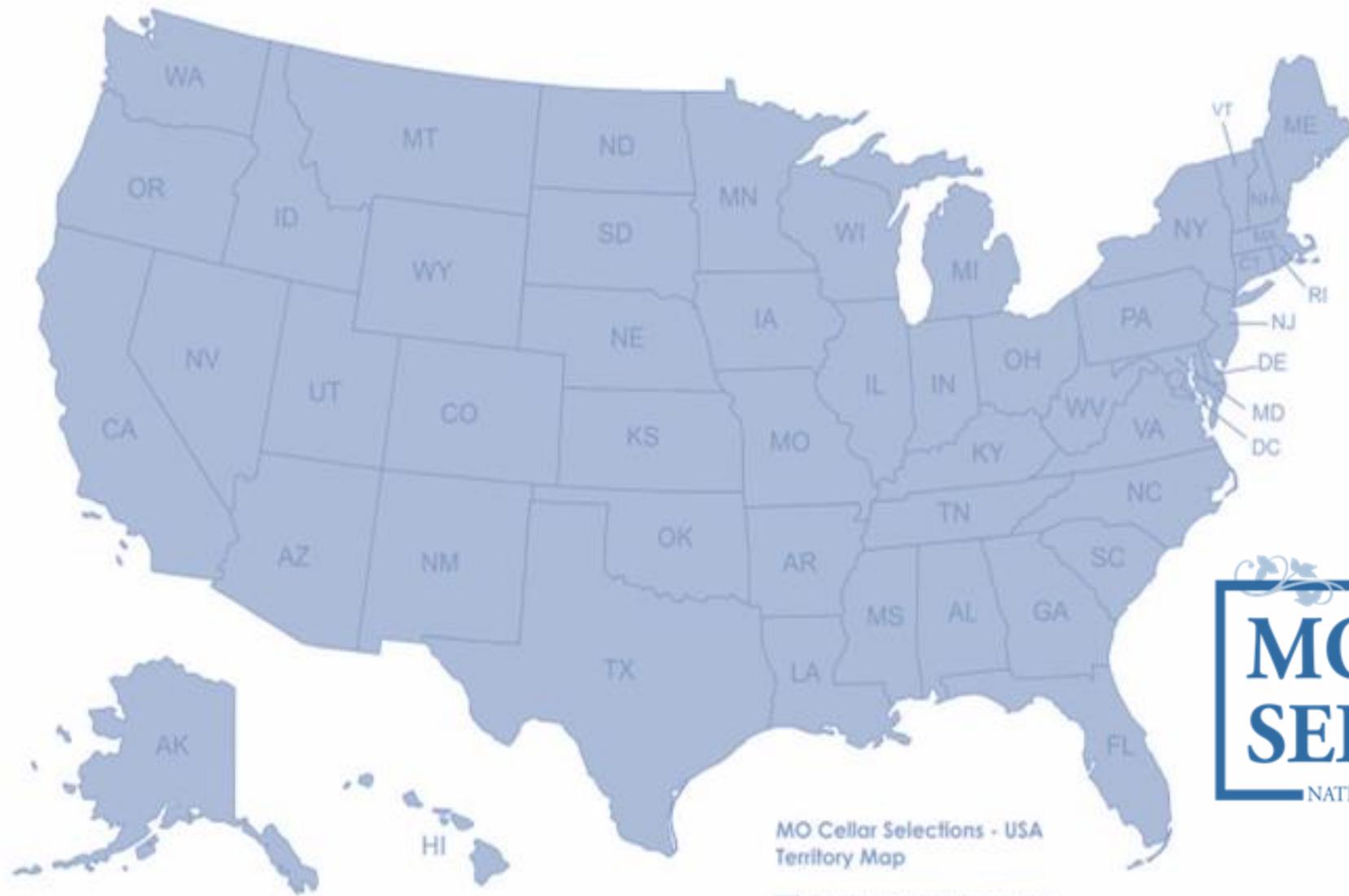
There is no doubt we are living during some very interesting & unprecedented times... It's for this reason, "Strategic Alliances" are formed and why they are so very important.... I hope you will find some of what I have found to be some of the best in this business in this "Introduction to MO Cellars!"

Stay healthy & keep smiling!

Cheers!

Michael Ogurek





MO Cellar Selections - USA
Territory Map

■ Current Territory Coverage

A WINE & SPIRITS

MO CELLAR SELECTIONS

NATIONAL SALES & MARKETING FIRM

Michael Ogurek
Owner/President

**USA Market
Regional Divisions**

Michael Ogurek
Central/Midwest
Division

Susan Hayes
VP of Sales
Pacific West Coast
Division

John Purcell
Director of Sales
Southeast Division -
FL, GA, SC, NC, LA

Director of Sales
Mid-Atlantic Division -
VA, MD, DC, DE

Director of Sales
Northeast Division -
NY, MA, RI

**Portfolio Development
Directors**

Phillip Piranio
Senior Strategic
Portfolio Advisor
"North Americas"

Lex Declat
Senior Director
Strategic Business Development

Justin Marouf
Portfolio & Trade
Development Director
"Central Division"

Madison Hamlin
Director of Sales
"Great Lakes Region"

Chadwick Mahle
Director of Sales
"Great Lakes Region"

Tiffany Stachel
Director of Sales
"Great Lakes Region"

Lexie Curtis
Director of Marketing
& Administration

Aimee Kronberger
Administrator

Steven Schwartz
Finance

Joe Olson
Corporate Chef

Industry Experts

Jean-Baptiste Caillet
Senior Advisor/Director
of Hospitality & Client
Development

Glynn Gutzeit
Director of Spirits
Portfolio Development

Lee Hershey
Professor of Wine

Walter Seligman
Strategic Advisor to
"MO"

**Independently
Contracted
Professional Services**

RNO Strategies, LLC
Strategies/Consulting -
Consumer & Brand
Awareness
Ranay Ogurek

**Designs by Martinez,
LLC**
Art &
Graphic Designer
Paul Martinez

**Corporate Legal
Counsel**

**Corporate CPA &
Finance Director
Mark Matusz**



Our Portfolio

SPIRITS

DESTINY

SPIRITS REIMAGINED

Destiny Spirits

Lilou Gin

Brix Tequila

Ricetta Espresso Martini

3-POINT TEQUILA

3-POINT TEQUILA

Blanco
Reposado





Our Portfolio

SPIRITS



AHA TORO®

Aha Toro Tequila

Aha Yeto Blanco

Aha Yeto Reposado

Aha Yeto Diva Rose Reposado

Aha Yeto Anejo

Locuaz Tequila



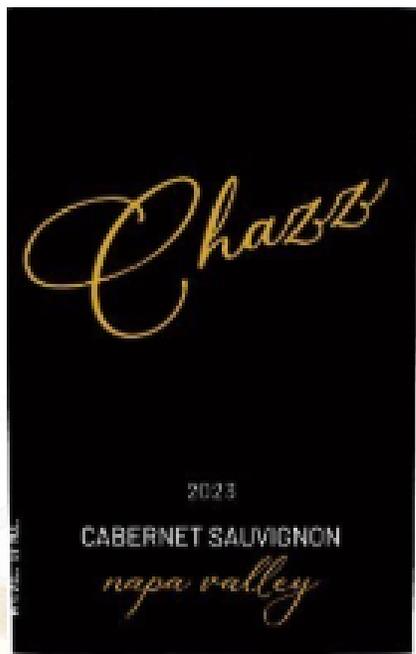
Green Card Limited Tequila
Blanco
Reposado





Our Portfolio

WINES



Chazz Wine Estate
Cabernet Sauvignon



Domaine Helena

Domaine Helena

Cabernet Lake County

Cabernet 7 Favors

Petite Sirah

Vrai Rouge

Cabernet Franc

Cabernet 18 Blessings

Rebel Mound

Sauvignon Blanc



Coming Soon!
Castello Sonnino



Our Portfolio

Non-Alcoholic Mixers



Smitty's Seasonings & Sauces

- Bloody Mary
- Bloody Caesar





Our Amazing Team

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 2019, 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



Ms. Susan Hayes

VP OF SALES - PARTNER PACIFIC COAST DIVISION

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.



Ms. Lexie Curtis

DIRECTOR OF MARKETING & ADMINISTRATION

Lexie Curtis was born and raised in Holly, Michigan. In 2024, Lexie graduated from Ferris State University with a degree in secondary education, majoring in English education and minoring in physical education. Upon graduation, Lexie returned to Holly, where she began looking for jobs in administration. Lexie is looking forward to beginning her career in the alcohol beverage industry with MO Cellar Selections!

In her free time, Lexie enjoys reading, baking, and being outdoors. She is an avid lover of sports, both playing and watching them. She enjoys golfing, playing volleyball, and watching soccer. Most of all, Lexie enjoys spending time with her family, including her parents, sisters, nephews, and fiancé, Garrett. Lastly, Lexie also loves spending time with her two cats, Poppy and Puma.



Mr. Walter Seligman

SENIOR STRATEGIC ADVISOR

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 Walter enjoys spending time with his 2 grown kids and 4 grandchildren!!



Mr. Phillip Piranio

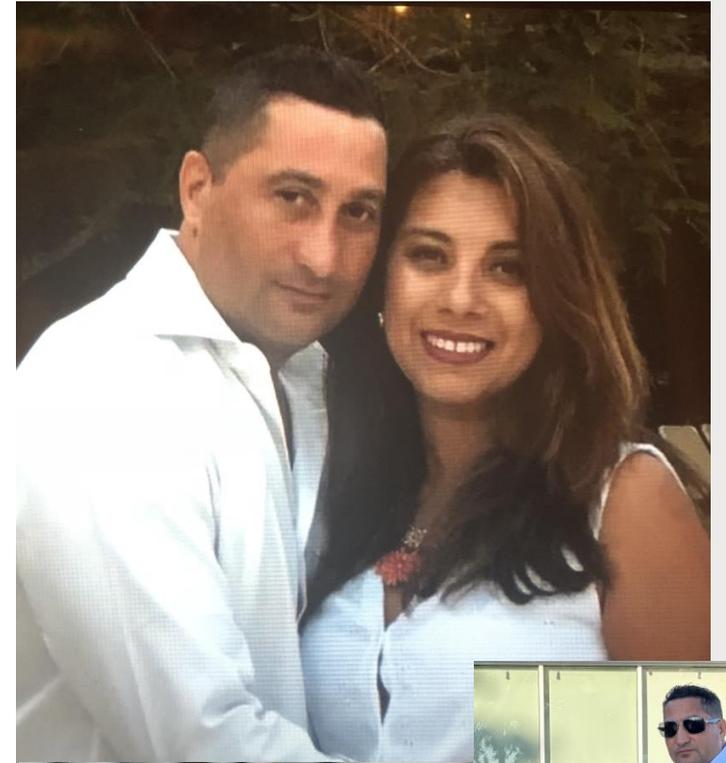
SENIOR STRATEGIC PORTFOLIO ADVISOR NORTH AMERICAS

Phillip Piranio is a veteran of the wine industry with over 30 years of experience in brand development, market expansion, and distributor management across the U.S. He began his career with E&J Gallo Winery and held leadership roles at the top winery & spirit companies, including Terlato Wines, Chateau Ste. Michelle, Constellation Brands, Opici Imports, Precept Wine, Vintage Point, and Sur Valles.

One of Phillip's most notable accomplishments is the creation and successful launch of Cannonball Wine, a brand that achieved national recognition for its strong market presence and quality. Over the years, he has launched numerous successful brands, opened new markets, and built long-standing relationships with distributors and retail partners nationwide.

Raised in The Bronx, New York, Phillip's early experiences shaped his work ethic and leadership style. A graduate of the University at Albany, he was the captain and MVP of the varsity baseball team and was selected as a New York State Collegiate All-Star, which earned him the rare opportunity to play at the old Yankee Stadium—a highlight that speaks to his drive and competitive spirit.

Now residing in Westchester County with his family, Phillip remains deeply committed to his business, faith, and loved ones. He believes that success in any area of life requires unwavering focus, dedication, and the willingness to give 100% effort at all times.



Mr. John Purcell

DIRECTOR OF SALES

SOUTHEAST DIVISION - FL, GA, SC, NC, LA

Mr. Lex Declet

SENIOR DIRECTOR
“STRATEGIC BUSINESS DEVELOPMENT”

With over two decades of experience in the entertainment industry, Alexis Declet, also known as “Lex,” is a seasoned Brand Strategist known for crafting dynamic, market-driven solutions that elevate brands and drive measurable growth. Specializing in business development, marketing, sales, product placement, and product management, Lex has consistently delivered impactful strategies that connect brands with audiences in meaningful ways.

Throughout a 20+ year career spanning film, television, music, and digital media, Lex has worked with Warner Music Group, major studios, talent, and global consumer brands to develop positioning strategies that maximize visibility and revenue. His deep understanding of market trends, consumer behavior, and entertainment culture enables him to create campaigns that resonate and convert.

A master of cross-functional collaboration, Lex blends creativity with commercial insight—bridging the gap between artistic vision and business objectives. Whether launching a new product, reimagining a brand identity, or forging high-value partnerships, Lex brings a strategic edge and a results-driven mindset to every project.

Outside of work, Lex loves great cigars, vintage cars, art, music, traveling, films, and spending time with his close-knit friends and family.



Ms. Ranay Ogurek

RNO STRATEGIES/CONSULTING - CONSUMER & BRAND AWARENESS

Ranay Ogurek is the owner of RNO Strategies, LLC...Ranay enjoys extensive experience in developing and executing social media marketing strategies. Ranay is passionate about family-owned clientele in our industry. Our firm and RNO have teamed up on numerous occasions & projects enjoying her team's assistance in growing industry brands' visibility and strengthening customer loyalty.

RNO oversees the implementation of "Consumer Awareness" campaigns, guiding key brand ambassador initiatives, and manages high-impact promotions from in-store demos and special events, to comprehensive portfolio public relations campaigns.

Through her leadership, Ranay inspires and supports our team in delivering exceptional, cohesive, and results-oriented marketing programs.

Outside of the office, Ranay finds happiness in gardening, soaking up the sunshine by the pool, exploring nature trails, traveling, collecting antiques, and making holiday memories — especially during Christmas — with her family. Above all, Ranay values time spent with her daughter, Chloe, family, close friends, and their furry companion, Charlie.



Ms. Madison Hamlin

DIRECTOR OF SALES
GREAT LAKES REGION

Madison Hamlin is from Novi, Michigan, but is now a resident of Fenton, Michigan. She has worked in the Michigan real estate market for the past few years. She has enjoyed the relationships she has made and learning about the changing market. She is excited to meet many new people as a Director of Sales at MO Cellar Selections.

In her free time, Madison is very social and enjoys spending time with family, friends, and her cat and dog. She loves to play tennis and golf, along with exercising in her free time. She loves warm weather and especially enjoys boating during the beautiful Michigan summers.



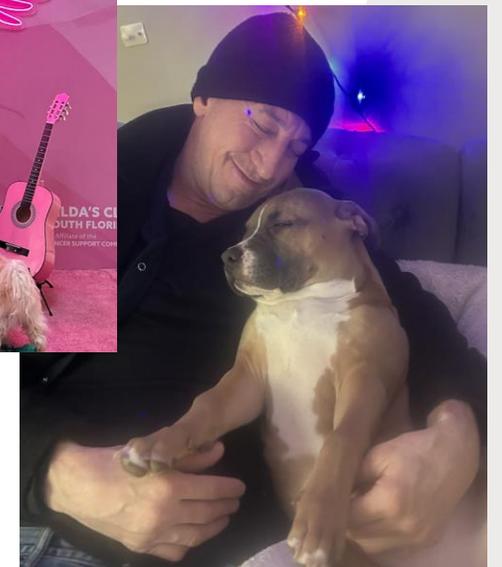
Mr. Chadwick Mahle

DIRECTOR OF SALES
GREAT LAKES REGION

With nearly 30 years of global experience, Chadwick Mahle has built a career defined by world-class service and strategic brand growth. His journey began in 1995 at Dublin's legendary Lion's Den, followed by years in Scotland and the UK mastering Scotch and molecular mixology under industry icons like Fraser Hamilton.

After establishing himself as a top-tier Sommelier and General Manager at some of the nation's premier restaurants in Miami, Chadwick transitioned to the distribution side in 2009. At RNDC, he was instrumental in building powerhouse brands like Casamigos and Fireball, ultimately becoming a top salesperson for Remy Cointreau USA. An entrepreneur at heart, he later moved to Denver to open **Vinue**, a pioneering wine and cocktail bar featuring over 60 wines on tap.

Most recently, Chadwick served as Beverage Director for TRP, overseeing 14 restaurants and earning multiple awards for his curated menus. He currently serves as the Market and Sales Manager for **Rock N Roll Tequila**, driving expansion and depletions across Michigan, Wisconsin, Missouri, and Chicago.



Ms. Tiffany Stachel

DIRECTOR OF SALES GREAT LAKES REGION

Tiffany Stachel is a sales and marketing professional with a strong background in hospitality, beverage service, and customer-driven brand promotion. She has spent years working in fast-paced bar and restaurant environments, where understanding what customers want and how to move product quickly and authentically is key. Tiffany focuses on building real relationships with accounts, helping brands grow through smart promotions, strong product knowledge, and consistent follow-through. Her experience on the front lines of the service industry gives her a practical understanding of how wine and spirits sell in bars, restaurants, and retail settings.

Tiffany brings energy, reliability, and a hands-on approach to sales. She enjoys working closely with accounts, introducing new products, supporting events, and helping businesses increase sales through creative marketing and strong partnerships.

Outside of work, Tiffany is a mom to her 8-year-old son, Cole. When she's not working, you'll usually find her and Cole outdoors together kayaking, swimming, riding go-karts or scooters, and spending time around the water. Their small crew also includes Rex, Tiffany's rescue puppy, who keeps life interesting and joins in on plenty of the adventures.



Mr. Jean-Baptiste Caillet

Senior Advisor/Director of Hospitality & Client Development

Jean-Baptiste (JB) Caillet was born in the Loire Valley, France. His culinary journey began at age 12 as a dishwasher in his uncle's restaurant in Toulon, France. He later attended the University of Houston's Hilton School of Hotel and Restaurant Management. After university, JB traveled through South America for five years, working with Francis Mallmann in Punta del Este, Uruguay.

In 1994, JB arrived in New York City and started his career at Aquavit with Marcus Samuelsson, where the restaurant received three stars from The New York Times. In 1997, he helped open Balthazar as a manager, gaining invaluable experience. Building on this success, he opened his own restaurant in Brooklyn, À Table, which launched in January 2000, receiving rave reviews.

In 2002, JB opened a gourmet grocery store in Fort Greene called L'Épicerie, catering to the emerging foodie culture with imported and organic foods. In 2007, he joined Bouley as a Captain, later becoming a Service Manager, responsible for all on-premise special events in the Bouley Test Kitchen. He worked closely with Chef Bouley to tailor menus for specific guest needs and collaborations with celebrity chefs.

JB then joined HP Restaurant Group in the Financial District, starting at Harry's Steakhouse as the General Manager. Over five years, he helped open several locations, including Le District, where he served as General Manager for three years. He later opened Cecconi's in DUMBO as the General Manager until its closure in March 2020 due to the COVID-19 pandemic.

In 2020, Jean-Baptiste moved to Michigan and began his Michigan journey as General Manager at Toast for three years and, most recently, he served as the General Manager at Casa Pernoï.



Mr. Justin Marouf

PORTFOLIO & TRADE DEVELOPMENT DIRECTOR
CENTRAL DIVISION

Justin is excited to be a part of the MO Cellars team. He brings 15 years of experience in the wine and spirits industry, beginning his career at the Red Wagon Wine Shoppe in Rochester, MI. He later served as the wine buyer for Papa Joe's, and subsequently joined Franzese Wines as a partner to help launch their presence in Michigan. He's also had the opportunity to collaborate with Veritas and holds a WSET certification.

Beyond his professional life, he's passionate about family, sports, food, and, of course, wine. Before settling down, he spent several years as a boxer. Today, he's proud to be a husband to his best friend, Amanda, and a father to three wonderful children.



Mr. Lee A. Hershey

DIRECTOR OF WINE EDUCATION

In the 1960's, Lee Hershey belonged to 100-year-Old Food & Wine Clubs. He loved wine & it was his hobby...Lee graduated from Michigan State University with a Business Degree. Lee has managed 100-year-Old small business & owned a few during the years. Those years led Lee to managing a series of Wine & 100-year-Old 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.

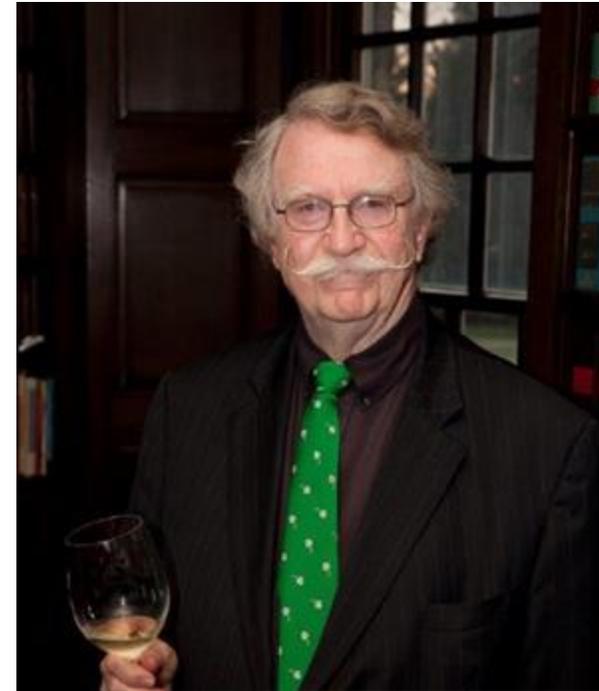
Lee Hershey had the honor of being an "Ambassador" for the famous Beaulieu Vineyard Winery (a 100-year-old Napa Valley property). During his role, he managed 8 wine events each week for 4 years. Lee has been honored over the years as the "Sommelier" at the Bay Harbor Yacht Club. Perhaps his most infamous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



Mr. Glynn Gutzeit

MASTER OF SPIRITS & PORTFOLIO DEVELOPMENT

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. 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.



Ms. Aimee Kronberger

ADMINISTRATOR

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. Steven Schwartz

ACCOUNTING

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.



Cheers!

MC Cellar Selections

WINE & SPIRIT BROKERS

a National Sales & Marketing Firm &

“Success is not final; failure is not fatal; it is the courage to continue that counts.”

“Remember no man is a failure who has friends.”