

Stuart Gregor

Professional Drinker & Marketer, Keynote Speaker, Facilitator & MC

Stuart Gregor is the co-founder, trade director and chief ambassador of Four Pillars, Australia's No.1 gin and a craft distilling success story. Renowned world-wide, Four Pillars is now sold in more than 30 markets.

An expert on marketing and communication, with a 20 year history working with many of the most successful booze brands around, Stuart regularly appears on radio, TV and in print. An engaging presenter, he is an in-demand event host and speaker on diverse topics that range from business and branding through to gin, wine and food.

Stuart Gregor is well known for his belief in the power of great communication, great content and great relationships. His mantra is content, authenticity and purpose.

More about Stuart Gregor:

Stuart Gregor's background is in journalism, small business, drinks and communications. He has written multiple wine guides, and he founded and ran Australia's award winning lifestyle public relation business, Liquid Ideas. Stuart is a co-director of the luxury travel firm Gregor & Lewis, which he co-owns with his sister.

Stuart has hosted or spoken at many food, wine, travel, business, charity and sports events. He is always lively, upfront and uncomplicated, swiftly engaging audiences with his relaxed manner and humour.

Over the past two decades Stuart has also earned a reputation as an MC, auctioneer, commentator and occasional speaker on the subject of gin, marketing, small business, journalism and what it takes to turn a passionate hobby (drinking) into a viable business career.

In his former guise at Liquid Ideas, Stuart was the inaugural Chair of the Public Relations Council (2012-2014) and the PR Industry Leader of the Year in 2014. Liquid Ideas won multiple awards and widespread recognition for its work with clients as diverse as Singapore Airlines, Victoria Bitter, Kenwood, Universal Sony and Rexona.



Stuart has a Diploma of Wine Marketing (Adelaide), a Master of Marketing (Melbourne) and is a Graduate of the Australian Institute of Company Directors. He sat on the board of Australia's leading food waste organisation Oz Harvest from 2012-2019 and was appointed President of the Australian Distillers Association in 2014.

Stuart is a father of two based in Sydney, plays bad golf and follows most football codes - the Wallabies, Sydney Swans and Roosters with most passion, followed by Manchester United and the Denver Broncos.

Client Testimonials



Stu Gregor has been the MC at over 50 Starlight events and always delivers a high energy, engaging and funny performance. His knowledge of premium food and wine is unsurpassed and makes Stu the perfect MC for a fine food or wine event.

Starlight Children's Foundation



Stu's witty, fun, loud and irreverent and he can handle a crowd. All the qualities you need in a top notch MC!

BHG



Stuart has been the MC at our client wine tasting event for the past three years. He is a great entertainer, engaging clients with his amusing and relaxed manner. No topic or individual is safe from Stuart's irreverence. Much to our amazement our clients continue to give us feedback suggesting they really like him! Thank you for continually making us laugh and helping make our event a success.

Macquarie Bank

[VIEW SPEAKER'S BIO ONLINE ▶](#)