

# Stuart Gregor

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## ***Co-founder of Four Pillars Gin, MC, Keynote and After Dinner Speaker***

Stuart Gregor is a small business owner, commentator, company director, industry leader, journalist, gin and wine maker, creative force, auctioneer, MC and self-proclaimed humorist.



Most recently he was the co-founder and Global Trade Director of Four Pillars Gin (2013-2023), Australia's No.1 craft distilling success story. Renowned world-wide, Four Pillars is now sold in more than 30 markets. Stuart and his co-founders sold out of Four Pillars in July 2023 for an undisclosed sum to drinks giant LION, part of the global Kirin Group. From September 2023, Stuart is drinking alone while he ponders future undertakings and improves his golf handicap.

While under Stuart's decade-long stewardship, Four Pillars was thrice awarded (2019, 2020 and 2023) the world's highest accolade for a gin business, the International Gin Producer of the Year at the International Wine and Spirits Competition in London.

Four Pillars also won multitudinous domestic and international awards including being named Australia's Liquor Brand of the Year, the Global Green Initiative for sustainability, certified Carbon Neutral status, and trophies across three continents.

Stuart was the President of Australian Distillers from 2014-2022 overseeing the phenomenal growth in the Australian distilling community. For the best part of 10 years he was the face of Australian distilling and you can make of that what you will. He was inducted into Australia Distilling's Hall of Fame as inductee Number Six, in 2023.

## **More about Stuart Gregor**

Well before Four Pillars, in 2000 in fact, Stuart created Australia's pre-eminent lifestyle communications business, Liquid Ideas, an award-winning agency that still prospers today. Stuart was the Chair of the Public Relations Council 2012-2014 and was the PR Industry's Leader of the Year in 2014.

Stuart has been involved closely in two of Australia's most innovative and disruptive not-for-profit start-ups - RUOK? Day and OzHarvest, where he sat on the Board for eight years.

To this day Stuart considers himself, above all, a story teller and has written many hundreds of published columns on the matters of food, drink, travel and culture. Over the years he has been a

semi-regular presenter and panellist on radio stations 3AW and 2GB as well as TV programs Gruen, The Project and The Morning Show. In late 2023 he began writing a monthly column for ESCAPE, Australia's largest circulation travel publication.

In recent years Stuart has also earned a reputation as an MC, auctioneer, commentator and speaker on the subject of drinks, marketing, small business, leadership, media and what it takes to turn a passionate hobby (drinking) into a viable business career.

Stuart has a Diploma of Wine Marketing (Adelaide University), Masters of Marketing (Melbourne Business School) and is a Graduate of the Australian Institute of Company Directors. He has achieved Global Wine and Spirits Trust Level 3 in Wine and Level 2 (with Distinction) in Spirits. He has judged many wine and spirits competitions and in 2024 will be the inaugural Chair of Judges at the Sydney Royal Distilled Spirits Show.

He is also co-owner of the Noosa, Qld-based luxury travel firm Gregor & Lewis, with his sister Melinda. Gregor & Lewis is Australia's pre-eminent luxury cruise specialist.

Stuart is a father of two based in Sydney who follows every code of sport imaginable with a particular love for the Sydney Swans, Eastern Suburbs Roosters, Manchester United, Denver Broncos and the Wallabies.

### **Stuart Gregor Speaks About**

On the road again - war stories from a notorious gin slinger

The Four Pillars story, from zero to hero in just one decade

Mind your P's and R's - what are they and why do they matter

Do you HAVE to be liked to be successful? Manners in modern business

Passion is NOT ENOUGH - how to grow a business Stu's way

### **Client testimonials**

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“ We did a speaker feedback survey from members. Stuart has received multiple 6s, 7s and 5+. The maximum rating available was 5.

**- Jeremy Griffith, Head of Government Relations and Advocacy - Apple and Pear Australia Ltd**

“ Stuarts storytelling captivated the audience from the very beginning, of which he wove in some great industry insights and demonstrated his passion in developing an award winning business.

- *Erin McLeod, Chief Executive Officer Australian Tourism Industry Council*

“ 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*

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