

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.

Stuart Gregor is one of Australia's better-known professional drinkers and talkers. Following a 20-year career working with many leading drinks, travel and food brands, Stu co-founded Aussie gin distillery Four Pillars in 2013. Four Pillars has become one of the distilling world's recent success stories, becoming Australia's No.1 craft spirit and in 2019 collecting the industry's ultimate accolade, the International Gin Producer of the Year at the International Wine and Spirits Competition in London.



Four Pillars is widely recognized as having revolutionized the gin market in Australia and in 2019 LION, part of the global KIRIN Group, took a 50% ownership stake in the business. Stu remains the leader of the Four Pillars global commercial team and its leading ambassador. He also remains the President of the Australian Distillers Association, a position he has held since 2014.

More about Stuart Gregor:

Stuart's background is journalism, small business, drinks and communications - having written multiple wine guides, founded Australia's leading lifestyle public relations business Liquid Ideas, and worked closely with a couple of Australia's most innovative and disruptive not-for-profit start-ups - RUOK? Day and OzHarvest.

Over recent years he has also earned a reputation as an MC, auctioneer, commentator and occasional speaker on the subject of himself and some of his more colourful exploits; particularly in the worlds of gin, marketing, small business, journalism and what it takes to turn a passionate hobby (drinking) into a viable business career.

In the world of public relations, he founded Liquid Ideas in 2000, was the inaugural Chair of the Public Relations Council (2012-2014) and the PR industry Leader of the Year in 2014. Liquid Ideas has won multiple awards and widespread recognition for its campaigns for clients as diverse as Singapore Airlines, Victoria Bitter, RUOK? Day, Canadian Club and Rexona.



Stuart has a Diploma of Wine Marketing (Adelaide), 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 organization Oz Harvest from 2012-2019 and is co-owner of luxury travel firm Gregor & Lewis, with his sister Melinda.

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

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](#)

