

## **MIKE COLLIER MW**

### **SOURCING MANAGER EUROPE**

Mike Collier is the European Sourcing Manager for Winery Exchange, the only full-service, corporate brand, beverage alcohol company that sources beer, wine and spirits from the finest regions worldwide. Collier is responsible for sourcing wine from some of the largest wine producing regions of the world including Spain, Italy and France. He has ultimate responsibility for sourcing and blending all European wines Winery Exchange produces for retailers worldwide.

Collier has been in the wine industry his entire professional career and has traveled the world expanding his palate. In 2009 he earned the highest recognition in the industry receiving his Masters of Wine; less than 300 people have earned this prestigious title. Prior to receiving his MW Collier earned his BSc in Food Technology at the National College of Food Technology, University Of Reading, UK. After graduation Collier took his career on the road moving to Portugal where he discovered his true passion for wine. He went on to work as the Beverage Alcohol Buyer at House of Frasier. Prior to joining Winery Exchange he served as the Wine Development Director at Diageo where he was responsible for managing the number one selling wine in the UK as well as a portfolio of other Top 20 brands.

Collier began working with Winery Exchange in May 2011. Led by Vice President of Winemaking and Sourcing, Kurt Lorenzi, Collier brings a new level of expertise and craftsmanship to the winemaking team. Working in some of the most famous winegrowing regions of the world, Collier collaborates with winery partners to uncover wines of superior quality. Under his watchful eye he ensures all wines are of the highest quality for the price. Collier also blends many wines to meet the perfect style, expression and price for the consumer and marketplace.

When not busy sourcing and blending wine, Collier enjoys mountain biking the trails across the country. He enjoys spending time with family and friends over a good glass of wine in his hometown in Surrey, UK.



**“I enjoy the challenge of blending the best possible wine at a price everybody can afford to enjoy.”**

**Mike Collier MW**  
**Sourcing Manager**  
**Europe**  
**Winery Exchange**