



CLUB MAGNUM

VINS ET EXPÉRIENCES

MIKE LAING



CLUB MAGNUM IS THE CREATION OF MIKE LAING, A BRITISH WINE MERCHANT WHO HAS SPENT OVER 20 YEARS WORKING IN THE FINE WINE BUSINESS.

As a teenager, travel and holiday work sparked Mike's interest in wine and stints in wine retail followed during the generous University holidays, which Mike combined with WSET self-study programmes. As a language student at the University of Edinburgh, Mike used his third year (when the language students are all sent away) to work in wine, spending six months as an intern at Viña Santa Rita in Chile and three months with Moët et Chandon in Epernay. Only further encouraged by these experiences, after graduation Mike embarked on

a full-time career in wine, via the bottom rung of the UK wine trade ladder as the 'Christmas boy' at 3 St James's Street, home of Berry Bros & Rudd. He ended up staying for almost six years, rising through the ranks to become London Sales Manager, while also completing his WSET Diploma and becoming involved in the early years of the wine school, tastings and dinners programme. And, of course, he tasted a lot of very good, and often great, wine.

In 2005, he joined John Armit Wines, a highly-regarded fine wine business in London, as Head of Private Client Sales. During a transformational period for the business, Mike added Buying, Marketing and General Management strings to his bow, including the role as lead Burgundy Buyer, during which time the company received the accolade of IWC Burgundy Merchant of the Year. In 2010, he took the reins as Managing Director of the business, while continuing to look after both his private customers and key supply relationships.

In launching Club Magnum, Mike begins a new chapter. With his passion for wine undiminished, he continues to travel frequently and is never happier than in a cellar discovering new vintages and sniffing out new opportunities. The chance to develop a multi-national community of wine-lovers with whom this amazing world of wine can be shared is today his focus and driving objective.