

# CHARLES MOUNT *(managing director)*

---

Charlie Mount was born in 1972. As the son of a British wine merchant, he was exposed to wine from an early age; the first wine he can remember tasting (at the age of 5) was Chateau d'Yquem 1971.

After studying at Eton College, Charlie spent a year living and working in Florence, Italy before attending King's College London and graduating with a degree in law.

Charlie's first job in the wine industry was with Majestic Wine Warehouses where he worked through his Wine & Spirit Education Trust Qualifications while driving a delivery van. He then joined Lea & Sandeman, a small, independent London wine merchant with exceptional agencies from Burgundy and Italy. He managed sales in UK restaurants and travelled to Italy visiting existing and potential agency partners.

In 2003, Charlie joined Moët Hennessy Louis Vuitton as prestige sales manager with responsibility for UK Michelin Star restaurants and five-star hotels. He built a new area of the business focused on private clients and built a network of high-net worth collectors of Krug, Dom Pérignon, Hennessy and other LVMH brands. He also managed relationships with key corporate partners including the PGA European Tour.

Charlie then moved from sales to marketing as brand manager for Champagne Krug. Here, he worked on the launch of Krug Clos d'Ambonnay and the expansion of the "Krug Room" private dining rooms from London to Hong Kong.

Tokaji, and Royal Tokaji in particular, had long been a source of fascination for Charlie, and when the opportunity arose, he was delighted to join the company and is honored to be leading the next stage in the development of this unique wine brand.

