

Wine Coach Bio

Gregoire M. Poirier

Professional Wine Coach, Speaker, Enthusiast

President and CEO, Wine Guy Enterprises, LLC

As an American who spent the formative years of his life being raised in Europe, Greg Poirier learned at an early age that wine can be at the cultural center of daily life. His life experience combined with a distinguished career in resort management has culminated in extensive knowledge of the world of wine today. He has built impressive wine lists and wine programs throughout the United States and the Caribbean. His wine industry experience includes over a decade working as a professional wine taster and wine coach, becoming a certified Sommelier by the Court of Master Sommeliers in 1995. He continues to work with wine producers, importers, distributors, restaurateurs, retailers, and most importantly consumers throughout North America with activities solely dedicated to enhancing wine appreciation through building wine knowledge. His wine related activities range from writing and speaking on the subject, providing wine education programs and events, to hosting wine travel excursions to the wine regions of the world. He has been interviewed as a wine expert in media markets across the United States.