



## Michelle Lawlor

### The Nude Wine Company

Michelle Lawlor has 20 years' experience in the wine industry and worked in London, Hong Kong, New Zealand and Italy before moving home to Ireland to start her own business. Her passion for making wine fun and understandable has led to her company, The Nude Wine Co, becoming a market leader in the online wine sector.

The Nude Wine Company is an online shop that specialises in award winning organic, vegan and natural wines, and delivers nationwide. They also offer virtual wine tasting experiences and an extensive range of wines for gifting.

The Nude Wine Company began trading in late 2019 and due to an instrumental pivot in March 2020, with the addition of Virtual Wine Tastings, the company has experienced exponential growth. As a result of Covid, they have developed their wine tasting offering to include an extensive list of Virtual Wine Entertainment nights for staff and clients. These events are highly successful, and they get a huge amount of referral business through them.

In 2021, Michelle has become a regular feature on Ireland AM doing live wine tastings, as well as writing about wine for digital and print magazines. She has plans to further develop their online wine shop to include subscriptions and launch their own purpose-built studio for creating market leading video content on wine education.

After spending nearly 11 years abroad, Michelle moved home to Ireland and realised that although business was her passion, her network was much further afield. She was honoured to participate in Back for Business in 2020 and being accepted to participate in Starting Strong as the next step was the icing on the cake.

[www.thenudewineco.ie](http://www.thenudewineco.ie)

