



## Meet Marcell Kustos.

*SA Committee*

### The Short...

Marcell is a fine wine and hospitality consultant, through his company, Marcell Kustos Wine Concierge. He gives bespoke advice and services to wineries, restaurants, and private collectors alike.

He also founded LUDO Wines.

### The Long...

Having grown up surrounded by his family's vineyards in Hungary, wine became a lifelong pursuit for Marcell. His dedication saw him receive his PhD in Wine Science and Consumer Behaviour from the University of Adelaide.

Marcell's sommelier experience includes managing the beverage programs at Penfolds Magill Estate, and at Restaurant Botanic. He has received many prestigious awards, including the Australian Wine List of the Year in 2020 and 2022.

In 2018, he founded LUDO Wines, which means 'to play' or 'to explore'. It shows their commitment to play and explore in their technique, and not become complacent in their quest for flavour.

He loves how hospitality has no borders, gender, race or age, and is inspired to learn from his peers.