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BUSINESS SPOTLIGHT: CITY VINO

City Vino is new concept opening in Jersey City the mid/end of May across from Goldman Sachs on the first floor of Liberty Towers. It will be the perfect mix of wine bar/store and Mediterranean Fusion Cuisine. It will be opened by Miguel Viacava, entrepreneur and wine connoisseur and a team of talented chefs who worked with Mario Batali and at Nobu. City Vino will feature 250+ wines from all over the world available to take home or to drink at City Vino at the same retail price. The following is a short interview with Miguel explaining the uniqueness of City Vino.



Q: What makes City Vino different from other wine/liquor stores?

A: City Vino will be a place where you can match great food with an equally great bottle of wine, which is sold at retail price - not a typical restaurant mark-up.

Q: What's special about the Wine List?

A: It's always great to taste wines, compare them and select what you think will be the best ones. But you can't make the mistake of offering only what you like. So I used the help of wine business people for suggestions. Although we took into consideration scores in different publications, we are aware of the many interests behind most scores.

What we came up with was a diverse list with everything from a great \$8 bottle of Argentinean Malbec to a \$800 bottle of Chateau Latour 1983. You won't find these wines at a typical restaurant and if you do you will pay much more - probably \$40 for the Malbec and \$3,000 for the Latour.

In total, we'll feature 259 wines by the bottle and 58 by the glass.

Q: Why Jersey City?

A: Jersey City is a mecca for young, successful professionals - people living here are well educated, successful, and have a high level of cultural knowledge. Wine consumption in the United States has been growing because of the new interest young professionals have towards wine, its history, its varieties, its regions, wine pairing, etc. It's a great match!

When I first made the business plan, I had a proposal to open the first City Vino in Miami Beach - a good idea but I believe the people who live here have more interest in the world of wines and fine cuisine, besides I had already made Hudson County my home.

Q: What is the menu like?

A: The menu was created by two chefs: Lucia Calvete and Daniel Castano. Lucia studied at the ICE and worked with Nobu in Tribeca and Daniel studied in The French Culinary Institute and worked with Mario Batali as an Executive Chef. The menu is a mix of small dishes/tapas with influences from all over like France, Spain, Italy, Japan and Peru. We also have a selection of cheeses and cured cuts. Its an ambitious menu but I think the result is extraordinary. And of course we'll pair great wines to go with our dishes.

Q: As a wine novice, how can City Vino help me?

A: This is the part I like the most about the project. First of all, our staff has been trained and educated in the world of wines. They will be there to help customers in selecting the right bottle for any occasion or for any pairing with our dishes.

I have had the good fortune of meeting many wine personalities: winemakers, vineyard owners, chefs, importers, writers and others. We will have wine seminars and classes, pairing courses, wine dinners, and other events that will feature these personalities. So if you are new to wine or want to learn more about this fascinating world, we will try to make City Vino your second home.

Q: This is exciting, when will you open?

A: Visit our website, www.cityvino.com for the exact date. We are shooting for the end of May and will have some great opening events for our neighbors and friends. Join our email list and you'll be the first to know!

City Vino: Store, Restaurant & Bar
35 Hudson St, Jersey City 07302
www.cityvino.com