

MEDIA KIT

Vinously Speaking - An Eclectic Wine Shop & Blog



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BACKGROUNDER

Vinously Speaking began as a wine blog in March of 2009 as a way for its founder, Veronique Cecilia Barretto, to document her experience in her Masters in Wine Business studies at [The Burgundy School of Business](#) in Dijon, France. After her studies she returned to her hometown of San Antonio, TX in early 2011 with the intention to grow Vinously Speaking into something more. She called on her good friend and partner in wine, Melissa Unsell, and after a wine-filled, brainstorming lunch in early April 2011 a partnership was formed and an amazing vinous addition to Vinously Speaking took place. The duo hit the ground running, swirling up San Antonio's wine culture one glass of wine at a time. At the end of 2011, the partnership took on an official form with the creation of Vinously Speaking, LLC and in April of 2012 the duo purchased a boutique wine shop in San Antonio and offering an eclectic selection of wines from small production vineyards around the world.

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Founder Bios

Veronique Cecilia Barretto aka "Ceci"

A San Antonio native, Ceci received her undergraduate degree in Diplomacy & World Affairs from [Occidental College](#) in Los Angeles, California. She planned on going to law school, and after taking a year break from the academic scene, the higher powers above seemed to have a different plan. She took a job facilitating in-home wine tastings with a company called [The Traveling Vineyard](#). After two years, she fell madly in love with wine and decided to follow her new passion. She packed her bags, and jetted off to France. She spent a year at the [Alliance Francaise in Lyon](#), France to learn French. After mastering the language, she started her degree: [Masters \(MSc\) in Wine Business at the Burgundy School of Business](#) in Dijon, France in October of 2009. Upon completion of the program, Ceci moved back to San Antonio to continue her wine adventures. Realizing the opportunities to ignite the local wine culture and engage the community with an approachable mantra to wine, success is already manifesting.



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Melissa Unsell

Melissa quickly fell in love with wine after joining several wine clubs and finding an opportunity to fund her learning by facilitating in-home wine tastings with a company called The Traveling Vineyard.

Melissa earned her degree in Biology for the University of Texas at San Antonio. Although she openly admits to being a true science nerd, Melissa jumped on the opportunity to work with her family's business (eDiscovery Technology) upon graduation.

Melissa dedicates most of her time to being a Marketing Director for an eDiscovery firm as well as managing marketing efforts for Vinously Speaking. Melissa loves educating people about wine and is currently studying to obtain the Level II Wine Spirit and Education Trust Certificate. When not keeping busy with those activities, Melissa is committed to taking an active role in the community. Melissa enjoys being involved in a myriad of activities, as she believes they allow for personal expansion, increased knowledge, and engaged citizenship that provides depth and excitement in her career and personal life. In a nutshell: An E-Discovery marketer, wine shop owner/blogger, & an urbanite who loves travel, wine, fashion, friends, urban revitalization, volunteering & the great outdoors.



Company Timeline

- 2006 → Ceci and Melissa meet via The Traveling Vineyard.
- 2008 → Ceci ventures off to France to obtain Masters in Wine Business. The Vinously Speaking blog is born to document Ceci's adventures.
- 2009 → Melissa visits Ceci in Paris and Dijon. The duo tour the Cote d'Or and conjure up dreams of a wine business back in San Antonio.
- 2011 → Ceci returns to the States, and brings on partner in wine, Melissa Unsell as co-blogger on Vinously Speaking.
- 2011 → Vinously Speaking LLC formed.
- 2012 → The duo purchase existing shop, Wine - A Fine Wine Shop, and rebrand it as Vinously Speaking.



Press

April 5, 2013
KSAT12 Consumer Report

Entrepreneurs sell, teach wine



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November/December 2012

San Antonio Woman Magazine Features Melissa Unsell as Role Model

Mixing Technology and Wine

If Melissa Unsell had stuck to her original plan, she'd be able to identify her occupation with one word: radiologist. Instead, she took some unexpected steps and is now marketing director for an electronic discovery provider and co-owner of a boutique wine shop that emphasizes education.

Unsell's dual-career track may not fit into a blank on a form, but it suits her. Balancing both highly responsible jobs with civic activities is easy, she says, "because none of it feels like work."

Read more: <http://www.sawoman.com/mixing-technology-and-wine>

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July 8, 2012

San Antonio Express News – Sunday's Taste Section

The future is now for these chefs ~ By Edmund Tijerina

If the members of the Texas Cooks Co-Op are any indication, San Antonio's culinary [and vinous!] future is in skilled hands. [...] The most recent dinner cost \$65, including wine pairings from Veronique Cecilia Barretto of Vinously Speaking Wine Shop [& Blog]. "I joined on as the 'wine gal' of the group because I am always looking for ways to bring fun wine education to people," she said. "I enjoyed the idea that I would be a part of a group that would be developing the urban wine and food culture of San Antonio, and I'm always looking for ways to satisfy my foodie cravings." For a multicourse dinner, \$65 with pairings is a value, especially considering that most tasting menus here run from \$70 to \$120, before wines.

Read more: <http://www.mysanantonio.com/life/food/restaurants/article/The-future-is-now-for-these-chefs-3686587.php#ixzz20LnbhFTC>

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June 10, 2012

San Antonio Express News – Sunday's Taste Section

From avocation to vocation ~ By Jennifer McInnis

Veronique Cecilia Barretto's wine journey began as an education that's led to a career path and the recent opening of a small wine shop, Vinously Speaking, with co-owner and friend Melissa Unsell. The intimate store is tucked inside the shopping center at 7271 Wurzbach Road, Suite 117 at Babcock Road. Its shelves are stocked with a charming, thoughtful selection of affordable, small-production wines. Barretto, who goes by Ceci (pronounced Sessy), and Unsell want to help develop San Antonio's urban wine culture through education and social events. This journey began approximately three years ago when Barretto got an opportunity to move to France to pursue a [Masters in Wine Business studies at The Burgundy School of Business in Dijon.](#)

Read

more: <http://www.mysanantonio.com/life/food/restaurants/article/From-avocation-to-vocation-3617709.php#ixzz20LpGLg7C>

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May 8, 2012
SavorSA

Wine, A Fine Wine Shop, Will Have Its Grand Opening This Week ~ By John Griffin

The Medical Center wine shop is located where Rio de Vino once was. "This is an exciting endeavor for us as we strive to ignite the urban wine culture in our great city," says Unsell. Their philosophy is to make wine an un-intimidating, fun libation. And so their store has something for all wine lovers and all tastes. "Our focus is to offer our clients selections from boutique lots of wine that most times are not offered at other high-volume retail locations," says Barretto.

Read more: <http://www.savorsa.com/2012/05/wine-a-fine-wine-shop-will-have-its-grand-opening-this-week/>

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April 19, 2012
San Antonio Business Journal

Wine Bloggers Invest in Vinously Speaking Retail Store

Wine bloggers [Ceci Barretto](#) and [Melissa Unsell](#) have purchased the former “Wine, A Fine Wine Shop” and have re-opened it as Vinously Speaking, An Eclectic Wine Shop.

The wine shop is located at 7271 Wurzbach Road in the Medical Center area.

“This is an exciting endeavor for us as we strive to ignite the urban wine culture in our great city,” Unsell says, adding that the store will cater to novices, experts and everyone in between.

Read more: <http://www.bizjournals.com/sanantonio/news/2012/04/19/wine-bloggers-invest-in-vinously.html>



December 10, 2011
SavorSA

Two Women Take Over Wurzbach Road Wine Shop ~ By John Griffin

Veronique Cecilia Barretto and Melissa Unsell have become the new owners of Wine: A Fine Wine Shop at 7271 Wurzbach Rd. The new shop will still focus on wine, but the name will change after the first of the year to Vinously Speaking, which is also the name of Barretto's blog. The store offers a broad array of wines for all tastes, whether you're looking for some Old World reds, New World whites or sparklers to fit a few budgets.

Read more: <http://www.savorsa.com/2011/12/two-women-take-over-wurzbach-road-wine-shop/>

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