

JANINE E. AQUINO

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Summary of Qualifications

Successful entrepreneur for 25 years+ from the creation of an idea to the formation of a profitable business entity. Fourth generation wine professional (John Aquino Sons Inc., wine importer, Manhattan). Extensive experience in relationship building, negotiating, leadership, strategic thinking, and creative problem solving. Highly driven to achieve higher-level goals, passionate, and tend to thrive in stressful situations. Impressive business acumen and instinct.

Professional Experience

Camelot Cellars Winery & Restaurant

2011-Present

Owner and General Manager

Purchased in 2011 when it was in the red and within the first year, took it into the black, making a profit. Oversee all operations from on & off premise store sales, events, event planning, festivals, offsite distribution, production, staffing and leadership.

Accomplishments:

- AMA Marketing Re-Branding award
- Became profitable within first year of purchasing the winery
- Have won over 40 medals nationally from domestic wine competitions
- Expanded to include a restaurant in 2016
- Secured distribution with wine distributor and self distribution having our wines sold off site at grocery stores. We are currently sold in over 150 stores in Ohio
- Implemented an offsite wine-tasting program to allow customers to taste our wines in stores
- Secured relationships with juice brokers
- Started a wine festival that is still running in Columbus, Ohio
- Mentored and educated all employees in learning wine – from learning how to enjoy wine, how to sell and up-sell wine, how to work with customers and all tasks they were in charge of including sales, marketing/PR, production, bartending, conducting wine tasting and more.

Entrepreneur, owner, operator

1992 - 2011

I have started companies from scratch with no funding, taken over businesses that were in the red and have run and operated at least 8 businesses in my career including telemarketing, real estate, gas station/convenience store, telecommunications, management consulting, wine consulting/appraising, and estate liquidation.

Independent Buyer and Seller Wine Collections, New York & Ohio

2000-2010

Have purchased collections of wine from local ads, ads in wine magazines, through industry connections and sold the collections at specialized auction houses. Mainly dealing in French wines.

Independent Wine Appraiser and Vineyard Consultant, Ohio

2000-Present

Have appraised private wine collections for the general public, wine shops, and auction houses. I have helped design two private vineyards for people from deciding which grapes to grow, to setting up the trellis system, planting the vines and consulting.

Capitol Distributors – Rockland County, NY

1991-1992

Account Representative

Wine and champagne account representative for many restaurants, bars, wine shops, marinas and country clubs. I introduced new fine wines by holding tastings at the locations. I worked with many French, Italian, German, and US-based fine wines. I handled Moët & Chandon and other fine champagnes as well.

Various Winery Positions

1986-1991

Worked at several Hudson Valley boutique wineries while attending college and after college, including Walker Valley Vineyards and Brotherhood Winery. Was in charge of tours, wine tastings, selling wine, vineyard work, production, introduced local wines to area restaurants and implemented an on-premise wine program. I ran the booth for all festivals and fairs the wineries had a presence in. These festivals were held in prestigious locations such as The Lyndhurst Castle, Vanderbilt Mansion, polo playing fields, Sugarloaf, NY, etc.

Education

Mount Saint Mary College – Newburgh, NY

B.S. – Bachelor of Science Degree – Business Administration, minor Marketing

Magna Cum Laude

Aquinas Business Scholar

Orange County Community College – Middletown, NY

A.S. – Associate in Science Degree – Business Administration, minor Psychology

Culinary Institute of America – Hyde Park, NY

Completed courses in Food and Wine pairing while in College

Wine Courses

Have taken many wine courses and participated in many wine tastings over the last 10-15 years. Wine courses consisted of learning about regions and grapes indigenous to those regions, food/wine pairings, soil, terrior, label reading, European wine designations, color, taste, smell, body, sugar content, alcohol content, champagne making, and more. Tastings consisted of wines from US, France, Italy, Germany, Chile, Argentina, South Africa, Spain, Portugal, Australia and New Zealand.