

New owners of Reading Wine Shop

Reading Advocate
Jun 04, 2009

Reading -

For the past seven years, the Wine Shop of Reading has been the go-to destination for a fine bottle of wine, a taste of gourmet cheese or the perfect hostess gift.

New owner Beena Patel wants you to know that nothing has changed. Same staff, same stock, same delicious vintages.



Taking over from founders and former owners Robyn Mather and Dion Vieira in March, Patel said she knew the first time that she set foot in the shop that she wanted to own it.

“We were visiting family and friends in town, and found the downtown very appealing,” Patel, a native of India, said.

“I walked in one day and said it was such a great shop. The people were so friendly and very welcoming. Later I found out from friends that it was available, and I knew it would be a great adventure.”

Patel has been in the U.S. for 11 years, living most of the time in New Jersey with her husband PJ and their two daughters, age 7 and 3. A former engineer and investment banker, Patel said she loves helping people.

The Wine Shop, located on Main Street, has a wide selection of international wines and beers and more than 50 types of imported cheeses, as well as gourmet items, gift baskets, and gift items.

Patel said the fact that all of the employees decided to stay on made the change of ownership pain free.

“It is great to have employees form the same town,” she said. “It gives shopping here a more personal feeling, it’s more caring.”

Patel said she had no plans for any major changes to the store, except for introducing a new Friday Sips event every week, in addition to regularly scheduled Saturday wine tastings, in which she’ll open a bottle from the shop for tasting.

“It will be a great way to get acquainted,” she said.

With no background in wine, other than enjoying an occasional glass, Patel freely admits she is learning from books, tastings, and her customers and staff as time goes on.

“I love learning new things,” she said. “It’s my hobby.”

Patel said she talks with customers who come in looking for a special bottle, and by asking questions about their preferences, is able to make recommendations.

“I want people to feel they should come in and introduce themselves,” she said. “Don’t let the construction keep you away,” she added.