



John Jonna

John Jonna began his climb to professional renown over 30 years ago, in 1970, as one of the founding partners of The Merchant of Vino. While building a seven-store chain that was to become Metro Detroit's forerunner in gourmet food and wine, he unleashed his passion for specialty foods, cheeses, wine, beer and spirits that elevated the stores and himself to a recognized world-class status.

Over the years, as his knowledge, experience and diversity have grown his passion has never wavered. He constantly travels the world to discover new products and ideas to introduce to his loyal customers at home. In 1994, he founded Merchant's Fine Wine, a company that has again garnered respect as one of the state's leaders in education on foods, wine and specialty items of all kinds. He is a member of the Detroit Wine Society and frequently provides educational seminars at private institutions across the state. He has also served on the Michigan Grape and Wine Industry Council Board.

In 2007, John Jonna sold the Merchant's Fine Wine chain to pursue a wine bar concept created by himself and his daughter. Together, they have opened two locations in metro Detroit, Vinatecca Wine Bar and Vinology Wine Bar and Restaurant.

John Jonna is the consummate speaker, combining knowledge and humor in a manner which has put him in tremendous demand for both corporate and private tastings, as well as a host for wine tours and food classes around the world. Providing education in an entertaining format, he has successfully gained respect in the wine industry as an entrepreneur and leader in wine sales and education.