

WINE

MONARCH

MERCHANTS

ABOUT

Monarch Wine Merchants is the product of owner Justin Coleman's belief that Charleston deserves a wine-only destination, accessible to those seeking affordable bottles, rare vintages, and everything in between. A true neighborhood shop, Monarch boasts a team of professionals that is not only passionate about wine, but also dedicated to helping others learn.

Years of selecting wines for renowned New York City establishments including Balthazar, Commerce, and The Mark have helped Justin cultivate strong relationships with both European and American winemakers, importers, and distributors. Monarch's community will have the benefit of his knowledge and love of wine, both of which have been leveraged towards curating a selection to please every palate.

For those interested in a more consultative relationship with Monarch Wine Merchants, the shop offers a menu of services including monthly CSA-style wine deliveries, off-site event coordination, personal cellar customization, and wine inventory management.

Behind Monarch's wine shop exists a space reserved for wine-related education and experiences. Industry professionals may delight in the ease of utilizing this area for visiting winemaker tastings or portfolio presentations, while others may use the space for any type of private wine gathering. The Tasting Room is perfect for groups looking to infuse their Charleston getaway with an hour of wine tasting and education. Monarch welcomes direct event bookings and coordination.

The Monarch philosophy is that drinking wine should be fun and approachable. As such, Justin and his team look forward to sending customers out of the shop with wines they cannot wait to open.

AT THE SHOP

- Unusual bottles and rare cuvées
- Old World classics and a broad range of imports
- Back Vintage bottles
- Small batch wines from quality-conscious producers
- Selections from cult producers
- New winemakers from small production labels
- Organic, natural, and biodynamic wines

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Justin Coleman, Owner

Justin Coleman wants to talk to you about wine.

Specifically, he'd love to chat about Old World wines from small domains produced by a family over multiple generations. Not that he's limited to those wines in particular; Justin's background is extensive and wide-ranging, honed over a 15-year climb in the restaurant industry. From lugging bottles to creating beverage programs to managing operations, Justin has worked with some of the most exalted names in the business.

After attending the French Culinary Institute in New York City, Justin earned an internship at Keith McNally's venerable French brasserie, Balthazar, which boasts a truly loyal following, in addition to a booming business. Sorting and organizing bottles in this gargantuan cellar more than suited Justin; he was soon promoted to wine steward.

Recognized for his dedication and talent, in 2006 Justin was selected to take helm of the wine program at McNally's newest restaurant offering, Morandi. Justin's challenge at Morandi was to represent each and every wine region in Italy with a by-the-glass selection. It was a difficult, if enviable, task that led to an exhaustive understanding of Italian wines. From there, Justin went on to claim Beverage Director and Assistant GM roles at Commerce, subsequently rounding out an incredible decade in NYC by working with one of his idols, Jean-Georges Vongerichten, as Wine Director at The Mark.

Seeking a slower pace of life for his young family (wife, Sarah and daughter, Fia), Justin headed south to Charleston, landing at The Ordinary as GM. At The Ordinary, Justin fostered an appreciation for and understanding of the community in Charleston. The dining scene and its patrons were more than vibrant, but on his days off, Justin had trouble locating the type of wine shop he was looking for, a place dedicated solely to wine.

In 2016, Justin was again ready for exploration, this time in the form of opening an approachable, neighborhood wine store. Justin and Sarah (an interior designer by trade) worked closely together to define the shop's aesthetic philosophy; the result is a space inspired by simplicity and clean lines, a Scandinavian sensibility, and modern appeal. Together, they look forward to sharing this unique perspective with customers at Monarch Wine Merchants.