

DOCE WINE SHOP

McAllen, Texas

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Myra Anzaldua, Owner

DOCE WINE SHOP



The University of Texas
Rio Grande Valley™

Natural Achievement

The Situation: Doce Wine Shop in McAllen, Texas is the first of its kind in the Rio Grande Valley, offering only natural and biodynamic wines!

Biodynamic wines are made using holistic practices in agriculture. In addition to organic methods, this holistic approach takes the entire ecosystem into consideration as the grapes are grown and produced into wine. Biodynamic wines have zero additives, sulfates, GMOs, and sugar, and uses minimal intervention to produce and make the wine. The new business invites customers to discover this new offering the the area and explore their list of wines from around the world. Doce Wine Shop posts regularly on their social media page on upcoming wine tastings. Customers can also order online and pick up in store.

SBDC Assistance: Business owner Myra Anzaldua contacted the UTRGV Small Business Development Center (SBDC) for assistance with business startup information and research for Doce Wine Shop. With the guidance from the center, Anzaldua received the necessary information to pursue her business venture.

She shares, “Part of my great success story is having Ms. Mata's help through out the way. The confidence and guidance that was given to me from her made me aware of what I was doing was great. At times when I was in any doubt, Mrs. Mata gave me the determination that I needed to have a successful business. She believed in me and was excited as well to bring something new to the Rio Grande Valley. Thanks to the SBDC, and again, to Ms. Mata”.

IMPACT

1 BUSINESS
STARTED

1 JOB
CREATED

Learn more about the UTRGV SBDC at utrgv.edu/sbdc

