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October 2024, Vol 16, No 3

Headline Story

VINAY GOLIKERI

Most Ambitious Decade in India
for BACARDI



Partners in
Malt Mission

Whyte & Mackay and VBev

Mansion House

Brings a Whisky

Tequila 52

Comes to India

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LET'S TALK



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Who will take home the Top Honours?

With 18th October just around the corner, the buzz of excitement surrounding the Spiritiz Achievers' Awards is palpable. Set to take place at the opulent Le Meridien Gurugram, the awards promise to celebrate the crème de la crème of the alcoholic beverage and hospitality industries. Known as India's most coveted platform for recognising excellence in these sectors, this year's edition promises to outshine its predecessors with an extraordinary line-up of people, companies and brands competing for the top honours.

What sets the Spiritiz Selection Awards and Spiritiz Achievers' Awards apart is their uncompromising commitment to merit-based recognition.

At the core of this process are the rigorous blind tastings that ran over four days in this year's edition of the competition. It is an intense and invigorating exercise, with the jury of esteemed experts and industry veterans leaving no stone unturned in their pursuit of fairness. Here the tastings are conducted in total anonymity, ensuring that the brands are judged solely on quality and

craftsmanship, free from any bias that could unfairly sway the outcome.

In addition to the tasting marathons, the vetting of achievers across various categories was an equally exacting process. From emerging companies making bold strides in the market to legacy brands which have consistently set industry benchmarks, every nominee was subjected to microscopic scrutiny. The same meticulous attention was paid to individuals too, irrespective of whether they are trailblazing entrepreneurs, forward-thinking mixologists or hotel GMs whose leadership has set new standards in hospitality.

The categories were as diverse as the industries they represented. From the 'Fastest Growing Brand' to 'Company of the Year' or from 'Ambassador of the Industry' to 'Leader of the Year', every award aimed to recognise and encourage the vast talents that fuel the growth of India's alcoholic beverage and hospitality sectors. This year's competition was fierce, as brands pushed the boundaries of what was possible, from crafting unique spirits to revolutionising the consumer experience. Also,

there was tight competition for other categories of people-centric and company-specific awards too.

The day of announcement of the coveted Spiritiz Achievers' Awards will be full of action, starting from the showcasing of brands, ThinkPad sessions, Master Class, Chef's Challenge and Cocktail Challenge. The culmination of the hectic-day will be with a gala awards night. And, it will not just be an awards night— but a celebration of passion, innovation and the indomitable spirit of the people and brands shaping the future of these industries.

Other than giving a peak into the marathon blind tastings, this special issue offers some interesting stories, which include our exclusive tete a tete with Vinay Golikeri, Managing Director, Bacardi India. Here he shared that the global and Indian Bacardi teams did put their heart and soul into understanding Indian tastes and flavours, in order to serve spirits that the Indians would like to celebrate on varied occasions.

Enjoy reading the issue and get ready to have a blast with us on 18th October! Pencil the date in your diary....Cheers.

Shalini

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Headline Story

Most ambitious decade in India for Bacardi

Bacardi's entry into India has brought global spirits like whiskies, vodkas, tequilas, and rums to local consumers, offering a wider range of choices. The brand's success lies in its focus on understanding Indian tastes, allowing it to craft spirits that resonate with local preferences, making Bacardi a key choice for celebrations and occasions across the country. In an exclusive interview, Vinay Golikeri, Managing Director, Bacardi India, shared how the company is elevating the whole experience and what has been the result of this spirit of experimentation.



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SpiritZ Selection

Where craft meets innovation & excellence

This quest for excellence reached new heights during the SpiritZ Selection Blind Tastings, which unfolded from September 14th to 21st at the Le Meridien Gurgaon and Radisson Hotel Sector 29 Gurugram. The SpiritZ Selection Awards, now in its fifth edition, has rapidly ascended to become one of the most prestigious events in India's alcobev industry and its growth is a testament to its reputation for excellence.

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30-33

Malt Mission



Whyte & Mackay targets India's thriving whisky market

With the young and affluent Indian consumers taking to premium whisky in a big way, VBev has been reaching out with the Whyte & Mackay portfolio to create new dimensions and experiences in the whisky segment. Sumedh Singh Mandla, CEO, VBev and James Cordiner, International Malts Specialist for Whyte & Mackay are quite bullish about the Indian market as they feel that India happens to be the ideal market for luxury single malts to thrive.

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Focus



Now whisky is served at Mansion House

Mansion House, known for its quality brandy, is now entering the whisky market. After a successful launch in Assam, Tilaknagar Industries is expanding nationwide. Its Chief Sales Officer, Ahmed Rahimtoola highlights the company's focus on bringing the same craftsmanship and heritage of Tilaknagar Industries to whisky as seen in Mansion House Brandy.

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Tequila Tale



Tequila 52 - from Mexico to India

When Marco Gloria and Lucia Galan, the Founders of Tequila 52, decided to bring the drink to India, it was their super-high confidence that led the launch. The couple is absolutely sure that the discerning drinkers in India will not only take to Tequila 52 like fish to water but would also appreciate the storytelling and the history that come along with it.

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Session



The rising influence of India's alcobev industry

Promotion and Innovation' at World Food India 2024 industry experts discussed on the evolution and future of India's alcobev industry. Sanjit Padhi, CEO, International Spirits and Wines Association of India(ISWAI) led the session, and the industry experts shed light on India's success in producing world-class spirits, particularly single malts, with globally renowned brands leading the charge.

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Bhoomi Pujan of Pernod’s malt distillery project in Nagpur



Pernod Ricard India has marked a momentous occasion with the *Bhoomi Pujan* ceremony for setting up its largest malt distillery and maturation facility in Asia, which is to be situated in Butibori, Nagpur. This is a significant first-step in the realisation of the company’s MoU with the Government of Maharashtra that underscores Pernod Ricard’s commitment to India, backed by a projected investment of up to Rs. 1785 crore in 10 years.

Since the MoU’s signing, Pernod Ricard India has already committed about Rs. 100 crores, including land costs, as an essential first step in advancing the project. The company has already made notable progress on operational and construction planning. The design and layout of the facility have been finalised.

The project envisages the establishment of end-to-end capabilities for producing world-class malt spirit in India and the creation of the largest malt plant in Asia, with a production capacity of up to 13 million pure alcoholic liters annually. The project is poised to generate direct employment for 700 to 800 people, and expected indirect job opportunities throughout the region. It is also expected to provide farmers with new avenues to cultivate high-quality barley.



ABD & Ranveer join forces

Allied Blenders and Distillers Ltd. (ABDL) has received board approval to acquire an 80 percent stake in a new joint venture with Bollywood star Ranveer Singh, represented by Oh Five Oh Talent LLP. This venture will focus on the manufacturing, distribution, and marketing of premium and luxury spirits, marking a significant move for ABDL into the high-end market.

The new entity will develop its own brands, collaborate with promising Indian start-ups, and partner with major international labels, leveraging ABDL’s existing sales and manufacturing networks for strategic market entry.

TI invests in Spaceman Spirits & Bartsans

Tilaknagar Industries Limited (TI) has announced strategic investments in Round the Cocktails Private Limited and Spaceman Spirits Lab Private Limited. The company is making a Rs 8 crore investment through a combination of primary investment and secondary acquisition to secure a significant minority stake in Round the Cocktails, the creators of the premium ‘ready-to-pour’ mixer brand, Bartsans.



Additionally, TI will invest Rs 13.15 crore in Spaceman Spirits Lab over the next 18 months. This follow-on investment will increase Tilaknagar Industries’ stake in the company, known for premium Indian craft gin Samsara and craft rum Sitara, from 10% to 20% on a fully diluted basis.

Indri whisky secures Tesco listing

Indian single malt whisky brand, Indri has secured a listing in premium Tesco supermarkets facilitated by independent spirits distributor, Mangrove Global. Since joining the Mangrove portfolio earlier this year, Indri has experienced unrivalled success, further solidified by this partnership with one of the UK’s leading supermarkets.



Indri’s Trini, a non chill-filtered single malt, will be available in 79 Tesco stores, expanding its reach to an even broader consumer base.

Indri’s flagship expression Trini is now available in select Tesco stores, with a suggested retail price of £45.



**ANYTIME
HIP**

First Knighthood of the Brewers' Paddle from India



Hema Connoisseur Collections (P) Limited, a leading importer of premium beers and wines in India, has announced that its Director, Amit Agarwal, has been awarded the prestigious Knighthood of the Brewers' Paddle, becoming the first Indian to receive this rare honour. The

accolade, presented by the Union of Belgian Brewers, was conferred at a formal ceremony held on 7th September 2024, at the Brewer Guild House in Brussels during the Belgian Beer Weekend.

The Knighthood of the Brewers' Paddle is one of the world's oldest guild traditions, dating back to the 14th century, and celebrates individuals who have significantly contributed to the promotion and preservation of Belgian brewing traditions.

Amit was nominated for this recognition by two distinguished Belgian breweries: Brouwerij Huyghe (Delirium) and Brouwerij De Brabandere (Petrus), in recognition of his remarkable efforts to introduce Belgian beers to India, and for being an ambassador for the category.

APEDA eyes to boost alcobev exports

In a bid to capitalise on domestic alcobev products' growing popularity, Agricultural & Processed Food Products Export Development Authority (APEDA) is planning to promote both Indian alcoholic and non-alcoholic beverages in the international markets, and is eyeing about Rs. 8,000 crore exports in the next few years.



In a statement, APEDA said that India currently ranks 40th in the world for alcoholic beverage exports. As per estimates, the country has huge unrealised export potential. The authority, as part of the 'Make in India' initiative, has been targeting increase of exports of Indian spirits to major foreign destinations.

India's major domestic alcobev products' export destinations include UAE, Singapore, the Netherlands, Tanzania, Angola, Kenya and Rwanda.

The Godavari Initiative with Diageo India

The Godavari Initiative (TGI), in collaboration with Diageo India as the founding corporate partner, hosted a Regional Consultation on Collective Action for the Godavari River Basin on 23rd September 2024, in Nashik. The consultation brought together corporates, industrial bodies and associations, government agencies, civil society organisations, and academia to tackle the urgent ecological challenges faced by the Godavari river and its surrounding regions.



Launched earlier in Mumbai with Mukesh Sinha, Chairman, Godavari River Management Board, TGI is a collaborative effort aimed at enhancing the resilience of the Godavari Basin in Maharashtra through collective action, knowledge sharing, and sustainable water management practices.

ABD shines at global stage



Allied Blenders and Distillers Limited (ABDL) continues to shine on the global stage, earning international recognition for its exceptional portfolio of spirits. The company has announced a series of prestigious wins at the International Spirits Challenge (ISC) 2024, International Whisky Competition (IWC) 2024 as well as India Wine & Spirits Awards (IWSA) 2024.

At the International Spirits Challenge (ISC) 2024, ABDL secured 3 coveted gold medals. ICONiQ White Whisky, Srishti Whisky and X&O Barrel Whisky won the gold in the World Whisky category.

In addition to its success at ISC, ABDL triumphed at the International Whisky Competition (IWC) 2024. The company dominated the Best Blended Indian Whisky category, sweeping the top honour with a gold for X&O Barrel Whisky.

The company again tasted success at the prestigious India Wine & Spirits Awards (IWSA) as its ZOYA Gin was awarded the Best in Show trophy for Best Indian Contemporary Gin and its ICONiQ White Whisky won gold for Best Indian Blended Whisky

Consolidating its reputation, ABDL received the Gold Quality Award for ICONiQ White Whisky at the Monde Selection World Quality Awards 2024.



WASH projects in Meghalaya

Diageo India in partnership with BharatCares, a social impact organisation, launched Water, Sanitation and Hygiene (WASH) projects in Seng Khasi Upper Primary School (Mawlai Khasi Hills) and Soso Tham Memorial School (Lawsotun), in Meghalaya.

The projects are expected to benefit over 120 students and staff members by supporting a healthier, safer, and more conducive learning environment. Through this initiative, Diageo India and BharatCares will set up a dedicated RO plant, renovate drinking water station with modern filtration system along with the school boundary wall and toilets at the Seng Khasi Upper Primary School.

Diageo India has launched multiple WASH projects, impacting communities across eight states in India.

Woodpecker arrives in Karnataka

Som Distilleries has made its entry into Karnataka with the launch of Woodpecker Premium Beer, a new line of beverages that introduces India's first twist-cap beer.

The company has unveiled two variants of the beer in the state, which are named Woodpecker Glide, a premium mild beer, and Woodpecker Crest, a bold, strong brew. Both are available in a variety of packaging options, including bottles, cans, and draught kegs.

The new Woodpecker line stands out not only for its twist-cap bottles but also for being India's first cross-malt beer, blending imported two-row barley with Indian malts. The hops used in the beers are sourced from the Rainier region of Germany.



ABD appoints its new CFO

Allied Blenders and Distillers Limited has announced the appointment of Anil Somani as its Chief Financial Officer. Anil has succeeded Ramakrishnan Ramaswamy. With a distinguished career spanning over 32 years, he brings a wealth of experience and expertise to ABDL; having held prominent finance roles in Fortune 500 companies across sectors, including manufacturing and retail.

A qualified Chartered Accountant, he has extensive experience in strategy and financial management, internal controls, finance and accounts, ERP implementation, digital transformation, treasury, investor relations, M&A projects, and PE funding.

Empowering micro-entrepreneurs

AB InBev India has launched its 'Swadhaar' program to digitally empower micro-entrepreneurs across rural, semi-rural, and peri-urban areas. In partnership with the Open Network for Digital Commerce (ONDC), the program aims to help small businesses, particularly in the food processing, retail distribution, and allied sectors, access national markets and enhance their digital capabilities.

In its first year, the program will support 500 small-scale sellers across Karnataka, Maharashtra, Uttar Pradesh, Haryana, and West Bengal, with a special focus on women-led enterprises, farmers, and nano-businesses.



Pernod recognises India as a key market

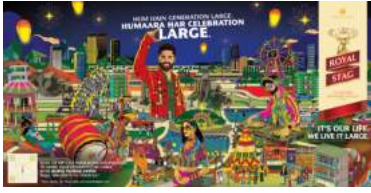


Pernod Ricard has recognised India as its largest market by volume and its second-largest market by value, according to Jean Touboul, MD of Pernod Ricard India. In FY24, the company saw a 6.1 percent increase in net sales in the Indian market, thereby establishing India as a "growth engine" for the multinational.

Touboul highlighted that Indian market's performance regarding Pernod Ricard had been robust as compared to other global markets.

As part of its growth strategy, Pernod Ricard envisages expanding its Indian whisky portfolio's presence from 40 to 70 countries, focusing on markets with a large Indian diaspora. This aligns with the company's goal to increase exports from India.

CelebrateLarge with Royal Stag



Kicking off the festive fervour in India, Royal Stag Packaged Drinking Water has unveiled a new campaign titled CelebrateLarge. The campaign showcases how today's youth wants to infuse different festive celebrations with their unique style and energy. The campaign tagline -'Generation Large ka Celebration Large,' elegantly weaves this desire of the young generation with the brand's Live It Large philosophy.

The campaign features India's T20 cricket captain Surya Kumar Yadav and is an engagement-led 360 campaign, including an interactive AI film, an innovative AR-enabled festive canvas and a chance to celebrate with the Indian cricket superstar himself, Surya Kumar Yadav.

India aims ambitious alcobev exports

India is aiming to achieve 1 billion USD in alcoholic beverage exports with support from both central and state governments, according to Anant S. Iyer, Director General of the Confederation of Indian Alcoholic Beverage Companies (CIABC).

He emphasised the need for streamlining bottling, branding permissions, transport permits, and simplifying tax structures to improve ease of business. Anant also highlighted the importance of online operations to drive growth of India's alco-beverages industry and called for specific state policies and incentives.

He also urged leveraging Indian missions abroad to promote exports of alco-beverages. Currently, India ranks 40th globally in alcoholic beverage exports, with its major markets include the UAE, Singapore, and the Netherlands.



UP allows sugarcane juice & B-heavy molasses production



The Uttar Pradesh government has approved the use of sugarcane juice and B-heavy molasses for the production of rectified spirit and ENA. This policy aims to enhance the availability of raw materials for the state's liquor industry.

As one of India's largest sugarcane and alcohol producers, Uttar Pradesh has a distillation capacity of over 16 billion liters, and will likely handle the increased demand without additional investments. The UP government also plans to divert 2.3 million tonnes of rice for ethanol production.

While the policy change may not significantly raise UP's revenues, it is expected to improve efficiency and stabilise liquor production, benefiting the state's whisky and Indian-made foreign liquor sectors.

Thackers Farms & Agro enters alcobev

Thackers Farms & Agro Private Limited, led by Dhun Premal Thacker, has officially entered the alcoholic beverages industry. The company recently made the announcement, revealing that it will expand its business through its fully-owned subsidiary, Shanishvara AlcoBev (Asia) Private Limited.

The company's venture into the alcobev sector marks a strategic shift, leveraging its established expertise in agriculture and agro-based products to diversify its portfolio. With a commitment to excellence, Thackers Farms aims to make a significant impact on the growing market for alcoholic beverages in Asia.

Royal Ranthambore's new campaign



Radico Khaitan Limited has launched a stunning new campaign for its premium whisky brand, Royal Ranthambore Heritage Collection, featuring Bollywood

star Saif Ali Khan. Known for his royal heritage and sophisticated persona, Saif embodies the luxurious and regal essence of this whisky.

The campaign draws inspiration from the wild, untamed beauty of Ranthambore, blending opulence with raw strength. Saif, with his effortless charm, represents the ideal balance of nobility and allure, aligning seamlessly with the product's identity.

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Perspective No.1 Unveiled

Jura Distillery has launched a 16-year-old single malt named Perspective No.1. The new single malt is the first expression in a new series from the distillery that has been created with whisky explorers and connoisseurs in mind.



Finished in oloroso Sherry casks, each bottle label of Perspective No.1 features a unique geometric gold and black design. The new expression is said to offer a 'fresh take' on the island distillery's signature 'fruity, aromatic and coastal' whisky profile, updating the old expression to represent Jura's current house style.

Jura Perspective No.1 is bottled at 46.5 percent ABV and is available in the UK, France and select European markets.

The Epicurean Calvados Ltd Edition

Douglas Laing & Co. has announced the release of The Epicurean Calvados Limited Edition, a unique blend that marries the floral Lowland Malts of Scotland with the orchard notes of Calvados from the Normandy region, in Northern France. This exclusive release is limited to just 1,800 bottles worldwide.

At 48 percent ABV, The Epicurean Calvados Limited Edition has no colouring or chill-filtration and comes with premium foiled carton packaging. It is the product of being finished in Calvados casks.

The product is available in select markets around the world, retailing for £65.00.



Ardbeg's 17 YO returns

Moët Hennessy-owned Ardbeg Distillery has announced the return of its 17-year-old single malt, which was discontinued in 2004. The 17-year-old single malt will return as a limited edition, exclusively for the Ardbeg Committee.

The new 17-year-old is now being offered at 40 percent ABV and is chill-filtered, just like it used to be.

Available exclusively to members of the Ardbeg Committee, the release will be available online at Ardbeg.com and at the distillery visitor centre on Islay, from 24th September 2024. It has a suggested retail price of £160.

Pernod joins Paris Saint-Germain as partner

Pernod Ricard has announced its official partnership with Paris Saint-Germain (PSG). The four-year agreement is set to begin this 24/25 season and will span across PSG's professional teams; in men's and women's football as official partner and in handball as an official provider.



For over a decade, Pernod Ricard has been an official provider of wine and spirits to PSG's hospitality program. PSG is a global brand, ranked at the third position in Deloitte's Money League. Pernod Ricard now becomes a worldwide official partner of PSG and will now be the sole Champagne and spirits provider of the club (PSG), with dedicated visibility and communications rights as well as bespoke experiences.

Diageo brings Guinness 0.0 trial to the UK

Guinness 0.0 will be available on draught at more pubs and in football grounds across Great Britain, following a successful initial roll-out in Ireland.

Guinness owner Diageo has announced it is expanding the trial of its non-alcoholic alternative in Britain, serving the beer on keg in the on-trade. Diageo previously offered Guinness fans in Britain a taste of the alcohol-free stout during a three-day trial at The George, in 2023.



Guinness 0.0 is now available for patrons to enjoy at The Devonshire in London's Soho for £6.35 a pint. Guinness 0.0, the official non-alcoholic beer of the Premier League, will also appear on draught at football grounds, across the UK.

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Waterford launches biodynamic whisky

Ireland's Waterford Distillery has announced the launch of a new bottling to its core portfolio, made from barley grown using regenerative biodynamic farming methods.

Biodynamic: Cuvée Luna expands on the distillery's regenerative farming program having launched the world's first certified biodynamic whisky in 2021. Biodynamic farming was first introduced a century ago in response to the growth of chemical applications after the first world war.

Biodynamic: Cuvée Luna is a blend of multiple biodynamic harvests matured in a mixture of 37 percent First-fill US Oak, 17 percent Virgin US Oak, 25 percent Premium French Oak and 21 percent Vin Doux Naturel casks.

Scotch exports fell in the first half of 2024

Exports of Scotch whisky in the first half of 2024 have fallen by 18 percent as compared to the same period in 2023, according to the Scotch Whisky Association's (SWA)'s new released figures.



Data for H1 2024 shows that the value of Scotch whisky exports declined when compared with the first half of 2023. Export value in H1 2024 was £2.1bn, down 18 percent as compared to the corresponding period in 2023. In the same period, the volume of Scotch exports fell by 10.2 percent, to the equivalent of 566m 70cl bottles – or 36 bottles of Scotch whisky exported each second, compared to 40 bottles per second in the first half of 2023.

Johnnie Walker unveils the lightest Scotch whisky bottle



Johnnie Walker has launched a path-breaking new product named Johnnie Walker Blue Label Ultra, which is being carried in a bottle that is positioned as the world's lightest 70cl Scotch whisky glass bottle.

Weighing only 180g (without the closure), this limited-edition bottle marks a significant step forward in luxury packaging design. It boasts a sleek teardrop shape, departing from the iconic square bottle, and was created using innovative glass-blowing techniques.

Only 888 bottles of this whisky will be made, with a limited release set for 2025 (RRP £1000).

Oldest whisky from The Glenallachie



The GlenAllachie has announced its oldest and most prestigious single malt expression till date - The GlenAllachie 35-year-old. It was devised to represent the distillery's unwavering commitment to cask craftsmanship and boutique, small-

batch whiskies.

Encased in a lavish oak box, the distinguished, antique single malt was matured in three Pedro Ximénez, one Oloroso and two virgin oak casks. The resulting spirit is said to "promise a luscious symphony of rich mocha, ripe pineapple, sweet spices and treacle tart".

The 35-year-old whisky is presented at a high strength of 48 percent ABV, and has natural colour and is non-chill filtered. With a UK RRSP of £1,479, The GlenAllachie 35-year-old will become increasingly available at specialist retailers worldwide.

Coca-Cola to launch a RTD with Bacardi

The Coca-Cola Company and Bacardi Limited have partnered to launch a new ready-to-drink (RTD) pre-mixed cocktail featuring BACARDÍ rum and



Coca-Cola. This exciting collaboration, titled BACARDÍ Mixed with Coca-Cola RTD, will roll out in select European markets and Mexico in 2025, with plans for a global expansion.

The product will have ABV of approximately 5 percent, varying slightly by market.

The packaging for BACARDÍ Mixed with Coca-Cola RTD will showcase the globally recognised trademarks of both brands.

INDULGE IN THE DEPTHS OF FLAVOR

Experience the ultimate brew





Radico's two new whiskies

Radico Khaitan has launched its two whiskies in the Rampur Jugalbandi series, which are named Jugalbandi #5 and Jugalbandi #6.

The Rampur Jugalbandi series is a limited edition release at cask strength. The new expressions are produced at Rampur Distillery, in India.

Jugalbandi #5 is matured first in American Bourbon barrels and then in Tokaji wine casks, while Jugalbandi #6 is matured in Madeira casks. Maturation in the climate of North India gives the whiskies their signature flavour profile.

Rampur Jugalbandi #5 and #6 will be rolling out to the UK, USA, EU, Singapore and Global Travel Retail from October 2024.

Wise Monkey Rum at Hyd Duty Free

Hyderabad Duty Free has introduced Wise Monkey Rum to its premium spirits collection. The brand, launched by Nirvana Works International Ltd. in 2018, made its debut earlier this year at Delhi Duty Free, India's largest duty-free store. Known for its three distinct blends — Indian Spiced Rum, Café Rum, and White Rum — Wise Monkey has earned global recognition, winning awards at every competition it has entered.

Priced between Rs 1,390 and Rs 1,690, the rum has already become a top seller at Delhi Airport. Chel Medrano, Business Development Executive at Nirvana Works, expects a similar enthusiastic response at Hyderabad Duty Free.



Patrón El Alto debuts in India



Bacardi & Delhi Duty Free have partnered to unveil Patrón El Alto — an ultra-premium tequila — at Delhi Duty Free, on 5th September 2024, marking its first appearance in the Indian travel retail sector.

Patrón El Alto is crafted from fine 100 percent Weber Blue Agave, carefully hand-harvested from the highlands of Jalisco, Mexico. The tequila presents a distinctive flavour profile, featuring rich notes of cooked agave, ripe fruit and citrus; balanced with subtle hints of caramel and vanilla.

Duty Free Americas partners with Ospree

Duty Free Americas has entered into a strategic global partnership with Mumbai Travel Retail Private Limited - Ospree, a subsidiary of Adani Airport Holdings Limited, marking a significant expansion into the European travel retail market.

The collaboration will focus initially on travel retail, with the launch of Le Marché Duty Free at the Eurotunnel French Terminal in Coquelles, near Calais.

This partnership comes at a time when the European travel retail market is showing robust growth, with both companies aiming to capitalise on these favourable market conditions.



The Macallan unveils retail space in India

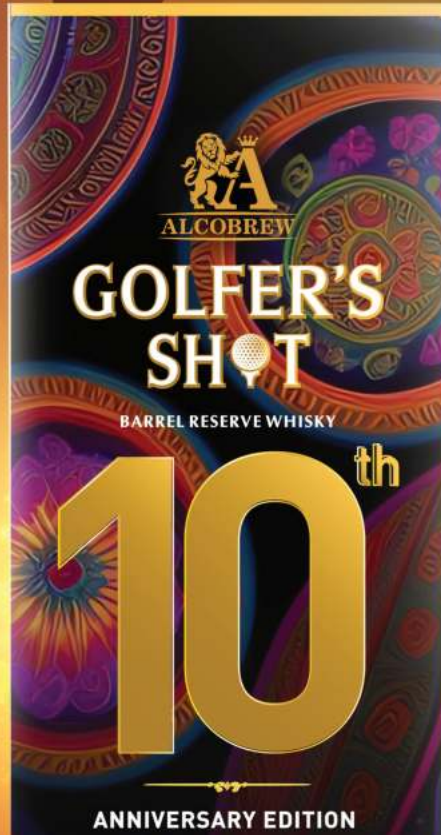
The Macallan has launched its inaugural retail space in India, partnering with Delhi Duty Free at Indira Gandhi International Airport.

Opened on July 30th, this shop-in-shop marks a key step in The Macallan's global growth, offering high visibility in Terminal 3 of one of Asia's busiest airports. The design of the space reflects The Macallan's latest visual identity, drawing inspiration from the scenic landscapes of The Macallan Estate.

Visitors can explore a curated selection of The Macallan single malts, including travel exclusives like The Macallan Colour Collection and The Harmony Collection Green Meadow, alongside limited editions such as A Night on Earth, The Journey, and Classic Cut.



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SirDavis whisky enters TR with DFS

SirDavis, the new American whisky from Moët Hennessy and singer and songwriter Beyoncé Knowles-Carter, has been released into travel retail with DFS, at three leading US airports. The whisky was crafted by renowned Master Distiller, Dr Bill Lumsden, who previously worked with whisky brands like Glenmorangie and Ardbeg.



Passengers can purchase the luxury beverage and participate in tasting activations at DFS duty-free stores in John F. Kennedy International and Los Angeles International airports.

The whisky is also available through the luxury travel retailer at San Francisco International Airport.

SirDavis is also available with selected retailers in London, Paris and Tokyo. Additional markets are earmarked for distribution in the coming months.

Tequila Komos brings tequilas at TR

Tequila Komos is launching Komos Reposado Cristalino as a global travel retail-exclusive.



The new expression will debut at duty-free shops in major US airports, Central America, the Caribbean and South America. While the Komos portfolio is renowned for its ceramic and crystal bottles, Komos Reposado Cristalino features a metalised bottle, handmade by Mexican artisans and designed to be upcycled. The metalised ceramic helps preserve the aromas within the bottle.

Komos Reposado Cristalino, along with Komos Añejo Cristalino, Komos Extra Añejo and Komos XO, will hit shelves in global travel retail and duty-free channels starting this month (40 percent ABV; SRP of US\$130).



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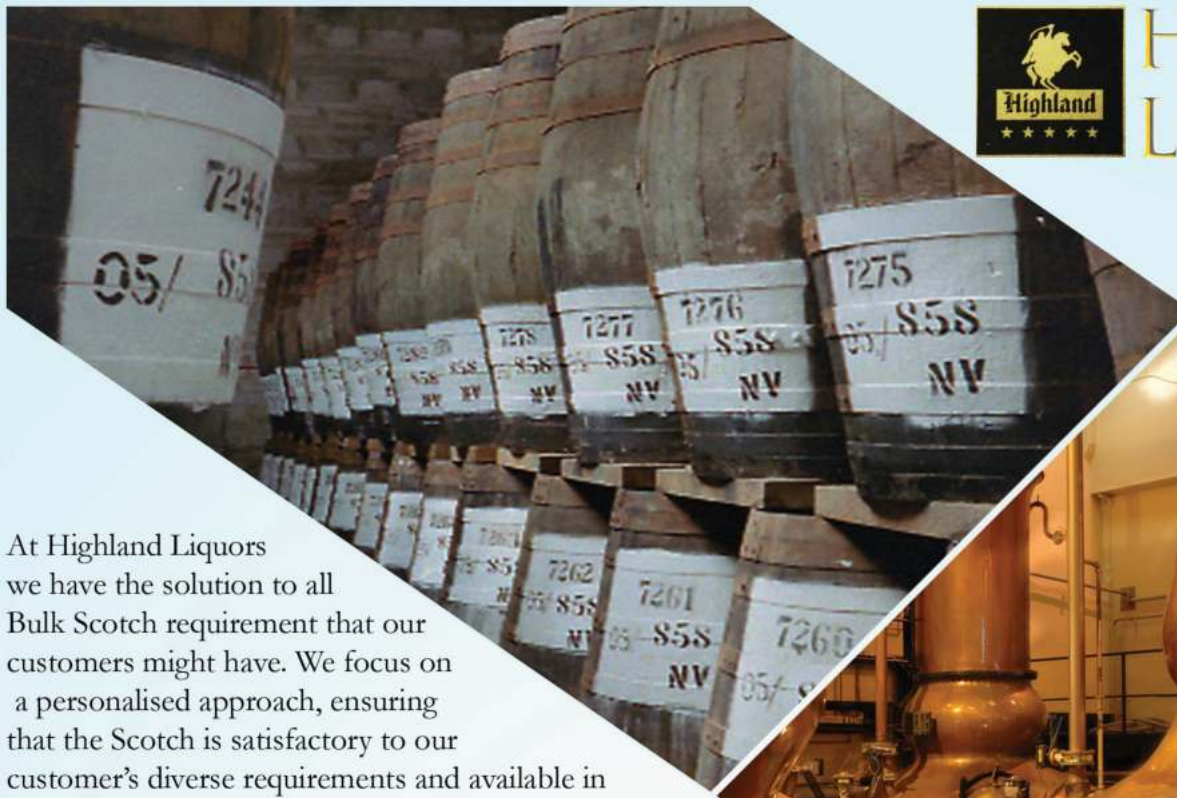
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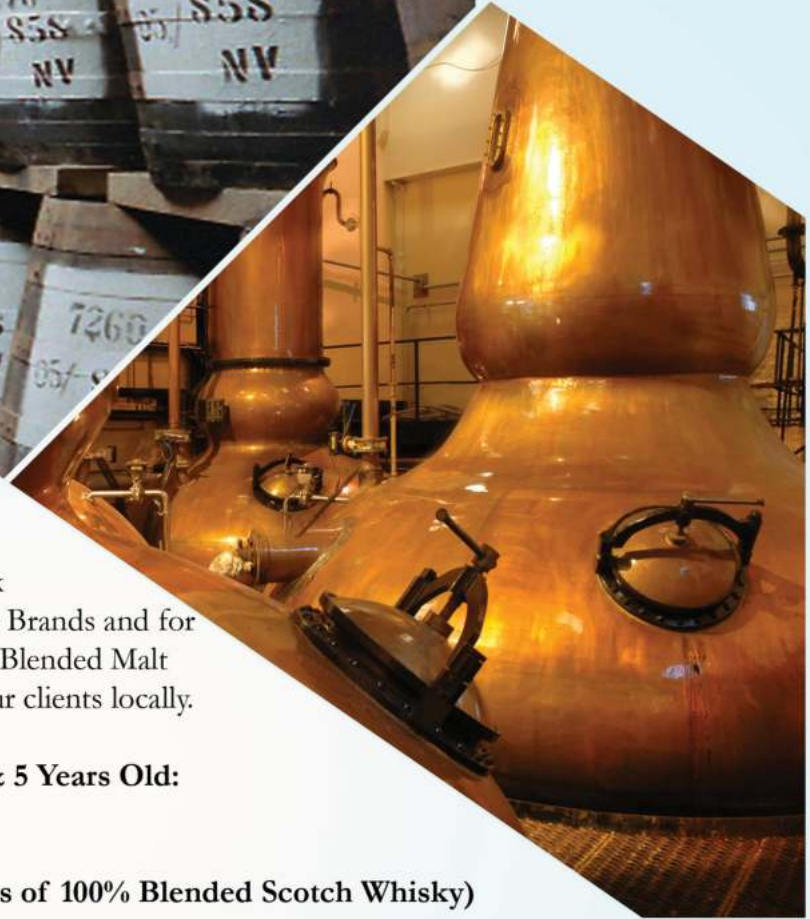


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Most ambitious decade in India for Bacardi

Ever since Bacardi has forayed into India with its exotic and unique range of whiskies, vodkas, tequilas and rums, the Indian consumers are having an additional opportunity to not only get the global brand at their doorstep but also be able to venture into exciting and spirited alcohol territories.

On their part, the global and Indian Bacardi teams have put their heart and soul into understanding Indian tastes and flavours, in order to serve spirits that the Indians would like to celebrate each occasion with. In this exclusive interview, **Vinay Golikeri, Managing Director, Bacardi India**, tells **Shalini Kumar** how the company is elevating the whole experience and what has been the result of the spirit of experimentation.

In your tenure as the MD of Bacardi India for nearly one-and-a-half years, how would you describe your journey so far and what have been the most significant challenges and achievements during this period?

The past year and a half has been both exhilarating and insightful. With its vast and diverse consumer base, India's dynamic market presents immense opportunities for innovation. Our brand portfolio is exceptionally diverse and well-positioned to capitalise on emerging consumer trends, reflecting the strength of our strategic planning. Our extensive engagements with customers and teams have only strengthened our belief in this potential.

While navigating the diverse regulatory landscape across different regions can be challenging, our focus on sustained growth, innovation and agility has enabled us to transform these challenges into strategic opportunities. We are on track for what promises to be our most ambitious decade in India, driving growth while seizing the opportunities presented by this evolving market.

Reflecting on my journey at Bacardi India, I can

confidently say that our unique culture and values have been a cornerstone of our success. One of the greatest strengths of our organisation is the consistent power of our global cultural pillars—'fearless, family and founders.' This shared ethos has unified us across divisions and regions and has also been instrumental in guiding our strategic direction and mindset, enabling us to seize omnichannel opportunities and drive growth in India and worldwide.

What are some of the key trends in the spirits industry and consumer spending that Bacardi India is focusing on, and adapting to these trends?

New-age Indian consumers are showcasing a preference for unique and premium experiences, rooted in experimentation. Today's discerning consumers are increasingly appreciative of premium spirits, reflecting their desire for luxury. Explorative, curious, and driven by India's diverse taste palates, they are also eager to experiment with a variety of spirit categories, brands and flavour profiles.



Bacardi's Sustainability Practices

Sustainability is at the heart of our mission to lead as the world's most environmentally responsible global spirits company. Guided by its GOOD SPIRITED ethos, the company prioritises environmental stewardship, community engagement and purposeful impact with a multifaceted approach focused on responsible sourcing, innovative packaging, and operational efficiencies. It leads by example with conscious practices such as going plastic-free, reducing waste, and adopting sustainable sourcing strategies.

Its 3-Element Initiative exemplifies a commitment through on-site produce cultivation, solar panel installations and rainwater harvesting, integrating sustainability into every facet of its operations. Complementing these efforts, Bacardi India regularly engages in community initiatives like lake restoration and solid waste management projects, ensuring a positive impact wherever it operates. This commitment extends to crafting mindful experiences, such as BACARDÍ NH7 Weekender.

The festival is thoughtfully curated with initiatives like waste segregation, plastic-free zones, eco-friendly alternatives for food and beverages and safe commuting arrangements – ensuring that BACARDÍ NH7 Weekender shines as not only India's happiest but also one of India's most unique and environmentally responsible music festivals.

Their openness to diverse options is priming market dynamics and encouraging innovation. Beyond spirits, there is a growing demand for culturally relevant and immersive experiences that inspire them to come together and celebrate unforgettable moments. We are at the forefront of industry trends, with strategic investments in innovations that seamlessly meet the evolving preferences of our consumers.

Catering to their taste for premium, we have introduced the super-premium BACARDÍ RESERVA range and DEWAR'S's Double - Double Scotch Whisky in the rapidly growing premium Indian market. Our introduction of unique flavours with offerings like BACARDÍ Ginger Rum and BACARDÍ Mango Chilli is capturing the attention of explorative appreciators in the country. Our first-ever Indian premium whisky crafted in India, LEGACY, is effectively catering to the 'Make-in-India' fervour.

This is due to LEGACY's precise focus on catering to the market with its distinctively Indian identity, flavour and overall storyline. Celebrating moments that matter, we are driving a host of experiences across brands such as BACARDÍ NH7 Weekender. Additionally, BOMBAY SAPPHIRE'S 'Saw This Made This' campaign is transforming iconic landmarks into living art with creativity akin to cocktail creation. Through these initiatives, we continue to inspire and engage with our consumers; fostering brand loyalty through memorable introductions to the market.

How is Bacardi leveraging the cocktail culture to enhance its brand presence and consumer offerings? Which of your brands have greater appeal for cocktail enthusiasts?

India's cocktail culture has surged in recent years, driven by a confluence of factors, right from the rise in restaurants and bars coupled with increased disposable incomes to a pronounced penchant for experimentation. With two in five Indian consumers planning to drink more cocktails than wine (41 percent) or beer (42 percent) next year as per the Bacardi Cocktail Trends Report 2024, their appetite for new and exciting flavour discoveries is boosting the popularity of cocktails and driving the overall growth of India's dynamic spirits industry.

Bacardi has been at the forefront of this promising shift, delivering a suitable portfolio of high-quality, premium cocktail experiences tailored to the Indian palates. Our legacy of pioneering



cocktail culture began in 1862, with BACARDÍ Rum. In India, we stand as the pioneers of whisky highball with DEWAR'S the world's most awarded blended Scotch whisky. We have also championed the Espresso Martini, a sophisticated blend of rich coffee flavours with smooth Grey Goose Vodka that is catering to increasingly refined palates. Additionally, we are making waves with the Picante, a tequila-based cocktail featuring spicy-sour flavours.

India presents a significant opportunity for whisky brands, especially for single malts. How is your whisky portfolio performing in the domestic market? Which of Bacardi's single malts or whiskies are performing better over the others?

As the leading global market for whisky, India's vibrant community of enthusiasts for both Indian and Scotch whiskies highlight its immense potential. Recognising this, we are expanding our presence in the brown spirits category with DEWAR'S and LEGACY. With a global portfolio of over 200 brands, including award-winning single malts, we are well-positioned to introduce relevant whisky expressions to the Indian market. We have already introduced new brands to the country in the past five years.

ROYAL BRACKLA, known as the 'king's own whisky' and celebrated for its rich heritage as the first distillery to receive a royal warrant in 1833, caters to the premiumisation palates of Indian aficionados. This year, ROYAL BRACKLA 21 Years Old has achieved category winner and gold medal winner status at the World Whisky Awards 2024. Innovation is at the heart of our success, exemplified by our Master Blender, Stephanie Macleod, the winner of the World's Best Master Blender award six times in a row. This affirms our commitment to delivering exceptional whisky experiences.

Tequila is gaining significant traction in India. How has been Patron performing in the Indian market, and what initiatives are taken to expand its consumer base?

PATRÓN has seen exceptional performance in India, capitalising on the growing trend towards premiumisation and overall category growth. In 2024, tequila emerged as one of the fastest-growing segments in India with sales nearly doubling over the past year. Aligned with these trends, PATRÓN has established itself as the leading brand in the super-premium segment. Its premium



craftsmanship and high-quality ingredients resonate with the growing consumer demand for agave spirits, particularly in major cities like Delhi, Mumbai, Goa and Bengaluru.

Building on this momentum, we are deepening our cultural connection with Indian consumers. We leverage significant cultural moments like World Margarita Day and Tequila Month to engage with our audiences, with initiatives crafted to resonate with local traditions and preferences. Our hero serve, Picante, has been immensely successful in showcasing PATRÓN'S versatility with its spicy and sour notes, tailored for the Indian flavour palate. Additionally, our pipeline of strategic collaborations and special events continues to bring alive moments that matter for Indian consumers.

How is Bacardi utilising technology and social media to enhance consumer engagement and drive brand loyalty in the Indian market?

In today's digital age, staying connected with consumers where they are most active is crucial for driving engagement and building brand loyalty. By harnessing the power of technology and social media, we capture emerging consumer trends and create moments that matter by bringing our brand extensions to life in memorable ways.

A prime example is our innovative range of DEWAR'S Mixers crafted in collaboration with Jimmy's Cocktails, which is connecting with key influencers and sparking conversations on the social media to generate significant buzz and engagement.

At a time when niche and craft beverages are gaining popularity, where does Bacardi stand, and how are you catering to this growing segment? How are Bacardi's product innovations reflecting the changing preferences of Indian consumers?

We are closely monitoring the growth of the niche and craft beverage movement, consistently introducing innovations that reflect the evolving preferences of Indian consumers. With 57 percent consumers seeking fruit-flavoured offerings, we have introduced flavours like BACARDÍ Mango Chilli and BREEZER Mango Peach.

We are accelerating our premium presence in whisky with DEWAR'S. This includes DEWAR'S Double – Double 36-Year-Old, retailing at Rs 4,50,000, which is finely attuned to the increasing demand for premium spirits.

What are your strategic priorities and plans for Bacardi India over the next few years?

As we push the pedal on the most ambitious decade yet for Bacardi in India, we are investing across three big pillars that define our strategic priorities. We are expanding our footprint in the super-premium tequila category with brands like PATRÓN, responding to the rising demand for high-quality spirits. Additionally, we are accelerating our presence in whisky with DEWAR'S and with the pan-India expansion of LEGACY.

With India being the world's largest consumer of rum, the company continues to dominate the rum segment with its India and global leadership in the international

LEGACY: Truly Indian at Heart

Keeping consumer preferences for locally crafted, premium experiences at heart, Bacardi India has introduced LEGACY, its first Indian premium whisky crafted right here in India, in October 2022. Offering a diverse and sophisticated array of flavours, it pays homage to India's rich heritage and skilled craftsmanship. The whisky has been meeting the demand for locally crafted spirits, generating tremendous excitement across key markets since its debut in the country.

While the company typically focuses on leveraging the full marketing mix depending on the goals and objectives of campaigns, it is placing special emphasis on experientials that offer immersive experiences curated for new-age appreciators for LEGACY.

This approach has been pivotal in bringing to life this brand's unique Indian heritage and positioning. Driven by the overwhelming public reception, Bacardi India is now investing in the nationwide expansion of LEGACY, further popularising it as the preferred choice for local whisky appreciators in the country.

rum category. We plan on investing heavily in our BACARDÍ aged rums, which are establishing a new tier for unique and elevated drinking experiences. These strategic initiatives in premium leadership across whisky, tequila and rum position us to optimally capture the India opportunity, solidifying our reputation as the world's leading premium spirits house that continues to bring people together with exceptional experiences globally.

How is Bacardi India aligning with the parent company's global vision and strategies, and what unique contributions the Indian market is bringing to the table?

Poised as the world's fifth-largest alcohol market estimated to grow at 6 percent CAGR, India is a key market of Bacardi's global growth strategy. In fact, with our business growing at an accelerated pace led by double-digit growth in emerging markets including India, and it is increasingly instrumental in shaping our ambitions globally.

Building on our esteemed 161-year global legacy, we have been dedicated to enhancing consumer experiences through consistency, consumer-centricity, and operational excellence for 25 years, in the country. Our efforts have yielded significant milestones. Our ambitious goal is to achieve six-fold growth in India, by 2030 📍





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VBev brings in fascinating whisky experiences



With the young and affluent Indian consumers taking to premium whisky in a big way, **VBev** has been reaching out with **Whyte & Mackay** portfolio to create new dimensions and experiences in the whisky segment. **Sumedh Singh Mandla, CEO, VBev**, elaborates on how this trend is shaping up and what the company has to offer.

■ **Bishan Kumar**

Premium single malt Scotch whisky has been on a strong growth trajectory in India and hence offers an immense opportunity. It is small wonder then that VBev has nurtured a strong partnership with Whyte & Mackay over the years. The Whyte & Mackay brand portfolio covers exclusive Scotch whiskies, offered to the customers across the Indian sub-continent. "Hence, we highly value this partnership," says Sumedh enthusiastically.

This creates a great platform for the addition of premium value for the Indian consumers at different tiers. "Along with Whyte & Mackay, we are committed to remain an important stakeholder in the Scotch whisky category, in India. We are investing time and resources to achieve higher penetration and to grow the pie of the category," Sumedh adds. The Whyte & Mackay portfolio has shown strong growth in both travel retail as well as the domestic market in India, over the last five years.

Impressive Portfolio

Their portfolio offers a great mix of craftsmanship, top quality and brilliant packaging to win over customers across the segment. Meanwhile, VBev has also been focussing on the premium hotel, restaurant and cafe segment and the results have been very promising. The response has also been equally good for brands such as Dalmore, Jura, Fettercairn and Tamnavulin. However, compared to Dalmore and Jura, brands like Fettercairn and Tamnavulin appear to have

a lower penetration in the Indian market.

Explaining the overall portfolio positioning, Sumedh says, “We entered the domestic market with a select portfolio from the house of Whyte & Mackay as we wanted to grow organically and build a strong brand franchise. We handpicked the portfolio of Dalmore and Jura single malts and over the years have grown the consumer offering to eight variants between these two brands.”

“We are launching Tamnavulin in the domestic market during the next quarter. As a strategy, we have worked on growing the distribution reach, brand visibility, trial and brand recall. Each of the brands in our portfolio offers a distinct proposition to the target audience,” he adds.

Targeted Marketing

Thanks to the growing disposable income and aspirations among the discerning Indian consumers, the luxury alcoholic beverage segment has shown a strong growth in India. VBev is targeting this segment with Dalmore and the premium variants of Jura single malts. Brand awareness, curated experiences, special drinks strategies, consumer trails, etc. are therefore an integral part of its campaign to engage with a niche audience. To elaborate, all these three brands have their defined brand ethos and strategies.

Sumedh shares that VBev works with the regional team of Whyte & Mackay to adopt the


essence of the same for the Indian market and to develop local initiatives that are both legal and acceptable to their respective target audience. Ranging from ultra-luxury events to product awareness campaigns for the young and affluent audience, there is a good mix of the activities that are being offered by VBev across the key markets in India.

Further, within the legal framework, VBev uses digital marketing to reach out to their target audience for each brand in their portfolio. For instance, Jura has particularly been picked to reach out to a young affluent audience.

“We have witnessed success with several digital and on-the-ground

campaigns. Our recruitment drive titled ‘Jura Sunset Cocktail’ with Jura 10 YO through influencer platforms and on-the-ground engagement in top hotels, restaurants and cafes across key cities was focussed on recruiting young audience, including women. It witnessed great response,” the CEO informs.

VBev’s long-term vision is to be a key stakeholder in the Indian Scotch market and to offer a bouquet of strong brand portfolio to a cross-section of Indian consumers.

Their additions to the portfolio this year include Dalmore 18, Jura 18 and Jura Bourbon Cask. 



Whyte & Mackay

poised to ride India's whisky boom



There is a tremendous interest in whisky in India, and whisky tastings offer a great opportunity to educate consumers on different ways to enjoy it. With around 100 million people reaching the legal drinking age each year and growing wealth among consumers, India is the ideal market for luxury single malts to thrive, says **James Cordiner, International Malts Specialist - Whyte & Mackay.**

■ **Bishan Kumar**

There is excitement brewing in top-end bars and restaurants of metro cities in India. And the trigger is the tasting event held for Whyte & Mackay's Dalmore brand that is offering whisky drinkers a new flavour and experience.

With James Cordiner leading the events with VBev, there is one thing that has come to the fore – young Indian consumers are increasingly turning towards single malt whisky. Here James quotes IWSR forecasts which says that India is set to contribute the highest absolute domestic single malt growth by 2028, accounting

for 10 percent of the global domestic growth.

“Another factor is that whisky consumers' preferences have evolved significantly over the years. Traditionally, single malt whisky has been associated with older demographics, but recent trends show a growing interest among younger consumers. Younger consumers are proving to be more adventurous and willing to explore different styles of whisky,” he offers.

It is within this context that Whyte & Mackay's portfolio of single malts in India, including Dalmore and Jura, can appeal to

both seasoned whisky drinkers and newer consumers by offering a range of high-quality, premium whiskies that cater to diverse tastes, at varying price points.

Later this year, the company will be launching Tamnavulin in India, an affordable non-age statement single malt brand that focuses on double maturation and flavour-led whisky making. “We find that the consumers trade up through single malt by starting with accessible options and gradually exploring premium offerings as their palate and interest develops,” points out James.

Being Experimental

The way in which people drink is also broadening, with more people converting from mixing to trying it neat, as well as with more traditional whisky drinkers exploring it in the world of high-end cocktails.

With luxury single malts like Dalmore and Jura, it is worth noting that what you add and the style of cocktail made with them should be considered carefully, as many years have been spent perfecting the flavour profiles already, so you don't want to compromise that by adding in too much sugar, fruit or overpowering tastes.

"Instead, I always recommend a more spirit forward style of cocktail whilst perhaps using ingredients based on the whiskies' tasting notes to help accentuate these with greater depth," James says.

Opportunities to Expand

This is the first time that Whyte & Mackay have had someone in an advocacy position for the market, so there are a lot of opportunities for James to build awareness of the brand and introduce them to new consumers.

With Dalmore, the marketing focus in India will be highlighting the luxury credentials and exceptional quality of the whisky, its long and regal history, expertly composed spirit and unrivalled programme of cask curation led by the company's world-renowned whisky-making team. This will take form through whisky tastings, dinners, and events with modern luxury consumers and whisky connoisseurs across the country as well as through hosting

Long-Term Goals

Whyte & Mackay's focus in the Indian Market will mostly be led by Dalmore. As James explains, trying to activate everywhere and doing everything will not work, and therefore the company will select only the most iconic and leading elite venues that share its vision of quality and luxury to activate in.

Then over time, awareness and brand love will be built as people would get to learn about the brand and taste. Dalmore is rarer than most single malts, and is therefore allocated with limited numbers to India.

As the Indian population grows in size with wealth, knowledge and a passion for luxury, and as the Indian market evolves, Dalmore will be there to satisfy the need for finely crafted malts.

educational sessions with those in of the trade.

With Jura, which has a more accessible price point, activations will focus more on bringing people and communities of likeminded individuals together, with whisky tastings and cocktail evenings to introduce them to Jura's sweet and fruity flavours with a hint of island life.

Something to keep an eye out for is the launch of Tamnavulin, easy drinking and delicious Speyside malt, and also the bestselling single malt in Scotland, which will take place over the next quarter.

Hopefully, Fettercairn, expertly crafted single malt from the northeast of Scotland, will also come to India in the near future.

The Indian Scenario

The growth of Indian whisky will benefit the single malt category by increasing awareness and demand, expanding the market, and fostering innovation and competition. And, James understands this scenario too well, having had great socio-cultural experiences in places like the UK,



Europe, Canada and Southeast Asia.

Given that there is a strong partnership between Whyte & Mackay and VBev, over the past few weeks the company's representatives have completed their first market visit together along with Marketing Manager, Jake Saunders.

"What I really felt from both Vbev and the Whyte & Mackay team was a wonderful sense of excitement on having the new opportunity to bring our brands to life through advocacy and activations across India, with real focus and dedication towards helping to elevate our brands across the Indian market and delight our trade partners and accounts with this new form of support," elaborates James. 📍

Now 'whisky' is served at 'Mansion House'



Mansion House name is synonymous with quality and trust when it comes to its brandy and now the company is all set to carry this legacy forward into the whisky segment. Post the recent launch of Mansion House Gold Barrel Whisky in Assam, **Tilaknagar Industries Ltd.** is expanding its reach across the rest of the country.

Company's **Chief Sales and Marketing Officer, Ahmed Rahimtoola** tells **Shalini Kumar** that by leveraging their rich experience in crafting high-quality spirits, it was time to bring that same level of craftsmanship and heritage to this whisky as they have in Mansion House Brandy.

Tilaknagar Industries Limited has long been synonymous with excellence in the brandy category, a legacy that has been built over decades. But it has recently also expanded into the whisky segment with Mansion House Gold Barrel Whisky that stems from its commitment to meet evolving consumer preferences. Whisky, especially in the semi-premium category, has seen significant demand growth in India, making it a natural next step in the company's journey.

Pillars of Success

With Mansion House Gold Barrel Whisky, the company aims to cater to discerning whisky consumers who seek both quality and brands they can trust — just as they have with Mansion House Brandy. The launch of this product is part of TI's broader vision to diversify the portfolio while maintaining the core principles of quality, trust and craftsmanship.

One of the key pillars of this success story has been category expansion, particularly in brandy. While fortifying the core portfolio, the company has also pioneered Mansion House Flandy, a flavoured brandy line that has been instrumental in attracting a younger demographic.

This innovation has already contributed 8-10 percent to Mansion House's overall sales, redefining the brandy narrative. Further, the company's 'Warm Welcome' campaign and the latest 'Welcome the Now' initiative have reshaped the positioning of its brandy

segment. By blending human stories of warmth and inclusivity, and leveraging social media and point-of-purchase engagement, it has made significant strides in elevating brand awareness and consumer connection. Internally, the company has revamped its sales operations through data-driven processes like sales force automation (SFA) and by investing heavily in training and development.

A big part of this journey has been about hiring the right talent and equipping them with a clear growth path. "Also, our external recognitions and awards have validated the strategy we have implemented, proving that we are not just competing but setting new standards in the industry," Ahmed says.

In an increasingly crowded semi-premium whisky market, Mansion House Gold Barrel Whisky sets itself apart by celebrating the values of the 'True

Gentleman'. This is a man who embodies

timeless virtues like compassion, integrity and refinement—qualities that resonate deeply, often viewed through the lens of his closest relationships.

Expansion Matters

Mansion House Gold Barrel Whisky has recently been launched in Assam, marking a key milestone in the company's expansion. The focus is to gradually extend the product across neighbouring states of Assam, where it already has a distribution network.

"These markets present an excellent opportunity for growth as they have a rising demand for value whiskies that offer both quality and sophistication," Ahmed elaborates. Looking ahead, the company sees significant potential in South India where the Mansion House brand already enjoys considerable equity and consumer trust.

The focus regarding Mansion House Gold Barrel Whisky is to establish a strong foothold in the whisky category and the strategy is to build on the existing momentum of the launch in key markets and deepen consumer engagement.

"We aim to ensure that the brand becomes synonymous with value and quality before exploring any further expansions within the category," Ahmed shares. To reach out to the target audience, attention has also been paid to the packaging of Mansion House Gold Barrel Whisky. The shape and structure of the bottle speak to the timeless appeal of the brand, while intricate touches, such as the gold accents and label design, embody luxury without excess.



Under the guidance of the company's CMD, Amit Dahanukar, whose leadership style is marked by humility and a strong vision, Ahmed has been able to form a collaborative team that shares a common purpose. "Our CMD's ability to lead with grace has created an environment where teamwork thrives, and we have seen remarkable results as a direct outcome of this alignment," Ahmed states. Tilaknagar Industries has significantly outperformed industry growth, making it the fastest growing alcoholic beverage company of scale in the country.

TI's Gentlemen

The company's target audience for its products primarily consists of men aged 25-40, who are socially connected, culturally rooted, and modern in their outlook. These individuals are expected to appreciate dark spirits and embody the ethos of the 'True Gentleman' — they are

courteous, sincere and authentic. As consumer preferences evolve, they move to products, which not only deliver on taste but also resonate with their values and lifestyle. Mansion House Gold Barrel Whisky perfectly aligns with these expectations, offering both a refined drinking experience and a brand that celebrates authenticity and integrity.

Marketing Strategies

For the launch of Mansion House Gold Barrel Whisky, the company is implementing a multi-layered marketing approach that aligns with the brand's core values of craftsmanship, heritage and authenticity.

For starters, the company has been prioritising experiential marketing to ensure that consumers truly experience the refined quality of the whisky. This includes exclusive tasting sessions that will allow consumers to engage directly with the product, paired with immersive

brand storytelling. Digital engagement will play a crucial role, with influencer collaborations and content-driven campaigns designed to resonate with the modern gentlemen.

In addition to leveraging digital platforms, Tilaknagar Industries is building in-store activations and partnerships to ensure strong visibility and awareness at key touch-points. "We also plan to integrate regional strategies, drawing from the success of our campaigns in the brandy category to create localised narratives and connect with consumers on a cultural level," Ahmed adds.

By leveraging its well-established distribution networks, strong stakeholder relationships and the brand's reputation, the company's management is confident that Mansion House Gold Barrel Whisky will swiftly carve out a significant position in India's value whisky space, which will be another milestone indeed! 📍

The banner features a yellow and white background with a dotted pattern. On the left, the SpiritZ logo is displayed in a large, bold, serif font, with the tagline "with you, Everyday" underneath. In the center, four digital assets are shown: a desktop monitor displaying a news portal, a smartphone showing social media content, a tablet displaying a TV interface, and a magazine cover titled "SPIRITZ Infinite SHE". Below each asset is its respective label: "News Portal", "SpiritZ Social Media", "SpiritZ TV", and "SpiritZ E-magazine". In the top right corner, the SpiritZ logo is repeated with the tagline "Beverages, Food & Lifestyle", a QR code, and the website "www.spiritz.in". At the bottom left, the website "www.spiritz.in" and phone number "+91 8375948446" are provided.



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In the fascinating and enticing world of alcoholic beverages, where tradition meets innovation and wild creativity merges with expert craftsmanship, the quest for excellence takes center stage. This quest reached new heights during the Spiritz Selection Awards 2024, which unfolded from September 14th to 21st in the luxurious setting of Le Meridien Gurugram and Radisson Hotel Sector 29 Gurugram.

Over four days, the Spiritz Selection Awards showcased a dazzling array of brands, including beer, wine, sake, whisky, rum, tequila, gin, vodka, and ready-to-drink (RTD) beverages. The blind tasting event, renowned for its rigorous standards and transparent process, offered a platform for these diverse brands to compete in their respective categories, all under the veil of anonymity. Each entry was presented in opaque jute bags, ensuring that no brand's identity influenced the judges'

decisions.


The Spiritz Selection Awards, now in its fifth edition, has rapidly ascended to become one of the most prestigious events in India's alcobev industry. The event's growth is a testament to its reputation for excellence, attracting a remarkable turnout of both domestic and international brands.

Central to the awards' credibility is the commitment to impartiality and transparency. The judging process was executed with utmost integrity, involving a carefully selected jury composed of experts with impeccable credentials and no conflicts of interest. Each beverage category had its own distinguished panel of judges, whose collective expertise and meticulous attention to detail ensured a fair and thorough evaluation process.

The intensity of the competition was matched by the judges' dedication to maintaining high standards. The spirit of excitement and anticipation permeated the

event, as each juror applied their extensive knowledge to assess the entries with precision.

In alignment with its dedication to environmental sustainability, this year's Spiritz Selection Awards introduced a paperless judging process. Jurors were equipped with iPads, streamlining the evaluation process and reducing paper waste. This modern approach not only enhanced the efficiency of the judging process but was also well-received by the industry for its eco-friendly initiative.

The Spiritz Selection Awards 2024 reaffirmed its commitment to upholding the awards highest standards of transparency and excellence, ensuring that every nominated brand was judged on merit and quality alone. This unwavering adherence to rigorous evaluation criteria and environmental responsibility underscores the award's esteemed position in the alcobev industry. 



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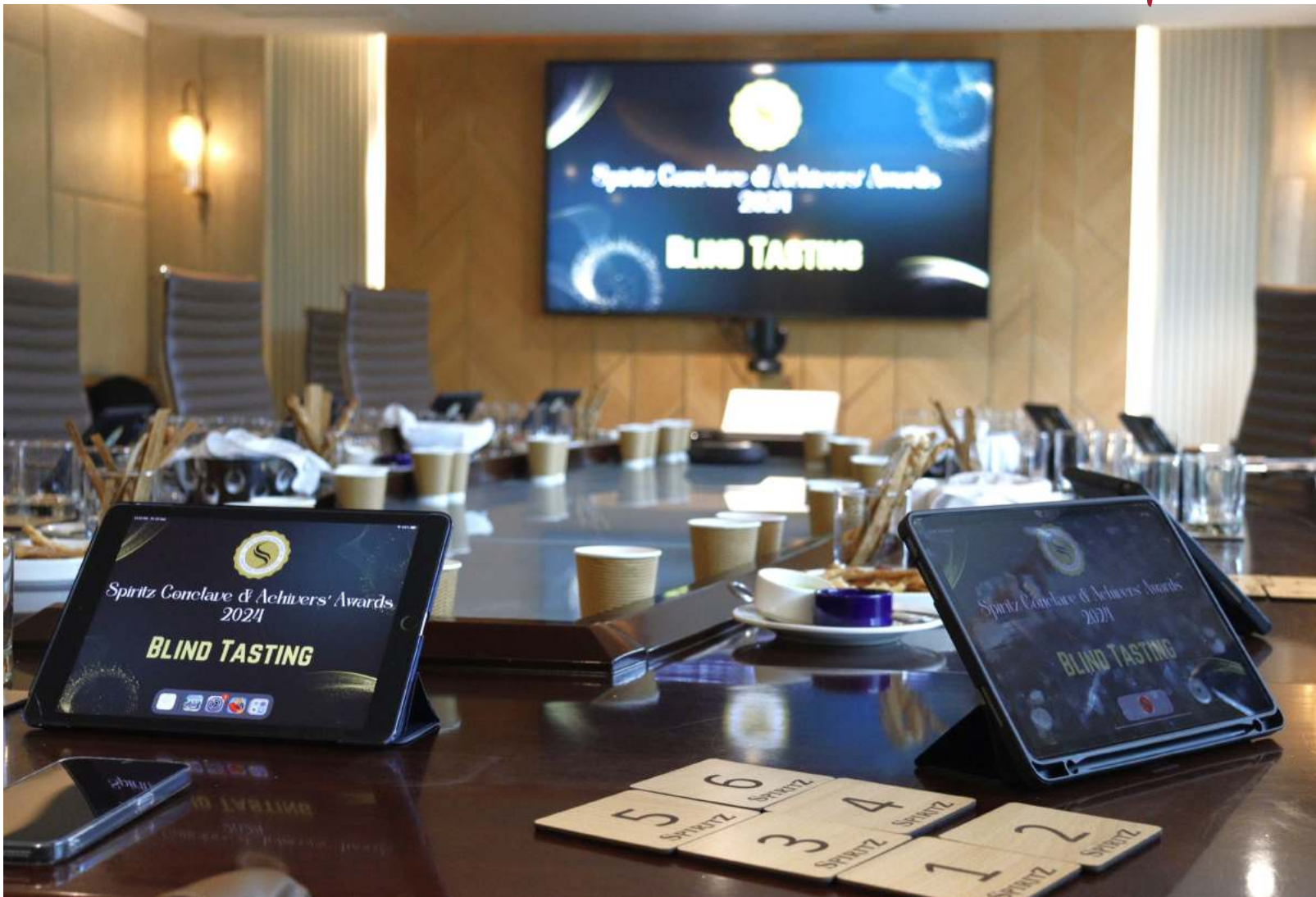
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War of Brown Spirits

Swarnendu Biswas

The two-day blind tasting of brown spirits at the Spiritz Selection Awards was more than just a competition; it was a celebration of the growing diversity and quality in the brown spirits segment. By bringing together some of the best brands in the industry and providing a

platform for fair and transparent competition, Spiritz continues to uphold its legacy as one of India's most respected authorities in the world of spirits.

Held on the 20th and 21st of September at the Radisson Hotel Sector 29 Gurugram, the event marked a significant milestone in the Indian spirits

industry, bringing together an impressive array of both domestic and international brands. For the brown spirits section, which comprised rum, brandy, cognac and whisky—the brands competed across various price categories ranging from Rs. 500 to Rs. 10,000 and above.



Shobhan Roy
 Director General
 AIBA



Dhiraj Kapur

Vice President Corporate Affairs
 Govt Relations at Flipkart



Gaurav Joshi
 Founder and CEO
 Platinum Liquids



Aparna Batra

Business Transformation Leader
 Luxury Retail, Fashion and F&B
 Project



Anuj Soin
 General Manager
 Radisson Hotel Group



Paritosh Bhandari

Founder
 Tipple Brands Limited
 & Good Karma Drinks



Kunal Kaul
 Wine, Spirits & Sake
 professional



Kama KM

Founder
 The Drinking Safari



Angad Singh Gandhi
 Luxury Spirits Consultant and
 Founder, Drams with Drama
 Consultancy



Rifaquat Ali Khan Mirza

Founder & CEO
 Lush Vitality



Bishan Kumar
 Editor-in-Chief
 Spiritz Magazine



Impressive Participation

The growing importance of the Spiritiz Selection Awards in the alcobev community has not gone unnoticed. The high number of participants this year reflects the trust and recognition the event has garnered within the industry. As a platform that brings together some of the finest brown spirits, the event not only encourages healthy competition but also raises the bar for quality and innovation in the industry.

One of the defining features of the Spiritiz Selection Awards is its esteemed jury. Comprising seasoned professionals and experts in the field of wine, beer and spirits, the jury is known for its impartiality and extensive knowledge. Each year, the jury members are carefully selected to ensure there are no conflicts of



interest, adding to the credibility and integrity of the awards.

As the blind tasting commenced, the bottles were brought out in jute bags to conceal their identity, ensuring an unbiased assessment. The mood in the room was a mix of light-hearted camaraderie and focused

professionalism, with the jurors sharing some light banter before quickly transitioning to a serious and focused demeanor as they began their task.

Price Categories

The competition in the brown spirits section began with rum.





The rums were slotted in five price categories – up to Rs.500, Rs.501-Rs. 1000, Rs.1001-Rs.2000, Rs.2001-Rs.3500 and Rs.5001 and above. The competition began with up to Rs.500 category and flowed in ascending order in terms of price categories.

Rum was followed by brandy and cognac. In the brandy and cognac section the products were spread across the price ranges of up to Rs.500, Rs.501-Rs. 1000, Rs.2001-Rs.3500 and Rs.5001 and above. The day one of the brown spirits' competition ended with competing blended whiskies in the up to Rs.500 and Rs.501-Rs.1000 categories.

The second day of the brown spirits section of the Spiritz Selection Awards began with

the tasting of the competing blended whiskies in the price range of Rs.1001-Rs.2000 vying for top honours. They were followed by the tasting of the competing whiskies in the price range of Rs. 2001-Rs.3500, Rs.3501-Rs.5000, Rs.5001-Rs.10,000 and Rs.10,000 and above respectively.

Then when the crimson evening was about to merge in the twilight, single malts made the grand entry, accompanied with the excitement among the spectators. Both Indian and imported single malts were there.

The competing Indian single malts were slotted in three price categories – Rs.2000- Rs. 3500 Rs.3501-Rs. 10,000 and Rs. 10,000 and above whereas the competing imported single malts were slotted in Rs.3501-Rs.10,000

and Rs.10,000 and above price categories.

As was expected, an impressive array of brands competed in the brown spirits section, which amply showcased the growing industry wide reputation of Spiritz Selection Awards. The blended whisky category was particularly crowded with 42 quality products across six price categories vying for the top honours. All total, there were 72 products in the brown spirits category.

The Tasting Process

The art of tasting brown spirits involves more than just a sip; it demands a multisensory experience. At the brown spirits competition, the jury, armed with their glasses, swirled the spirits,



nosed them taking in the varying shades of amber and deep browns.

Each jury member of brown spirits carefully nosed the spirits before taking the first sip, allowing the aromas to awaken their senses. Over the two days, the jurors tasted a wide range of spirits, each offering a unique character and flavour profile.

From rich, full-bodied rums to the delicate yet bold notes of premium cognacs, the spirits were a treat to the senses. Competing whiskies, with their vast spectrum of flavours, ranging from smoky to sweet, made their presence strongly felt.

As the tastings progressed, the jurors engaged in thoughtful and detailed discussions, dissecting every subtle nuance of each competing drink. The tasting process was thorough and precise, with the jury taking great care to evaluate the spirits across multiple criteria, including aroma, taste, texture, and finish.

Their attention to detail ensured that each brand was given a fair and comprehensive evaluation. To keep the palate fresh and sharp, the tasting was complemented by a selection of light snacks. This helped the jury maintain their focus and allowed them to cleanse their palate between tastings; thereby ensuring that each spirit was judged on its individual merit.

The Ratings

The event culminated in the recording of ratings across various price categories for each of the three spirit segments. The jury's assessments were carefully documented, with detailed notes capturing the strengths and characteristics of

each entry. After rigorous tasting sessions and in-depth discussions, the jury reached their conclusions.

The jury verdicts for each price categories for each of the segments were captured on tablets. It is another notable endeavour by the Spiritz team towards the direction of sustainability, which attracted the praise of the jury.

Shoban Roy, Director General – AIBA, an alcobev industry veteran and one of the esteemed jury members expressed, “The Spiritz jury panel ensured fair and rigorous blend assessment through the blind tasting process. I was really impressed by the members of the panel who could discern some distinct notes, both on nose and palate, in their assessment process”

The comprehensive and detailed selection process for the four segments of brown spirits spread through hours in the two days but there was no visible sign of mental fatigue and ennui among the esteemed jury members, who displayed commendable passion for innovation in spirits during the judging process.



These verdicts will soon be revealed at the Spiritz Selection Awards, offering deserving recognition to the brands which stood out in this highly competitive environment. As the spirits industry continues to grow and evolve, events like these play a crucial role in promoting innovation, setting quality standards, and recognising excellence. The Spiritz Selection Awards have once again proven why they are a benchmark in the industry, and the two-day tasting event of brown spirits was a fitting tribute to the craftsmanship and passion that go into making the finest brown spirits.

Overall, the Brown Spirits section of the Spiritz Selection Awards had once again exemplified the buoyant spirits of the Indian alcobev industry, which continues to flow unabated despite the impediments and limiting policy issues. 📍





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White Knights Battled for Supremacy

Vikal Samdariya

Following the successful completion of the first phase, which saw an exhaustive blind tasting of beers, wines, sake, and soju, the Spiritiz team embarked on the next challenge. On September 19th, at the Radisson Hotel, Sector 29 Gurugram, the second phase

began with an impressive display of over 150 white spirit products. These entries represented the pinnacle of quality and innovation, submitted by brands eager to solidify their standing in the industry. In keeping with Spiritiz's commitment to impartiality and

transparency, a distinguished panel of expert judges, each with impeccable credentials and no conflict of interest, conducted the blind tasting. Their assessments guaranteed the fairness and credibility of the selection process, ensuring that only the finest products would emerge victorious.

Distinguished Jury

The event boasted a distinguished panel of judges, featuring industry experts from India and abroad. Among the distinguished panel were Marco Gloria, Co-founder of Casa Cinco Dos; Lucia Galan, one of the few female tequila Master Tasters. The Mexican duo was accompanied by seasoned industry leaders like Gaurav Joshi - Founder and CEO, Platinum

Liquid; Paritosh Bhandari - Founder, Tipple Brands Limited & Good Karma Drinks, and Advisor – Compadres Spirits Limited.

Famous public face of the alcobev segment, Kama KM – Founder of The Drinking Safari; Ankur Chawla - Co-founder - Responsible Whatr and Founder of ScopeBev; Rifaquat Ali Khan Mirza – Founder & CEO, Lush Vitality were part of the esteemed jury.

Bishan Kumar, Editor-in-Chief of Spiritz Magazine, completed the line up of the jury, who oversaw the fiercely competitive event with his unmatched experience of the alcobev industry.

Tasting of Spirits

The first phase of the marathon tasting drive already set the tone for what was to come, and the second phase, focused on white spirits, fulfilled that expectation.

Each product was



Marco Gloria

Co-founder
Casa Cinco Dos



Lucia Galan

Co-founder
Casa Cinco Dos &
Tequila Master Taster



Gaurav Joshi

Founder and CEO
Platinum Liquids



Paritosh Bhandari

Founder
Tipple Brands Limited
& Good Karma Drinks



Kama KM

Founder
The Drinking Safari



Ankur Chawla

Founder of ScopeBev



Rifaquat Ali Khan Mirza

Founder & CEO
Lush Vitality



Bishan Kumar

Editor-in-Chief
Spiritz Magazine



● SPIRITZ SELECTION

carefully assessed on key parameters such as appearance, aroma, flavour, texture, and finish. The focus was to evaluate the spirits' quality, devoid of any branding or marketing influence.

Tequila, in particular, garnered much attention during the tasting drive. The growing global presence of tequila, driven by its craft heritage and complex flavours, added a distinct character to the competition.

The inclusion of global tequila brands offered a rich exploration of taste and craftsmanship, inducing the judges to consider the beverage in a more nuanced



light. As the panel discussed the diversity of flavours, from the smoothness of top-tier vodkas to the intricate botanicals of gin, it was evident from the animated discussion of the jury that white spirits are in the midst of a renaissance in India.

The jury expressed deep appreciation for the blind tasting session of liqueur, praising the

exceptional quality and diversity of flavours on offer. They were pleasantly surprised by the refreshing and complex palate of each drink of liqueur offered, free from any preconceived bias.

Awarding Excellence

Throughout the tasting drive, the judges expressed admiration on the variation and innovation





showcased in the white spirits category. With unique flavours and unexpected twists, the expertly crafted spirits often challenged the conventional boundaries of taste. Whether it was the earthy complexity of tequilas or the refreshing botanicals in gins, the competition highlighted the evolving landscape of India's alcobev industry.

Jury also rated brands for their innovative and attractive packaging.

Commenting on Spiritz's impeccability of the blind tasting process and its sustained endeavour to honour professional values, Gaurav Joshi said, "Spiritz



meticulous organisational skills and the jury's commitment to integrity make their awards a true hallmark of the Indian spirits industry. Spiritz has proven that even the most complex tasting process can be done with precision and panache."

"Their blind tasting process ensures that quality, not marketing, reigns supreme. The Spiritz Awards are more than just a competition; they are a testament to the passion and dedication of the India's alcobev industry," he added.

With the conclusion of the tasting of white spirits it became clear that the awards not only honour the best in the industry but also set the stage for what is to come in India's growing



has set a new standard for blind tasting. Their

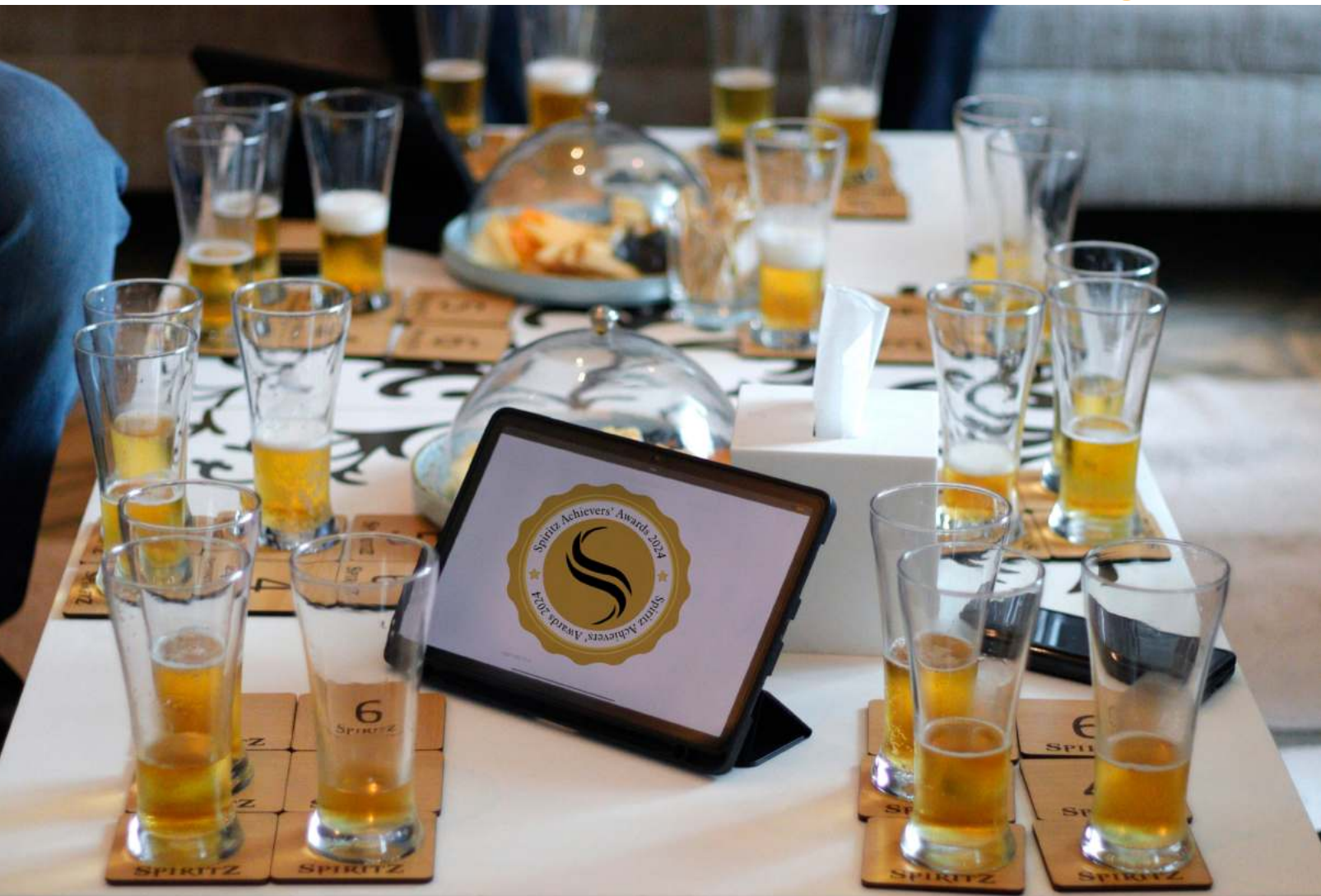
alcobev market.

"I have sat in multiple global and domestic tasting panels as jury and I have to congratulate the team at Spiritz for putting together a specialised panel across segments that not only focused on excellence but also ensured to do so without any sub conscious bias. The moderators ensured the process was tabulated absolutely fairly," elaborated Aparna Batra. By recognising quality products and pushing the boundaries of taste, the Spiritz Selection Awards continue to be a crucial platform for both established and emerging brands to shine. With its forward-thinking approach and dedication to sustainability, the event sets an example for future industry gatherings, showcasing that innovation and tradition can go hand in hand in shaping the future of alcoholic beverage business in India. 📍



Tasting was conducted by Sarang Kumar, a beverage expert





A Fierce Battle of Brews

Swarnendu Biswas

At the annual Spiritz Selection Awards, the air buzzed with anticipation as industry leaders and master brewers, with discerning palates gathered for what had become one of the most intense and celebrated competitions in India's alcobev industry. The Spiritz Selection

Awards 2024 wasn't just another event — it was a marathon exercise of taste, expertise, innovation and endurance, with each entrant vying for the coveted Grand Gold, Gold and Silver awards in its respective categories.

From the moment the jury session began, the atmosphere was electric. Rows of gleaming

beer glasses lined the tasting tables, waiting to be poured in from quality beers made by independent breweries to multinational giants. The stakes were high and the competition, more intense than ever. Each brew represented years of hard work, innovation and, in some cases, heritage that spanned

generations.

Judges, comprising a mix of seasoned professionals, brewers, and beer enthusiasts, took their seats, armed with their taste buds and years of knowledge. Each round of tasting felt like a test of endurance as dozens of beers, from lagers to wheat were poured into perfectly polished glasses. The golden hues, frothy heads, and the aroma of hops filled the room, translating into an olfactory feast before the first sip was even taken.

The delectable beers on display enticed the palates of the crowd. The beer category had an impressive array of 15 brands,



Raja Mukherjee
Consultant



Sarang Kumar
Beverages Expert



Ankit Bhatia
Lead Beer Trainer
Tulleeho



Prajval Singh
Assistant Brewer
Fort City Brewing

which infused more froth of excitement into the competition. The categories covered in the beer competition were lager with up to 5 percent alcohol content, lager with above 5 percent alcohol content, wheat beer with ABV of up to 5 percent, wheat beer with ABV of above 5 percent, pale ale, blonde lager, IPA and Stout and Light.

The array of brews was being judged on the parameters of characteristics, aroma, appearance, flavour, texture and finish, which gave a

comprehensive character



Manya Aman
Actress &
Beer Entrepreneur



Amar Shrivastava
Co-Founder
Siqera



Mannar Siva Baba R
Brewer
Fort City Brewing



Bishan Kumar
Editor-in-Chief
Spiritz Magazine

to their evaluation process.

The tasting process was not just a quick sip and score. It was a marathon of intricate analysis—a delicate dance of flavour profiling. Judges swirled their glasses, took in the aroma, and then took slow, thoughtful sips, letting the brew coat their tongues before offering their verdict. Some sips brought forward an explosion of fruity, floral notes, while others lingered with malty, bitter undertones. Every beer told its own story, but only the best among them would win the crown...

As the hours stretched on, the marathon aspect of the competition became more apparent. Tasting such a wide variety of brews was as much a physical challenge as a mental one. Palates needed refreshing, minds had to stay sharp, and the faintest hint of fatigue could skew a decision unfairly. Yet, despite the exhaustion, the passion in the room never wavered. This was a battle of the brews, and only the finest competing beers would rise to the top.

The jury was all praise for the show. According to Raja Mukherjee, a renowned consultant and alcobev industry veteran, “The selection process is very fair and independent and this impeccable quality of the competition has been ensured by Shalini and Bishan, over the years.”

According to Amar Shrivastava, Co-Founder-Seqira and a renowned brewer, “The process of selecting the right jury members is very critical. The jury members are being very nicely chosen by the Spiritz Magazine, who covered both the industry’s and the

consumers’ perspective.”

In the realm of India’s beer Industry, winning a Spiritz Selection Awards is not much different in stature to earning any coveted international title. It could transform an unknown brewery into a global sensation or cement a legacy in an industry where the competition grows fiercer with every passing year.

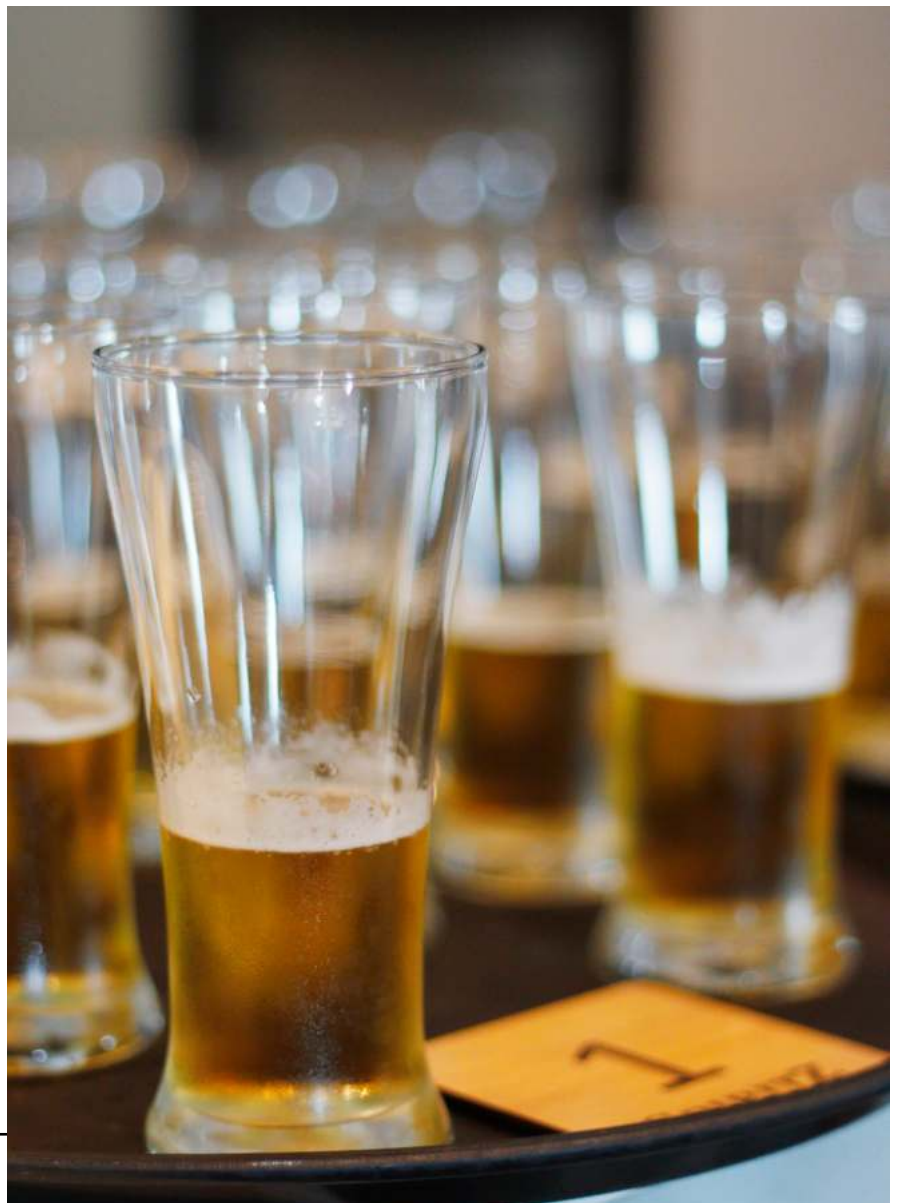
Ankit Bhatia, Lead Beer Trainer - Tulleeho, stated that as a first time juror in the Spiritz Selection Awards he felt the judging process of the beer was very challenging and influential at the same time.

After hours of tasting, deliberation, and heated discussion, the verdicts were

captured in tablets. It is another notable endeavour by the Spiritz team to go paperless, which was much appreciated by the jury.

After the tabulation of individual scores, winners will come out. The results, however, will be announced on October 18. For some, it will be the culmination of a lifelong dream; for others, a beginning of a new chapter.

The beer section of the Spiritz Selection Awards had once again proven to be more than just a competition — it was a celebration of craft, dedication, and the relentless pursuit of excellence in the world of beer. 📍



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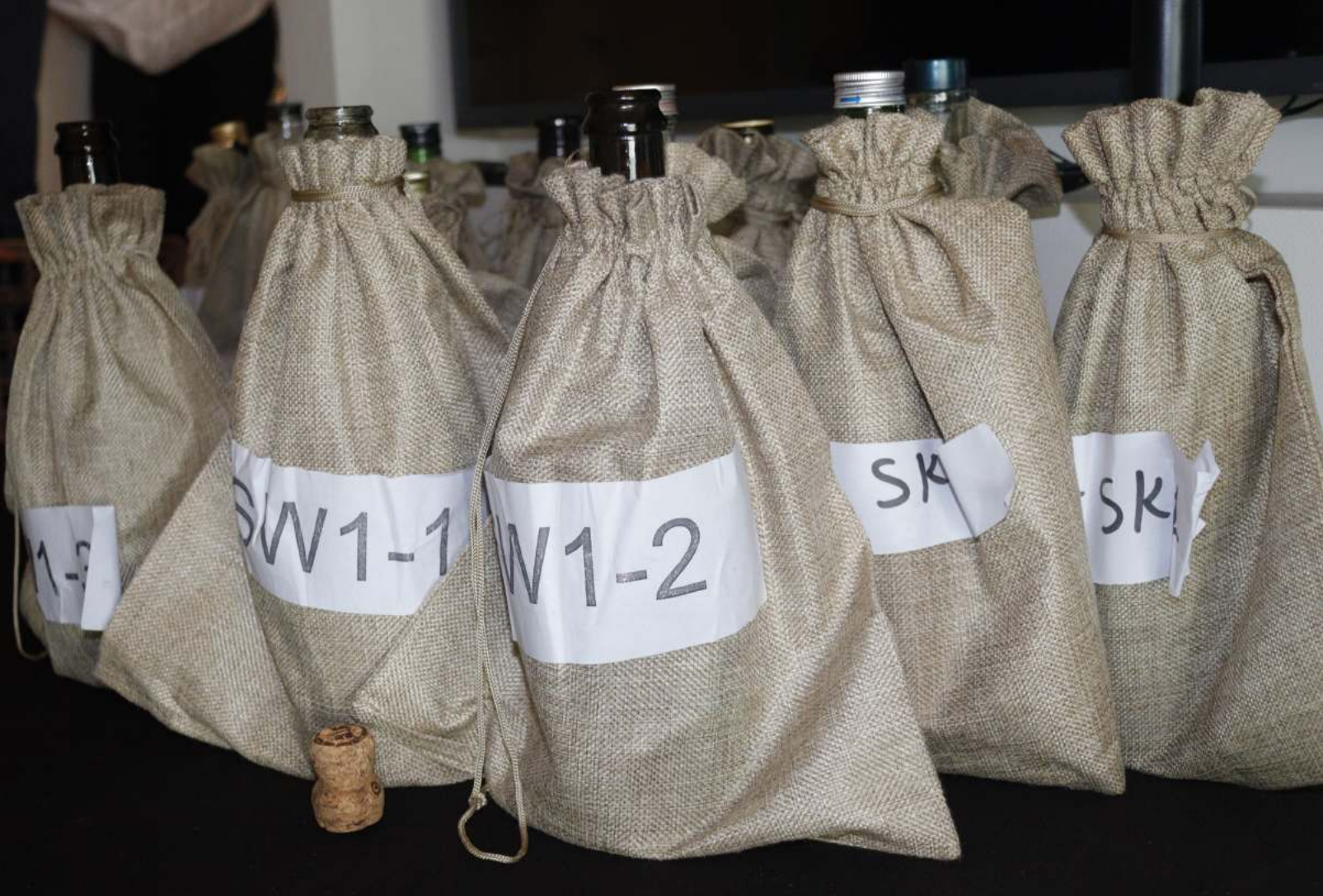


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Wines, Sakes & Soju Compete for Top Honours

Vikal Samdariya

The Spiritiz Selection Awards 2024, an annual hallmark event that honours the finest in India's alcoholic beverages industry, once again raised the bar in its wine and Sake section by bringing together quality wines, Sakes, soju and flavoured wines from across the globe.

This year's edition of the competition showcased an impressive variety of wines, Sakes, and other alcoholic beverages, with both local and international brands vying for recognition. This year, over a hundred products were submitted by their respective companies, with wines competing across subcategories

like Sparkling, Rosé, White, and Red. Meanwhile, Sake was categorised into Junmai and Ginjo variants.

The Esteemed Jury

A key highlight of the Spiritiz Selection is its distinguished panel of judges; each an accomplished expert in his/her respective fields.

The jury is composed of wine master, sommeliers, Sake experts, beverage critics; industry veterans with decades of experience, which ensured that the winners were chosen with a discerning eye for detail and excellence.

The inclusion of Sake since the last year's edition of the competition added a unique dimension to

the competition, allowing for a richer exploration of taste and craftsmanship. With the rising global profile of Sake, particularly in the west, its presence at the Spiritz Selection provides a platform for greater recognition and appreciation of this delicate Japanese beverage.

The judges' deep understanding of wine and Sake allowed for



Ajoy Shaw
Director
Plateaux Vintners Pvt Ltd.



Ravi Joshi
Wine & Spirits
Writer & Consultant



Deepak Rawat
Director, F&B
The Leela Ambience
Convention Hotel, Delhi



Simi Kohli
Founder
Cook Style Click



Ankur Sahni
General Manager
Kofuku



Ravi Punia
Corporate Head of
Beverage Operations
at The Quorum



Bishan Kumar
Editor-in-Chief
Spiritz Magazine

nuanced evaluations, as they comprehensively explored, ranging from the complex flavours of aged Sake to the intricate terroirs of wines from different regions.

A diverse mix of seasoned professionals, the panel combined experience from various sectors of the alcoholic beverages industry. Ajoy Shaw, Director of Plateaux Vintners and former Chief Winemaker at Sula Vineyards, led the wine experts with his deep-rooted expertise.

Alongside him was Deepak Rawat, Director of Food & Beverage at The Leela Ambience Convention Hotel Delhi bringing their keen understanding of fine dining and beverage pairing. Ravi Joshi, a respected wine and spirits writer and consultant, added a scholarly

perspective to the proceedings. Simi Kohli, Founder of Cook.Style. Click, a recipe developer and food stylist, added her creative touch in the tasting session. Ankur Sahni, General Manager at Kofuku, and Ravi Punia, Corporate Head of Beverage Operations at The Quorum & District150, lent their expertise, further diversifying the jury's profile.

Bishan Kumar, Editor-in-Chief of Spiritz Magazine, completed the lineup, overseeing the event with his unmatched experience of the alcohol industry.

The Judging Process

Spiritz hosted the second half of the first phase of their marathon tasting event, following a rigorous morning dedicated to beers on 14th September, at the Le

Méridien Gurgaon, Delhi- NCR. The afternoon session in the same day brought a different flavour focusing on an array of wines, Sakes, soju, and flavoured wines. To ensure impartiality, the entire judging process was conducted in a blind tasting format. As the juries settled into the elegant ambience of Le Méridien, they were introduced to the tasting process. The products were judged meticulously on their appearance, aromas, flavours, characteristics, texture, and finish. Wines at the competition with their rich history and diverse profiles brought in a spectrum of tastes, from robust reds to crisp whites. Competing Sakes, ranged from sweet and fruity to dry and earthy.

Reflecting on the process, Simi





Kohli praised the event, saying, “I was absolutely amazed at how beautifully the wines and Sakes were categorised into flights. Going paperless is a wonderful idea, and it was very nice to judge in this mindful manner.”

In a notable shift, Spiritz Selection Awards advanced its judging process by integrating digital technology, setting an example of sustainability in India’s alcobev sector. This year, judges used digital devices to assign ratings, replacing the traditional paper-based systems. The move not only streamlined the evaluation process but also aligned with Spiritz’s commitment to reducing environmental impact, which is a growing priority these days amidst increasing importance to sustainability.

On the tasting, Ravi Punia reflected on the experience, while emphasising the fairness of the event. “We tasted a wide variety of beverages in a blind tasting format, ensuring purity and fairness. It has been a very thorough and transparent process.”

Ankur Sahni added, “The blind tasting was fantastic, with a diverse jury from various sectors of hospitality. The variety of wines and other beverages at the competition made for a stimulating and unbiased experience.”

Growing Recognition

The increasing participation in the Spiritz Selection is a testament to the event’s growing stature. Producers from regions traditionally known for their wine and Sake, such as France, Italy, Japan, and New Zealand, were joined by emerging and established domestic players. This diversity not only added excitement to the competition but also reflected the shifting dynamics of the global alcoholic beverage market.

For a multitude of wine and Sake producers, winning a Spiritz Selection award is now seen as an endorsement of their quality. The event’s growing reputation, coupled with its rigorous judging process, has made it a coveted

recognition in India’s alcoholic beverages industry.

Since the inception of the Spiritz tasting sessions in 2019, the competition has continually evolved, adapting to international standards and advancing in its judging techniques. Despite the challenges posed by the COVID pandemic in the recent years, Spiritz Magazine remained committed to its mission of celebrating excellence in the alcoholic beverages industry.

This year’s event was a testament to that dedication, bringing together an extraordinary panel of experts and local to global alcobev drinks, all judged under the highest standards of evaluation. The growing number of participants in this year’s event indicates the expanding appreciation for blind tasting among both producers and consumers. It underscores the alcobev industry’s recognition of the Spiritz Selection as a credible, transparent, and prestigious event where quality is the ultimate measure of success. 



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Gold
Glenfiddich 12
William Grant & Sons



Gold
The Balvenie
William Grant & Sons



Gold
Penderyn Madeira Malt
Dhall Foods and Beverages Pvt Ltd



Gold (95.85%)
Hyde No 6
BeOne Marketing Pvt Ltd



Gold
Kavalan Classic Single Malt
Dhall Foods and Beverages Pvt Ltd

Whisky Above 10000 INR



Grand Gold
Hibiki Japanese Harmony
Suntory Global Spirits India Pvt Ltd



Grand Gold
Misaka Sherry Cask
Global Drinks



Gold
Writer's Tears Double Oak
VBev

Whisky 5001-10000 INR



Grand Gold
Sangam World Malt Whisky
Radico Khaitan Ltd



Gold
Akashi Toji
Rad Elan Distributors Pvt Ltd



Gold
Misaka Pure Malt
Global Drinks



Whisky

3501-5000 INR



Grand Gold
Amrut Amalgam
Amrut Distilleries Pvt Ltd



Grand Gold
Monkey Shoulder-The Original
William Grant & Sons



Gold
Toki Suntory Whisky
Suntory Global Spirits India Pvt Ltd



Gold
Black Bottle Blended Scotch Whisky
Aspri Spirits Pvt Ltd



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Email Id: ruknluthra@lochlomondgroup.com



Whisky

2001-3500 INR



Grand Gold

Eiregold Special Reserve
Single Grain & Single Malt Irish
Whiskey

BeOne Marketing Pvt Ltd



Silver

Jim Beam Orange

Suntory Global Spirits India Pvt Ltd



Silver

Magpie Gold Blended
Scotch Whisky

Magpietrading Agencies Pvt Ltd

Whisky

1001-2000 INR



Grand Gold

Jim Beam White

Suntory Global Spirits India Pvt Ltd



Gold

Amrut's MaQintosh Whisky
India Glycols Ltd



Silver
Woodburns Whisky
Fullarton Distilleries Pvt Ltd



Bronze
Barents Gold Reserve
Rock and Storm Distilleries Pvt Ltd



Silver
Grant's Triplewood
William Grant & Sons

Whisky

501-1000 INR



Grand Gold
Boho Premium Blended Whisky
ADS Spirits Pvt Ltd



Grand Gold
Brother & Co. Whisky
Globus Spirits Ltd



Grand Gold
The Crafters Stamp Rare Artisan
Blended Whisky
Triveni Engineering &
Industries Ltd



Gold

Iconiq White

Allied Blenders and Distillers Ltd



Silver

Matsya Triple Reserve Blended Whisky
Triveni Engineering & Industries Ltd



Silver

Royal Ace

Rock and Storm Distilleries Pvt Ltd



Silver

Srishti Select Collection
Allied Blenders and Distillers Ltd



Silver

Woodnote Premium Blended
Select Cask Whisky
ADS Spirits Pvt Ltd



Silver

Seagram's Royal Stag Double Dark
Pernod Ricard India



Silver

Oaksmith Gold
Suntory Global Spirits
India Pvt Ltd



Bronze

Sterling Reserve Blend 7
Allied Blenders and Distillers Ltd



Bronze

Green Label Barrel Special Whisky
Inbrew Beverages



Whisky

Up to 500 INR



Grand Gold
Pure Gold Premium Whisky
Bapuna Alcobrew



Gold
Royal Green Whisky
ADS Spirits Pvt Ltd



Gold
Mansion House Gold Barrel Whisky
Tilaknagar Industries Limited



Gold
Pure Gold Reserve Whisky
Bapuna Alcobrew



Bronze
Stainley
NV Group – Smoke Lab



Bronze
Mountain Oak Premium Grain Whisky
Globus Spirits Ltd

Rum

Above 5000 INR



Grand Gold
Idaaya
Those Good Distillers Pvt Ltd



Rum

2001-3500 INR



Grand Gold

Segredo Aldeia Café Rum
Fullarton Distilleries Pvt Ltd



Silver

Segredo Aldeia White Rum
Fullarton Distilleries Pvt Ltd

Rum

1001-2000 INR



Grand Gold

Rock Paper Rum Zesty Lemon
Good Barrel Distillery Pvt Ltd



Bronze

Rock Paper Rum Roast Coffee
Good Barrel Distillery Pvt Ltd

Rum

501-1000 INR



Gold

Calenter Premium Rum
ADS Spirits Pvt Ltd



Bronze

Zumba Lemoni Naturally
Citrus White Rum
India Glycols Limited

Rum

Upto 500 INR



Grand Gold

Commander & Chief Jamaican Rum
Rock and Storm Distilleries Pvt Ltd



Brandy

Above 5000 INR



Gold

Meukow VSOP (COGNAC)
VBev

Brandy

2001-3500 INR



Gold

Vecchia Romagna
VBev



Bronze

Dordogne VSOP French Spirit
Magpietrading Agencies Pvt Ltd

Brandy

501-1000 INR



Gold

Mansion House Chambers Brandy
Tilaknagar Industries Limited

Brandy

Upto 500 INR



Grand Gold

Mansion House Orange Flavoured Brandy
Tilaknagar Industries Limited



Gold

Mansion House Green Apple
Flavoured Brandy
Tilaknagar Industries Limited



Silver
Honey Bee Brandy
Inbrew Beverages



Silver
Courier Napoleon
French Brandy Green
Tilaknagar Industries Limited

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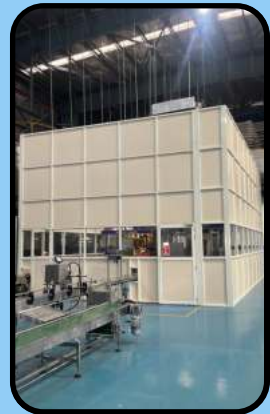
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Mr. Kavinder Singh, Director of BOTTMAC India, leads with 24 years of industry experience, innovation, and a commitment to quality, driving the company's growth and success in Liquor, beverages and dairy bottling.



Talk to us-

Mr. Kavinder Singh

+91-9818228222

kavindersingh@bottmac.in

sales@bottmac.in

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Tequila

Above 10000 INR



Grand Gold

Komos Tequila Anejo
Cristalino
**Chason Beverages
Pvt Ltd**



Silver

Komos Tequila Reposado Rosa
Chason Beverages Pvt Ltd

3501-10000 INR



Gold

Don Romeo Reposado
**Rad Elan Distributors
Pvt Ltd**



Gold

Don Romeo Blanco
**Rad Elan Distributors
Pvt Ltd**

2001-3500 INR



Grand Gold

Orendain Extra Reposado Tequila
Klassic Business Advisory Pvt Ltd



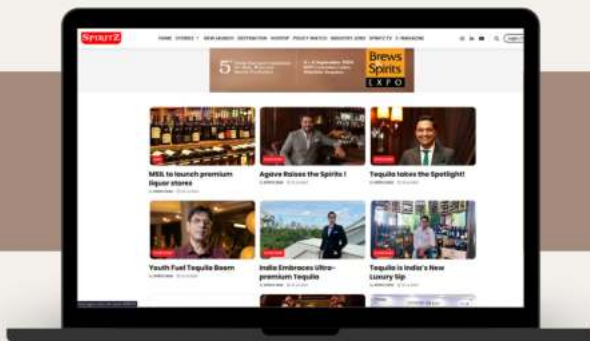
Silver

Orendain Blanco Tequila
Klassic Business Advisory Pvt Ltd

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Vodka

Above 5000 INR



Grand Gold
Elif
VBev



Grand Gold
06 Vodka Rosé
Dhall Foods and
Beverages Pvt Ltd



Silver
Beluga Noble
Aspri Spirits Pvt Ltd

3501-5000 INR



Grand Gold
Haku Vodka
Suntory Global Spirits
India Pvt Ltd



Silver
Pravda Vodka
Dhall Foods and Beverages
Pvt Ltd

2001-3500 INR



Grand Gold
Smoke Lab Saffron Vodka
NV Group – Smoke Lab



Silver
Smoke Lab Green Chili Mango Vodka
NV Group – Smoke Lab



Bronze
Rodchenko
Cartel Bros Pvt Ltd



501-1000 INR



Gold

Snoski Premium Crafted
Vodka – Orange
Globus Spirits Ltd



Gold

Amazing Green Apple
Vodka
India Glycols Ltd

Upto 500 INR



Silver

Snoski Premium Crafted Vodka
Green Apple
Globus Spirits Ltd



Bronze

Snoski Premium Crafted
Vodka
Globus Spirits Ltd



Aussie Adventures in Every Can



Gin

Above 5000 INR



Grand Gold
Jaisalmer Gold Gin
Radico Khaitan Ltd



Silver
Crafter's Aromatic Flower Gin
Dhall Foods and Beverages
Pvt Ltd

3501-5000 INR



Gold
Mohulo Gin
NV Group – Smoke Lab



Gold
Hendrick's Gin
William Grant & Sons



Gold
Roku Gin
Suntory Global Spirits India Pvt Ltd



Bronze
Sipsmith London Dry Gin
Suntory Global Spirits India Pvt Ltd

2001-3500 INR



Grand Gold
Hapusa Himalayan Dry Gin
NAO Spirits



Grand Gold
Zoya Gin
Allied Blenders and Distillers Ltd



Bronze
Level Premium Gin
Klassic Business Advisory Pvt Ltd



1001-2000 INR



Grand Gold
Baagh Indian Craft Gin
Chhota Hazri Spirits



Gold
Greater Than Gin
NAO Spirits



Bronze
Terai India Craft Gin
Globus Spirits Ltd



Bronze
Blue Moon Gin
NV Group – Smoke Lab



The Seal of Craftsmanship

Sparingly made, hand-crafted, and overseen by master winemakers, the new Signet range features 5 wines- each fermented with a unique technique that lends it a nose and a palate of its own.

From the peppery-frutiness of the 1000l and 2000l foudres to the deep, well rounded, rich structure of the clay Amphora fermentation and the powerful mouthfeel of liquorice, almond & notes that's iconic of Concrete tanks, all of these wines are a representation of our commitment to pushing the boundaries of Indian winemaking.



Concrete Tank



Amphora



Oak



Foudre 2K



Foudre 1K



Liqueur

Above 5000 INR



Grand Gold
Somrus Coffee
Aspri Spirits Pvt Ltd



Gold
Somrus Mango
Aspri Spirits Pvt Ltd



Silver
Meukow Xpresso
VBev

3501-5000 INR



Gold
Limoncello DICAPRI
Aspri Spirits Pvt Ltd

2001-3500 INR



Gold

Amaro Montenegro
VBev



Silver

Licor 43 Liqueur
Dhall Foods and Beverages Pvt Ltd

RTD Up to 500 INR



Grand Gold

Disco Panda Mango Tango
Nivaat Consumer Goods Pvt Ltd

Heritage



Silver

Hven Single De Feni
Imperial Distillers and Vintners Pvt Ltd



Beer

Lager above 5%



Grand Gold
Godfather Super8
Devans Modern
Breweries Ltd



Grand Gold
Bad Monkey Tamed
Sinq Beverages Pvt Ltd



Silver
Lone Wolf Strong
Onkara Beverages &
Hospitality Pvt Ltd



Silver
BeeYoung
Kimaya Himalayan
Beverages



Bronze
Bad Monkey Wild
Strong Beer
Sinq Beverages Pvt Ltd



Bronze
Bad Monkey Super
Strong
Sinq Beverages Pvt Ltd



Bronze
Six Fields Brute
Devans Modern
Breweries Ltd

Lager Upto 5%



Silver
Medusa Air
Medusa Beverages
Pvt Ltd



Bronze
Six Fields Pilsner
Devans Modern
Breweries Ltd

Wheat Upto 5%



Gold
Six Fields Blanche
Devans Modern
Breweries Ltd



Silver
Six Fields Cult
Devans Modern
Breweries Ltd

Blonde Lager



Bronze
Lone Wolf Mavrick Blonde Lager
Onkara Beverages & Hospitality Pvt Ltd



Red Wine

Above 3000 INR



Grand Gold
J'Noon Red
Fratelli Wines Pvt Ltd



Gold
Wente Morning Cabernet
Sauvignon 2020
VBev



Silver
Zenato Ripassa 2019
VBev

2001-3000 INR



Silver
Cotes Du Rhone La Fiole
**Rad Elan Distributors
Pvt Ltd**



Silver
Born West Cabernet
Sauvignon
Aspri Spirits Pvt Ltd



Bronze
Monte Pacifico Reserva
Pinot Noir 2021
VBev

Upto 1000 INR



Grand Gold
7 Peaks Cabernet Shiraz
**Seven Peaks Winery
Pvt Ltd**



Silver
Cabernet Franc Shiraz
Fratelli Wines Pvt Ltd



1001-2000 INR



Grand Gold
Asav Cabernet Shiraz
Asav Vineyards



Grand Gold
Myne Reserve Cabernet
Sauvignon
Vishanth Industries Pvt Ltd



Gold
Asav Reserve Shiraz
Asav Vineyards



Silver
Master Selection Red
Fratelli Wines Pvt Ltd



Bronze
Myne Reserve Shiraz
Vishanth Industries Pvt Ltd



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SEASONS

14 Million Cases Sold



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DRINK RESPONSIBLY



Rosé Wine

Above 3000 INR



Grand Gold
Ultimate Provence Rosé
Rad Elan Distributors
Pvt Ltd

1001-2000 INR



Grand Gold
Master Selection Rosé
Fratelli Wines Pvt Ltd

2001-3000 INR



Gold
Black Tower Club Edition
Pinot Noir Rosé
Aspri Spirits Pvt Ltd



Silver
Charles Roux Rosé
Rad Elan Distributors
Pvt Ltd

Wine Beverages



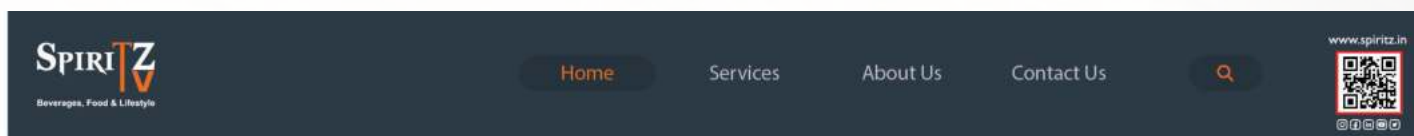
Gold

Witbbier Light Hopped Wine
Uniwine Vintners Pvt Ltd



Silver

Fuze Sangria Wine Cocktail
Uniwine Vintners Pvt Ltd



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White Wine

Above 3000 INR



Gold

La Pierrelee Chablis
Rad Elan Distributors
Pvt Ltd

2001-3000 INR



Gold

J'Noon White 2022
Fratelli Wines Pvt Ltd

1001-2000 INR



Grand Gold

Fuze Chenin Blanc
Uniwine Vintners Pvt Ltd



Gold

Bush Ballad Sauvignon Blanc
Aspri Spirits Pvt Ltd



Silver

Asav Reserve Chenin Blanc
Asav Vineyards



Silver

Reina Chardonnay
Klassic Business Advisory
Pvt Ltd

Upto 1000 INR



Gold
Fratelli Chardonnay
Fratelli Wines Pvt Ltd



Gold
Vivaz Muscat
Vishanth Industries Pvt Ltd



Silver
Fratelli Sauvignon Blanc
Fratelli Wines Pvt Ltd

Flavoured Wine



Gold
7 Peaks Strawberry
Seven Peaks Winery Pvt Ltd



Silver
HIK! Blueberry Mead
Orrchidbrews Pvt Ltd



Sparkling Wine

1501-3000 INR



Gold

Henkell Rose Sparkling 2023
VBev



Silver

Zonin Prosecco DOC Extra Brut
Aspri Spirits Pvt Ltd



Bronze

What the Fox
VBev

Upto 1500 INR



Silver

Noi Sparkling Rosé
Fratelli Wines Pvt Ltd



Bronze

Tilt Bubbly Rosé
Fratelli Wines Pvt Ltd

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Sake



Grand Gold
Komachi Fruity Sake
Mika Sake Global Inc



Gold
Tanaka Chartier
Mika Sake Global Inc



Silver
Messenger Rabbit
Mika Sake Global Inc



Bronze
Sandy Coast
Mika Sake Global Inc



Bronze
Daily Hawks
Mika Sake Global Inc



Bronze
Princess Marriage
Mika Sake Global Inc



Bronze
Ishu Honjozo Sake
Sparkling N Sake
International Pvt Ltd

Soju



Grand Gold
Punter Soju Original
Rad Elan Distributors
Pvt Ltd



Gold
Chum Churum Grape Soju
Klassic Business Advisory
Pvt Ltd



Silver
Chum Churum Soju Original
Klassic Business Advisory
Pvt Ltd

Tequila 52's

journey from Mexico to India

When **Marco Gloria and Lucia Galan, the Founders of Tequila 52**, decided to bring the drink to India, it was their super-high confidence that induced the launch. The couple are absolutely sure that the discerning alcobev drinkers in India will not only take to Tequila 52 like fish to water but also appreciate the storytelling and the history that comes along with it.

■ **Shalini Kumar**



If there is one drink that is gaining immense popularity in India along with the rest of the world, it is tequila. There is more to tequila than being just another drink. Easily associated with it are terms like craftsmanship and heritage. And it is keeping this in mind that Marco Gloria and Lucia Galan have launched Tequila 52, born out of a deep-rooted passion to introduce the authentic taste of Mexican tequila to the world. The number '52' represents Mexico's international calling code, symbolising the couple's deep

connection to their homeland.

As a Geographical Indication (GI) product from Mexico by Mexicans, Marco and Lucia pride themselves on delivering tequila that upholds the rich traditions and quality of their culture. The couple are certified tequila master tasters. "Tequila 52 is a culmination of decades of our experience in the spirits industry. Our commitment goes beyond offering a super-premium sipping tequila—we also aim to share and educate new consumers about how we, as Mexicans, enjoy tequila,

emphasising its sophistication and versatility," they say.

A Widening Presence

Since its launch, Tequila 52 has gained a select presence in Mexico and the United States, and is expanding internationally across key markets in Asia. In India, it has established a presence in Delhi, Mumbai, and in major duty-free outlets like those in Delhi and Bengaluru. Beyond India, it has been extending its presence in other Asian and the Middle-East markets. Its India launch

was prompted by the country's evolving consumer preferences towards premium products in the alcohol space, along with a growing desire among health-conscious consumers to 'drink better'.

"Our goal was to offer Indian consumers a super-premium sipping tequila that mirrors the sophistication and quality of fine spirits like cognac and whisky, while also catering to those seeking a more refined, natural and mindful drinking experience. The response has been very positive, with 60 percent of our initial Cristalino consignment selling quickly after the launch," Marco informs. To increase its popularity in the Indian market, the company is focusing on several key marketing initiatives.

For instance, it has partnered with top-end bars and restaurants, engaging bar teams to create unique brand experiences and signature placements. It is also hosting craft and exclusive events, such as master classes, private tastings and other innovative initiatives that connect with the audience and educate them about tequila. Tequila 52 sits perfectly within this premiumisation trend, appealing to a sophisticated, upwardly mobile demographic looking for more than just mass market options. There is also the growing cocktail culture that adds further potential for growth.

Being Different

There are various USPs that Tequila 52 offers to make it attractive for discerning customers. One of them is authenticity since it is a product from Mexico, made by Mexicans. Further, the tequila is made in small batches; ensuring

Tequila 52 Variants

Under the Tequila 52 brand, the company currently offers the super-premium sipping Cristalino, which is aged for 10 months in French oak barrels. Cristalino is a unique type of tequila that undergoes an additional state-of-the-art carbon filtration process after ageing, making the liquid exceptionally smooth and balanced, with an enhanced aroma profile.

This makes it perfect for new consumers looking to acquire the tequila palate and appreciate the complexity of a well-crafted spirit.

The company will soon launch Añejo, a two-year barrel blend, as well as two new innovative variants that will further highlight its commitment to quality and craftsmanship.



the impeccable at every stage of its production process. Tequila 52 is designed for sipping, offering a refined and elevated experience

akin to fine cognacs and whiskies.

And the best part is that sipping Tequila 52 comes along with the opportunity to know more about the Mexican heritage and the rituals that go with tequila.

Creating a Niche

According to Marco and Lucia, the market for super-premium spirits in India is poised for exponential growth as consumers become more discerning and open to exploring new categories. As awareness around tequila expands, with the category breaking free from its 'party drink' stereotypical image, the couple anticipate an increased demand for premium sipping tequilas in India. To maintain a competitive edge, they focus on several key pillars. "First, we emphasise the quality and authenticity of our product, ensuring every bottle of Tequila 52 reflects the mastery of our Mexican heritage. Further, our innovations like the Cristalino variant sets us apart," they state.

Additionally, they offer unique brand experiences at high-end outlets, collaborating with leading mixologists and developing signature cocktails that resonate with the target audience. They also maintain exclusivity in distribution, ensuring that Tequila 52 is available only at select top-end bars and restaurants, further elevating its premium positioning.

Above all, they focus on storytelling—sharing the journey of the brand, the craftsmanship behind every bottle of Tequila 52 and their Mexican roots. This combination of quality, education, experience and storytelling helps Tequila 52 to stand out among well-established global tequila brands. 📍

The rising influence of India's **alcobev industry**



India's alcobev industry, directly and indirectly, employs over 7.9 million individuals, informed Sanjit Padhi, CEO, International Spirits and Wines Association of India (ISWAI) during a session on 'Indian Spirits Brands Going Global: Promotion and Innovation' at World Food India 2024, which was held between 19th-22nd September 2024, in New Delhi.

At the exclusive session, industry experts discussed on the evolution and future of India's alcobev industry. Padhi led the session, and the industry experts shed light on India's success in producing world-class spirits, particularly single malts, with globally renowned brands leading the charge.

The Indian alcoholic beverage market, valued at US\$52.4 billion, contributes significantly to India's economy, and accounted for nearly 2 percent of the nation's GDP in FY21, ISWAI underlined in a

statement.

Moreover, the Indian alcobev industry serves as a growth catalyst for related sectors like tourism, agriculture, retail and food processing, creating direct and indirect employment opportunities for millions while showcasing the significant potential for global expansion in the spirits segment.

Commenting on the growing alcobev sector at the session, Padhi highlighted, "Indian alcobev exports have experienced a significant surge, with a 16 percent increase in volume and a 20 percent increase in value in the past year, indicating a favourable shift in product mix and positioning."

Indian single malts, a growing segment of the spirits market, have aligned themselves with the 'Make in India' initiative. With domestic sales of an estimated 3,50,000 cases, which is at par with imported malts, this segment

demonstrates India's capacity for creating world-class alcobev products.

"Indian single malt has a great story to tell. We are really upskilling the craftsmanship of whisky and single malt. The Indian single malt, not only domestically but globally, is competing with the world class single malts," points out Shilpa Gupta, Head Public Policy, Pernod Ricard India.



Focusing on 'Make-in-India', Richard McCallum, Group CEO, UK India Business Council, said, "India is a pivotal partner for the UK. It is an investment destination, an export market, a source of





so build a sustainable platform for building the brand Make in India,” put forward Gaurav Sishodia, Vice President – Agri-food & Extractive Industries – Invest India.

technology and talent and an important supplier of goods and services. What happens in India matters for the UK and the world. We encourage the UK businesses and stakeholders to engage with India in a collaborative spirit – one of genuine partnership - aligning with key initiatives like ‘Make in India’ and ‘Aatmanirbhar Bharat.’”

“We have about 615 UK businesses in India. They employ about 660,000 people with an annual turnover of about £50 billion, and the UK is one of the top investors in this country and has been so for the last 20 years. So the UK companies are very active in India,” he added.

One of the key highlights discussed is that the industry was confident that ambitious initiatives like the Business Reform Action Plan would enhance the ease of doing business, particularly at the state level. These efforts will drive meaningful changes, such as greater pricing freedom and key reforms, helping India’s alcobev businesses operate more efficiently and subsequently, adding to the potential of increased growth and job creation.

“As India continues to show positive growth in the alcobev industry, the time has come to focus more on R&D and innovation and truly create a made in India, make in India platform. We look forward to working with the government of India in creating positive policy interventions, so to



Some challenges in India’s alcobev sector were also discussed upon. “We need a system where exports are handled through a single window mechanism on a single label rather than each state putting in its own requirement in various labels, which kind of creates an ecosystem which then becomes a little arbitrary and becomes a little difficult for the importers to import the goods,” pointed out Sanjeev Vihh, Vice President, Corporate Affairs at Diageo India.

Commenting on key challenges faced by the Indian alcobev

industry towards ‘Make-in-India’ products internationally, Sridhar Pongur, COO, John Distilleries, said, “The Indian government has done a fantastic job with the Make-in-India concept. We need to ensure that Indian products are known to the international community, and for this, we need to have experience-based sessions. For this, we require the embassy’s support, and manufacturers should come together for the single malts to promote Indian whisky as a category.”



“We are creating world class products and this is based on Indian craftsmanship, Indian innovation, Indian ingredients, and Indian environment. We are taking India to the globe from



Diageo and sustainability is at the core of what Diageo does, whether it is on water, whether it is on environment, whether it is on energy conservation. Our latest offering, the artisanal single malt Godavan, works towards prevention and conservation of the great Indian bustard,” Sanjeev added further. According to Sanjeev, Diageo India has trained over 5,000 people in hospitality sector, and over 12,000

professionals from their bar academy for the food and beverage sector.

The alcobev sector in India has been a critical economic driver, with an estimated domestic volume of 390 million cases of branded spirits and an excise revenue contribution of Rs 3.4 lakh crores. From 2019 to 2023, whilst the total



spirits industry in India grew at a CAGR of 2.6 percent, the premium spirits segment in the country witnessed double-digit expansion.

India, already the fifth-largest global market for alcoholic beverages, is well-positioned to expand its footprint further in the global alcobev market. The Indian spirits industry is morning from a price-sensitive mass market to one focused on value creation and premiumisation. 📍



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Amrut introduces Bella

Amrut Distilleries has launched Bella, which is projected as the world's first 100 percent jaggery-distilled and matured single rum. Crafted from nutrient and mineral rich jaggery and sourced from the fertile Sahyadri range and Namma Mandya, Bella is the product of being meticulously matured for six years in ex-bourbon barrels under tropical climatic conditions

The name Bella holds special significance, as it means jaggery in Kannada, the language spoken by 67 million people in Karnataka, where Amrut Distillery is based. The product is priced at Rs. 3500 with availability in India and USA.



DeVANS expands Six Fields bouquet

DeVANS has expanded the Six Fields segment by introducing its Six Fields Brute and Six Fields Pilsner, marking the brand's debut into the premium lager domain.

The latest launches by DeVANS cater to the evolving consumer palate and are initially available in Jammu and Kashmir, Ladakh, Delhi, Uttarakhand, Rajasthan and Jharkhand.

Six Fields Brute has 8 percent ABV while Six Fields Pilsner is light with up to 5 percent ABV.



Globus Spirits launches DŌAAB India Craft Whisky

Globus Spirits has launched its limited-edition whisky range named DŌAAB India Craft Whisky.

DŌAAB's first limited-edition range is inspired by the Indian fable, The Six Blind Men and the Elephant. The release describes this as a tribute to everyone involved in creating this single malt, which flows in a limited edition of 500 casks.

BACARDÍ Mango Chilli in India

BACARDÍ has announced its latest flavoured rum expression - the BACARDÍ Mango Chilli, in India. This new offering combines the vibrant zest of freshly cut mango with the fiery kick of chilli, delivering a unique and disruptive flavour combination that resonates strongly with the Indian palate. BACARDÍ Mango Chilli is a perfect balance of sweet and spicy flavours - tangy raw mango and succulent ripe mango notes, complemented by the warm spice of chilli.

BACARDÍ Mango Chilli will be available across the markets of Karnataka, Kerala, Pondicherry, Goa, Maharashtra, Madhya Pradesh, Daman and Diu, Dadra Nagar Haveli, Rajasthan, Arunachal Pradesh, Jharkhand, Tripura, Orissa, Meghalaya, Assam, UP, Delhi, Himachal Pradesh, and Uttarakhand.



South Seas Distilleries infuses innovation with heritage



South Seas Distilleries has launched two exquisite Mahura expressions – Six Brothers 1922 Resurrection, and Six Brothers Small Batch (Original).

Six Brothers 1922 Resurrection's limited supply of 102 bottles are available at Rs. 1,02,000 each by allocation only. It comes in 750 ml with 40 percent ABV.

A refined small-batch variant, Six Brothers Small Batch is double-distilled in copper pot stills and platinum-filtered to achieve a crisp, balanced texture. It is priced at Rs. 2492 and comes in 750 ml with 40 percent ABV. It is available in Mumbai, and will be available across Goa and Haryana.

Monin's studio in Mumbai



Monin has announced the opening of its latest experiential studio in Mumbai. Following successful studio launches in Delhi and Bengaluru, this new Monin studio further solidifies Monin's commitment to the Indian market.

Situated in Juhu, a vibrant cultural hub, and designed as a space for co-creativity, the new Monin studio is expected to serve as a gathering point for stakeholders to engage with the community and elevate their creative efforts.

Committed to local adaptation, the studio's design features elements such as terracotta jaali, clay roof tiles, and Waarli art; thoughtfully integrated to reflect the rich cultural heritage of the area.

Scotch & cigars at Savannah Bar



Savannah Bar at Radisson Blu Plaza Hotel, Delhi Airport is hosting a premium event dedicated to fine Scotch and cigars. The event is running until 12th October.

The event offers guests a curated selection of 12, 15, and 18-year-old Scotches, paired with high-quality cigars. Expert tasting notes guide attendees through the pairing experience.

The event has attracted whisky connoisseurs, lifestyle influencers, and expats. Ashwini Kumar Goela, Vice President Operations and Area General Manager at Radisson Blu Plaza Hotel, Delhi Airport, noted that the event reflected the venue's sophisticated atmosphere.

THSC shines at WorldSkills 2024



The Tourism and Hospitality Skill Council (THSC) has represented India on the global stage at the esteemed WorldSkills Competition 2024, achieving remarkable success across multiple categories in the hospitality and culinary sectors. These achievements mark THSC's 4th consecutive triumph at the WorldSkills competition, affirming continued excellence and leadership in these fields.

In a showcase of exceptional talent and dedication, India secured bronze medal in Hotel Reception; bronze medal in Patisserie and Confectionery; Medallion of Excellence in Cookery at WorldSkills Competition 2024.

The Tourism and Hospitality Skill Council (THSC) signed a Memorandum of Understanding (MoU) with Visa. The MoU aims to significantly contribute to the skill development of Indian youth across 10 states, including Assam, Gujarat, Himachal Pradesh, and others.

Young Bartender Challenge 2024

The Happy High, Mumbai's premium bartending institute, recently hosted the inaugural Young Bartender Challenge 2024, in partnership with A-Star Academy, a hotel school in Mumbai. The event was sponsored by Smoke Lab Vodka, Mohulo Gin, and Smoke Lab Water.

The event attracted 41 entries from 15 hospitality institutes across Mumbai and Pune, starting with a Masterclass phase featuring sessions on mixology, Cognac, gin, vodka, and water.

The second phase of the competition required participants to submit their cocktail recipes via Instagram reels under the theme "Bharat," resulting in 10 finalists from 7 colleges competing in the grand finale. The finalists participated in two rounds, including a mystery round.

The winners included Aaryan Katara from IHM Mumbai (Gold medal); Kailash Chaudhari from Bharati Vidyapeeth Pune (Silver medal); Om Awasare from IHM Mumbai (Bronze medal) and Vishal Kandhu from ITM IHM Oshiwara who won the Best Video/Maximum Shares/Views on Instagram.



Peshwari delights at Spice Art



Spice Art, a fine dining Indian restaurant housed in Crowne Plaza Greater Noida, had an exclusive Peshwari Food celebration, from 10th- 29th September, from 7 pm-11 pm.

Peshwari cuisine is celebrated for its aromatic spices, fresh ingredients, and time-honoured cooking techniques. Some of the delectable dishes at this gastronomic celebration were *Peshwari Paneer Tikka*; marinated cottage cheese chunks cooked in a tandoor, and *Tandoori Phool* - grilled cauliflower florets marinated in a blend of pickling spices and creamy cheese.

Diners also indulged in a selection of traditional desserts including *Sheer Khurma*; a sweet vermicelli pudding, rose-flavoured *Gulab Jamun* and *Matka Kulfi*; a creamy traditional Indian ice cream served in a clay pot.

OYO to buy G6 Hospitality



Oravel Stays, the parent company of the global travel technology company OYO, has agreed to acquire US hotel brand G6 Hospitality, the leading

economy lodging franchisor and parent company of the iconic Motel 6 and Studio 6 brands, from Blackstone Real Estate, for \$525 million, in an all-cash transaction.

OYO has steadily expanded its footprint in the United States since its launch in the region in 2019 and currently operates over 320 hotels across 35 states of the US. In 2023, OYO added nearly 100 hotels to its US portfolio.

Motel 6's franchise network produces gross room revenues of \$1.7 billion, which generates a strong fee base and cash flow for G6.

IHCL signs a new Taj property



The Indian Hotels Company Limited (IHCL) has announced the signing of a new Taj hotel in Sohna Road, Gurugram, further expanding its footprint in key markets across India.

This greenfield project, in partnership with Tivoli Group, will mark the luxury brand's latest addition to Haryana's growing hospitality sector. The upcoming Taj hotel will feature 225 spacious guest rooms and suites, each crafted with an emphasis on luxury and comfort.

The future hotel will also offer recreational facilities such as a gym, spa, swimming pool, and a social garden. The future hotel will offer panoramic views of the Aravali Hills.

Appointments

Sagar Daryani is the new NRAI President

The National Restaurant Association of India (NRAI) has appointed Sagar Daryani, CEO and Co-Founder of Wow! Momo, as its new President at its 42nd annual general meeting,

Pranav Rungta continues his tenure from last year as Vice President. Zorawar Kalra has been appointed as the new Vice President.

Also attending the AGM of NRAI were Chef Sanjeev Kapoor, Rahul Singh from The Beer Café, Anurag Katriar from Indigo, Dheeraj Gupta from Jumboking, Riyaz Amlani from Social, Aditya Ladsaria from Chai Break, Sharad Batra from Café Delhi Heights, along with many other prominent restaurateurs.



ASSOCHAM appoints Sunjae Sharma



Sunjae Sharma, Hyatt's Managing Director, India and Southwest Asia, has been appointed Chairperson of the ASSOCHAM National Council on Travel & Tourism for 2024. In this role, Sunjae will work closely with ASSOCHAM to address the industry's pressing challenges and drive growth, contributing towards fostering a stronger and more resilient travel and tourism sector.

With over three decades of experience in the hospitality industry, Sunjae has been a cornerstone of Hyatt's operational and growth strategy in India and Southwest Asia for over twenty years.

Sharad Singh joins Moxy Mumbai



Moxy Mumbai, Marriott International's lifestyle brand, has appointed Sharad Singh as the Hotel Captain of the newly launched Moxy Mumbai outlet in Andheri West. With an illustrious career spanning over 17 years and a long-standing association with the Marriott International family, Sharad brings a wealth of experience and expertise to this dynamic role.

His journey with Marriott began at the inception of his career, and since then, he has held several key positions. In his most recent role as the Director of Operations at The Westin Goa, Sharad was instrumental in leading the hotel to win the 'Best Food and Beverage Hotel' in Marriott Asia Pacific Excluding China in 2022.

Shatbhi Basu in a new role



Mount Everest Breweries Ltd., based in Indore, has announced the appointment of Shatbhi Basu as a Non-Executive Independent Director. Shatbhi Basu is

India's first female bartender, recognised by the President of India and the Ministry of Women and Child Development for her contribution in the field. She is also inducted as Keeper of the Quaich in 2022 for her remarkable work in Scotch whisky.

Shatbhi brings over 40 years of experience in mixology and beverage consultancy. Her journey and passion for the industry is expected to add a fresh wave of creativity and insight to the board of Mount Everest Breweries Ltd. (MEBL).

Nitin Tanwar joins Grand Hyatt GGN



Nitin Tanwar has been appointed as the new Director of Rooms at the Grand Hyatt Gurgaon. He comes with over 17 years of rich experience in the hospitality industry.

In his new role, Nitin will be responsible for the overall functioning of the rooms division and will spearhead various functions like front office, housekeeping, reservations, and guest service. He will endeavour to uphold the hotel's commitment to quality and service excellence.

Nitin began his career in the hospitality industry with brands like Trident and The Leela, where he demonstrated skill in managing room segments and operational functions to optimise guest satisfaction and build enduring client relationships.

Radisson Blu Dwarka appoints HoM

Radisson Blu Hotel, New Delhi Dwarka has named Shweta Brijesh as the new Head of Marketing. Shweta joins the property with over 15 years experience, marked by her deep expertise in brand marketing, strategic communication, and hospitality management.

Shweta began her journey in the industry with VLCC, where she served as Marketing Manager. Her most recent role was with Four Points by Sheraton New Delhi, where she held the position of Head of Marketing.

With her new role, she will be responsible for spearheading marketing efforts, driving brand engagement, and enhancing guest experiences through innovative campaigns and communication strategies.



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