

November 8-9
2024

Pavilion 3,
Jio World Convention Centre



WHEN PASSION

International Trade Fair
for Wines & Spirits

MEETS BUSINESS.

POST SHOW REPORT

Mumbai | मुंबई

→ prowine.in

Supported By



Organised By



STATISTICS 2024



10

Dedicated Country Pavilions



11

Masterclasses



5,947

Attendees



170

Exhibitors



18

Countries Representation



1000+

Participating Labels



7000+

sqm
Gross Area



PARTNERS

Gold Partners



Natural Mineral Water Partner



Supporting Association



Glassware Partner



Masterclass
ProWine & ProSpirits Challenge

Hospitality Partner



ProWine & ProSpirits Challenge

ProWine Bartenders' Competition Partners

Bar Partner



Associate Partner



Community Outreach Partner



Media Partners



Brews & Spirits
Connecting the ecosystem for beer, spirits and wine industry in India.

Drinks & Destinations



Hospitality BIZ

Hospitalitynews

Sommelier INDIA
THE WINE MAGAZINE



unsobered



WORLD OF HOSPITALITY
FOR THE INDUSTRY PROFESSIONALS
Incredible world of
hospitality news

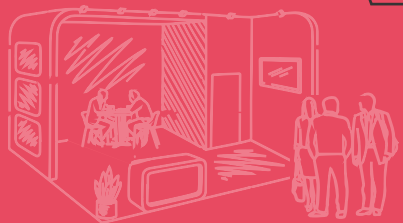
OPENING CEREMONY

The show inauguration has always been well-received and attended by significant dignitaries and trade commissions, this time from Chile, France, Hungary, Ireland, Portugal, South Africa and United Kingdom. The event rightly kick-started with the popping of Casa Bottega Prosecco and a ribbon-cutting ceremony, before the colossal gates opened.



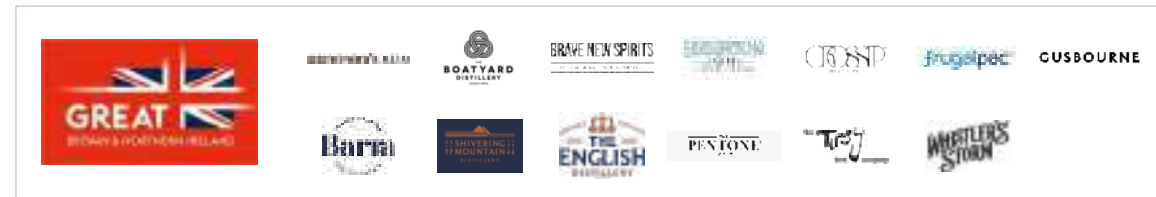
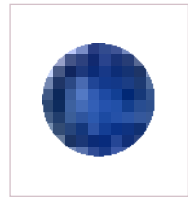
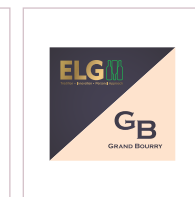
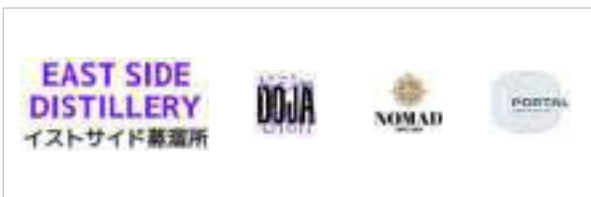
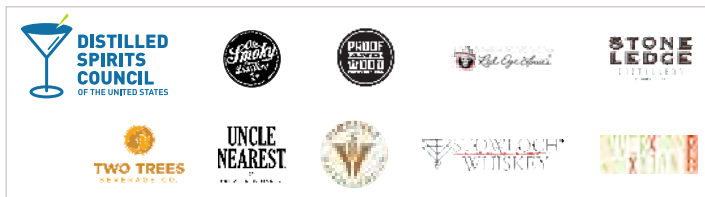
EXHIBITION & TASTINGS

This year, the show was bigger than ever with trade visitors and consumers exploring over 7,000 sqm gross exhibition space, meeting with 170 exhibitors, discovering over a thousand brands from 18 participating countries and networking with wine and spirit producers at the 10 country pavilions that were specially set up for a heady two days of business and market learnings.

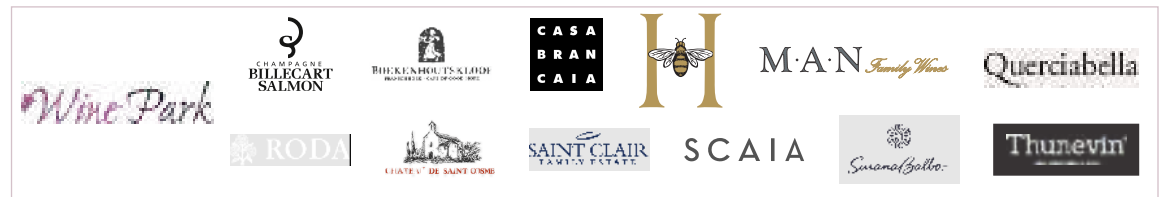
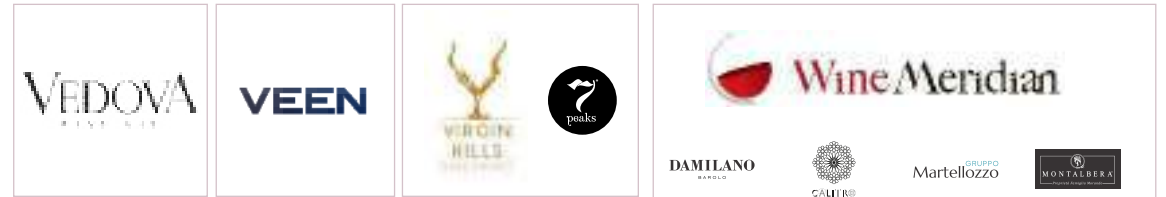


The show brought together 5,947 attendees that included the country's community of wine and spirit brands, importers, distributors, wholesalers, and retailers, along with international brands looking to enter the Indian market and noteworthy large-scale buyers including hotels, restaurants, bar owners, and wine & spirit enthusiasts.

PARTICIPATING BRANDS



PARTICIPATING BRANDS



PARTICIPATING BRANDS

			 AMRUT AMALGAM AMRUT INDIAN SINGLE MALT WHISKY Macintosh WHISKY AMRUT TWO INDIES RUM GIN			
				 DE STEFANI LE MONDE		

 Kedia Group		 INDIAN DRY GIN	

PARTICIPATING COUNTRIES & PAVILIONS

Representation
from
18 Countries



AUSTRALIA



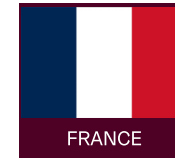
BULGARIA



CHILE



DENMARK



FRANCE



GERMANY



HUNGARY



INDIA



IRELAND



ITALY



JAPAN



MEXICO



NETHERLANDS



NEW ZEALAND



PORTUGAL



SPAIN



SWITZERLAND

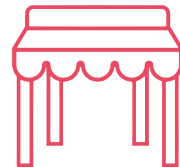


UK



USA

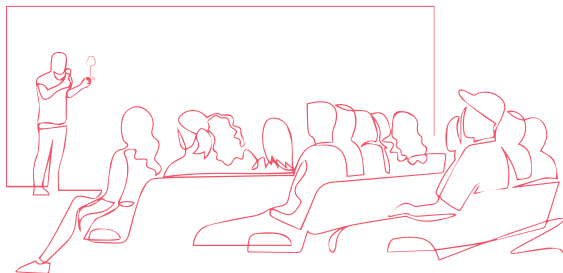
10 Country Pavilions



Australia, France, India, Ireland, Italy, Japan, Portugal, Spain, United Kingdom, United States

MASTERCLASSES

ProWine Mumbai 2024 put together 11 well-attended Masterclasses, the topics not only introduced visitors to new brands and tastings but also involved stimulating story telling by the speakers, some of them dressed in traditional attire that imbibed the true essence of their brands. The knowledge combined with the access to tastings high quality brands made the masterclasses a booming success with all the sessions full to capacity.



Day 1

8th November

Uncorking Australia: Premium Wines, Crafted Down Under

Nikhil Agarwal
CEO, All Things Nice
Australian Trade and Investment Commission

In Spain, Yecla is Monastrell

Gagan Sharma
Certified Sommelier & Mixologist
Denominación de Origen Yecla

Japanese Spirits Masterclass ó Celebrating the uniqueness of Japanese Spirits

Kunal Kaul DipWSET
Certified Sake Sommelier & Educator,
WSET Level 3 in Sake
Japan National Tax Agency

Sake Dive and More

Mika Eoka
"Sake Mom India",
WSET Sake L3 Educator@Tulleho, Sake
Sommelier, Cert. Japanese National ABV lecturer
Sake Mom India

A Tour of the Italian Wine Landscape

Francesco Koliotassis
Wine Export Manager
Staffilo Winery

Day 2

9th November

Spirit of Ireland: Irish Spirits Masterclass

Michael Jacob
Drinks Sector Manager
Bord Bia ó The Irish Food Board

Spirited Tales from the British Isles - A UK Craft Wines and Spirits Experience

Vikram Achanta
Founder and CEO, Tulleeho,
Co-founder 30BestBarsIndia
Hosting on behalf of UK Government

Discover The Diversity And Charm of South Australia

Nikhil Agarwal
CEO, All Things Nice
On Behalf Of The South Australia Government

Japanese Sake Masterclass ó Exploring the elegance of Japanese Sake

Kunal Kaul DipWSET
Certified Sake Sommelier & Educator,
WSET Level 3 in Sake
Japan National Tax Agency

Every Drop of Water Whispers a Story

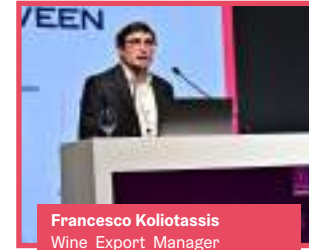
Ganesh Iyer
India's First Certified Water Sommelier
Veen Waters

Hidden Treasures of Hungary - Grand Tokaj (Tokaj wine region) and Dúzsi Winery (Szekszárd wine region)

Levente Kardos
Economic and Commercial
Counsellor of Hungary in New Delhi

Tamás Dúzsi
Owner, Winemaker
Dúzsi Tamás Winery

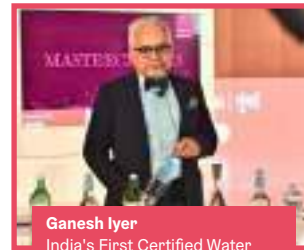
THE MASTERS



Francesco Koliotassis
Wine Export Manager
Staffilo Winery



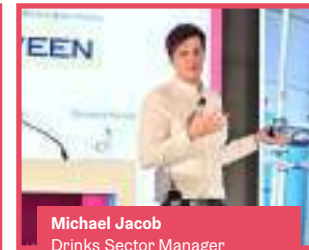
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Drinks Sector Manager
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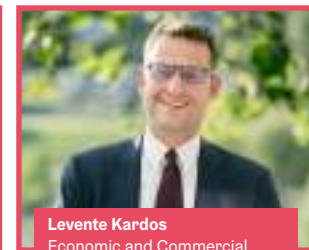
Mika Eoka
"Sake Mom India", WSET Sake L3 Educator@Tulleho, Sake Sommelier, Cert. Japanese National ABV lecturer
Sake Mom India



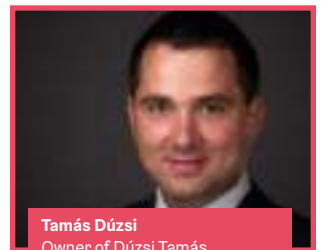
Nikhil Agarwal
CEO
All Things Nice



Vikram Achanta
Founder and CEO - Tulleeho
Co-founder - 30BestBarsIndia



Levente Kardos
Economic and Commercial Counsellor of Hungary in New Delhi



Tamás Dúzsi
Owner of Dúzsi Tamás Winery, Winemaker

THE PROWINE & PROSPIRITS CHALLENGE



The ProWine & ProSpirits Challenge opened doors to Indian and international wine and spirits brands available in India to ascertain the quality of their products vis-à-vis the preferences of the local palate. The judging took place on 2nd September at Four Seasons Hotel, Mumbai through a systematic blind tasting by, not only, industry professionals, but also by significant wines & spirits consumers, connoisseurs and enthusiasts, giving them a platform to express their opinion on their favourite wines & spirits. Winners and partners of the competition were featured at the exhibition and the prestigious ProWine Mumbai Night. Guests at the ProWine Mumbai Night had all-access to taste the winning labels at the dedicated 'Winning Wines & Spirits Bar'.

Winners List:

https://prowine.in/images/PWPSC_Winners_PH.pdf

THE PROWINE BARTENDERS' COMPETITION

ProWine Mumbai presented an exceptional platform for talented bartenders in the country to showcase their skills at the ProWine Bartenders' Competition. Shortlisted finalists from Round 1 challenge - that took place in September, competed in the Round 2 & 3 at ProWine Mumbai through a bedazzling display of skill, story-telling and presentation. After much deliberation among the judges, there was a tie for Round 3 and instead of 3 finalists, 4 were chosen to compete. Finally, the chosen winner of the ProWine Mumbai Bartenders' Competition is the very talented Nikhil Kamble from Nho Saigon, Mumbai.

In a grand felicitation ceremony, Nikhil Kamble was awarded his certification by Peter Schmitz – Director – ProWein, Messe Düsseldorf and Nikhil Agarwal – Founder, All Things Nice. Nikhil Kamble also receives a cash prize and an all-expense paid guest shift at an international bar, besides unsurpassed recognition and respect in the trade and media.



JULY 2024



Fay Barretto

Mixologist & Founder
Mr. Bartender & The Crew



John Leese

Bar Consultant
Avant Garde Bar Consultancy



Minakshi Singh

CEO
Sidecar, Cocktails & Dreams
Speakeasy, Café Lungta,
Bhumi Farms, Drinks India
Company, The Brook



Pawan Shahri

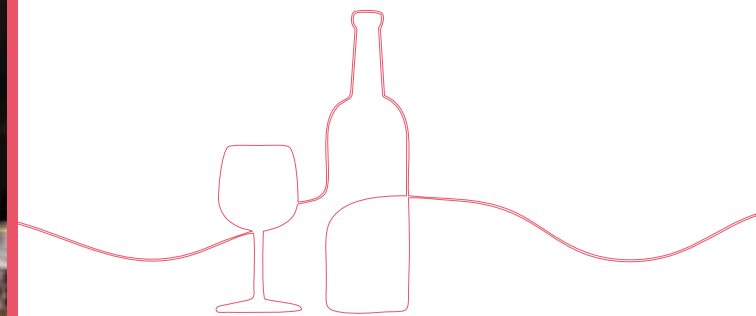
CEO & Co-Founder
Chrome Asia Hospitality

PROWINE BARTENDER OF THE YEAR 2024



Nikhil Kamble

Nho Saigon, Mumbai



Yashwanth Mukkati

Jamming Goat 3.0, Bangalore

PEOPLE'S CHOICE WINNER

The People's Choice Winner goes to the Bartender whose entry for Round 1 of the ProWine Bartenders' Competition attracted the most online engagement for his presentation of the drink.



THE PANEL DISCUSSIONS



The Panel Discussions were well-received and packed with spunk as panellists took on thought-provoking questions from an intelligent audience, who were there to seek answers, perspectives and insights. The panellists across the three sessions proved their might and created a healthy atmosphere for good discussions thus exposing an invigorating insight of the thought processes across generations.



THE PANEL DISCUSSIONS

For Sommeliers, By Sommeliers: Taking India's Wine Journey to New Heights

Hosted By

Kevin Rodrigues
Indian Accent, Comorin,
Hosa, Fireback.

Arth Jain
Taj Hotels

Bazil Moniz
I Think Foods

Charles Donnadieu
The Lalit Group

Hridhay Mehra
Masque

Ravi Punia
The Quorum & district150.



Creating a World Class Bar Program Showcasing India's Talent & Culture

Hosted By

Shatbhi Basu
Creative Consultants

Aditi Dugar
Masque

Anirudh Singhal
Speedx Hospitality Pvt. Ltd.

Evonne Eadie
Perfect Serve India

John Leese
Avant Garde Bar
Consultancy

Pankaj Balachandran
Countertop

Sweta Mohanty
Aspri Spirits

Vikram Achanta
Tulleho, 30 Best Bars



The Realities & Opportunities of Importing Wine & Spirits in India

Hosted By

Sanjay Menon
Sonarys Co-brands Pvt. Ltd.

Jackie Matai
Aspri Spirits / VBEV

John Southwell
Australia Trade and Investment Commission

Vianney Meynier
Business France

Vishal Kadakia
Wine Park



PROWINE MUMBAI: HONORING EXCELLENCE

Felicitating individuals in the industry is usually not the norm and ProWine Mumbai stepped by its game by providing yet another platform – ProWine Mumbai: Honoring Excellence awards – that acknowledges noteworthy contributions within the wine & spirit sector. It is not a competition but a mark of respect to those who deserve it. The awards stood for a commitment to the industry to recognise, reward and celebrate the backbones of the wine and spirit trade.



AWARDEES



Excellence In Providing
A World-Class Wine Bar
Experience

TAJ MAHAL HOTEL, DELHI
CAPTAIN'S CELLAR



Excellence In Creating
A World-Class Wine
Program

ODE, MUMBAI



Excellence In Cocktail
Innovation/Bar Program

EKAA, MUMBAI



Excellence In Taking
Indian Craft Spirits To
Global Acclaim

INDRI BY PICADDILY
DISTILLERIES



Excellence In Creating
A Contemporary Wine Bar
Experience

WINE IN PROGRESS, BANGALORE



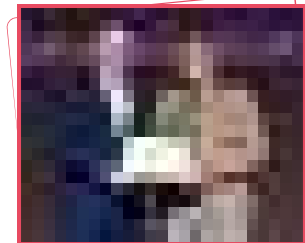
Excellence In Bringing
Contemporary Indian
Food And Wine Together

INDIAN ACCENT, MUMBAI



Excellence In Brand
Marketing

HOUSE OF SUNTORY



Excellence In The Art
Of Sommelerie

HRIDHAY MEHRA, MASQUE



Excellence In Creating
A World-Class Wine
Program

THE TABLE, COLABA



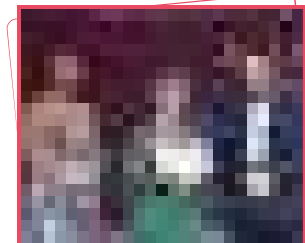
Excellence In
Cocktail-Forward
Hospitality

MINAKSHI SINGH AND
YANGDUP LAMA FOR SIDECAR,
DELHI



Excellence In Packaging

CRAZY COCK SINGLE MALT



Excellence In Editorial
Content

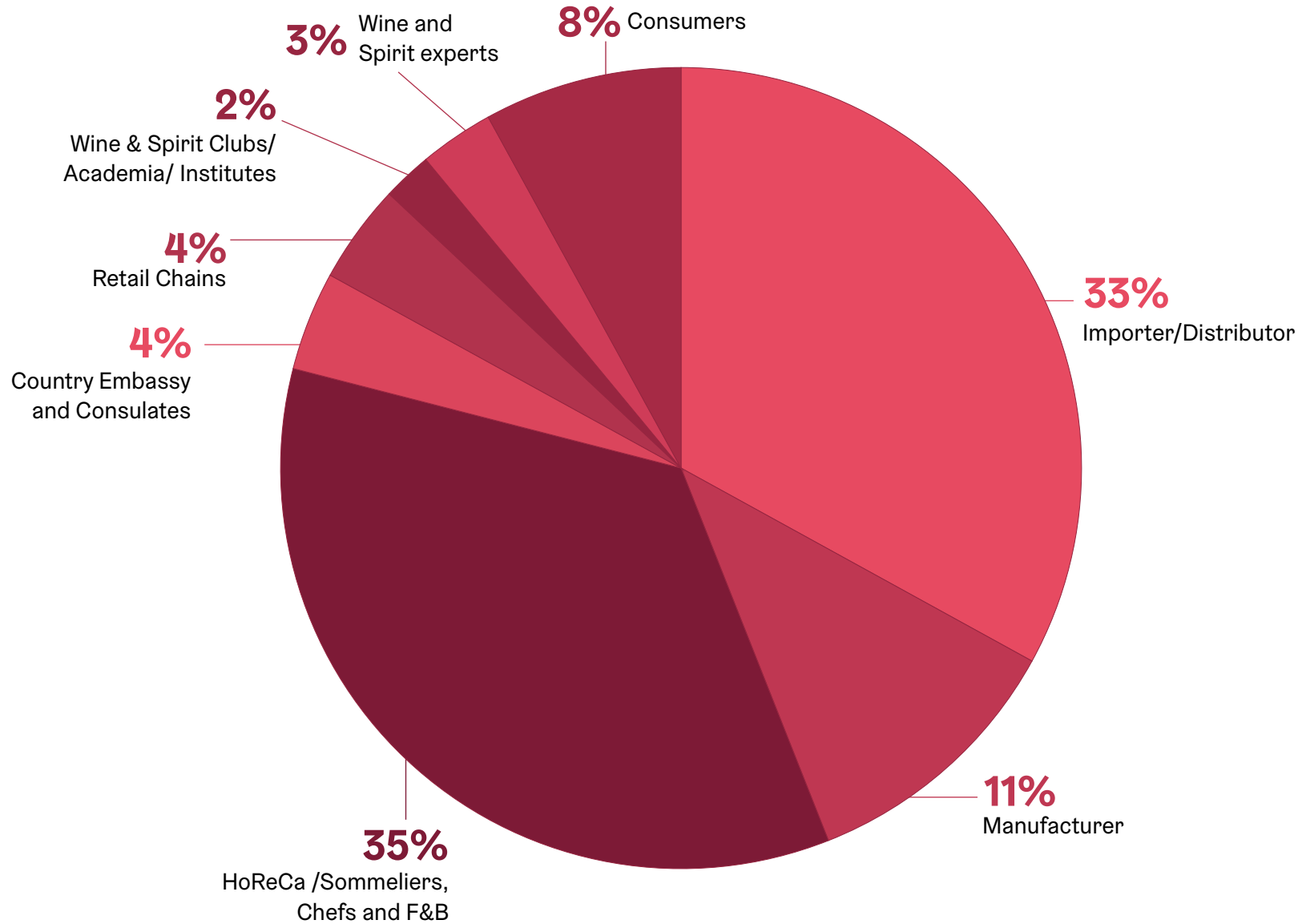
REVA SINGH

THE PROWINE MUMBAI NIGHT

The ProWine Mumbai Night was a grand celebration and is now the industry's most sought-after networking event that brings together luminaries of the wine and spirits industry with great food and drinks.



VISITOR PROFILE



Visiting Countries



AUSTRALIA | CANADA | CHILE | CHINA | COSTARICA | ENGLAND | FINLAND | FRANCE | GERMANY | IRELAND | INDIA | ITALY | JAPAN | KENYA | MALDIVES | NETHERLANDS | NEWZEALAND | PHILIPPINES | POLAND | PORTUGAL | ROMANIA | RUSSIA | RWANDA | SINGAPORE | SOUTH AFRICA | SPAIN | SWITZERLAND | TURKEY | UNITED ARAB EMIRATES | USA | VIETNAM

OUR EXHIBITORS, OUR ADVOCATES

The show has been very rewarding and has allowed us to pick up many leads and gather insights to assist us in launching brands into India. Thank you, PROWINE

Wayne Ellis
Duxton Vineyards Pty. Ltd.

Great experience and Excellent support. Looking forward to more such events.

Vasant Shetty
Groco (2017) Ltd.

PROWINE is professionally organized, and the team is great. The best part is that they take all feedback seriously to ensure continuous improvement, especially in matching the international level of trade show delivery. It was a great experience.

Shruty Saini
Australian Trade and
Investment Commission

As a first approach to the Indian market, it is the best opportunity for a company like us.

Nadia Ancarani
Cantine Sgarzi Luigi SRL

PROWINE is a good wine event to meet with potential new partners in order to get into the market.

Daniel Castano
Consejo Regulador
Denominacion Origen Yecla

This is a well-organized event that brings industry peers together on a common platform. We appreciate the management's efforts in putting this together.

Shiv Kumar Mishra
Associated Kedia Group

We're so very happy and honoured to have been the Gold Partner at ProWine Mumbai 2024. It's been such an amazing, eye-opening, unique experience: it really is true that here 'Passion meets Business'! Looking forward to next year's edition!

Adele Tosanotti
Brand manager,
Casa Vinicola Costanza SRL, Italy.



SEE
YOU!

Oct. 31 - Nov. 1, 2025
Jio World Convention Centre,
Mumbai, India

For more information, visit www.prowine.in