

# UNCORK INDIA



## POST SHOW REPORT **2023**

**24–25 November 2023**

Jio World Convention Centre, Mumbai



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मुंबई

Mumbai

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# Statistics



**5000 sqm**  
Gross Area



**164**  
Exhibitors



**5059**  
Attendees from  
24 Countries



**1000+**  
Brands



**11**  
Masterclasses



**8**  
Country Pavilions

# Partners

## Silver Partner



## Official Education Partner



## Alcobeve Pavilion Partner



## Media Partners

### Community Outreach Partner



### Natural Mineral Water Partner



### ProWine Bartenders' Competition Partners



# Opening Ceremony



The event rightly kicked off with the popping of Champagne **Laurent-Perrier** and a ribbon-cutting ceremony attended by the **Deputy Mayor, City of Düsseldorf, Mr. Christian Zaum** and his delegation, **The Honorable Nick Champion MP, Minister for Trade & Investment, South Australia**. In addition, significant dignitaries present included Consul Generals and Trade Investment Commissioners from Argentina, Australia, Chile, France, Ireland, Italy, Japan, Mauritius, Mexico, New Zealand, Northern Ireland, Peru, Portugal, South Africa, Turkey and the United States.

# Exhibition

The range of exhibitors and countries represented on the show floor reflected India's strong appeal to the global wines and spirits industry, including its key role as a gateway to do business in the region as seen by the growing participation of even lesser-known wine and spirits producing countries.

An array of trade attendees hailing from pertinent sectors, comprising **significant hoteliers, esteemed restaurateurs, proprietors of bars, importers, distributors, retailers, sommeliers, chefs, food & beverage teams, and consumers** were observed engaged in networking activities on the premises.



# Participating Countries & Pavilions

## Representation from 21 Countries



## 8 Country Pavilions

Argentina

Australia

Chile

France

Italy

Northern Ireland

Portugal





















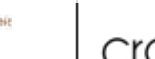



























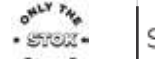

























































United States

# Participating Brands


# Participating Brands




# Participating Brands

 <b>MONIKA</b> Alcobe Limited	 <b>400 CONEJOS</b>	 <b>1800</b> TEQUILA		 <b>BUSHMILLS</b> IRISH WHISKEY	 <b>THE BUSH RUMS</b>	 <b>CREYENTE</b> MEZCAL	 <b>DOW'S</b> PORT		 <b>HAYMAN'S</b> LONDON THE ORIGINAL GIN	 <b>Jose Cuervo</b>	 <b>LUCIFER'S</b> GOLD
 <b>MAESTRO DOBEL</b> TEQUILA	 <b>The CHOYA</b>	 <b>The KRAKEN</b> BLACK SPICED	 <b>VSPOT</b> WINE GROUP		 <b>Claro Ramos</b>	 <b>BODEGA NOFAL</b>	 <b>ANDELUNA</b>	 <b>CRAFT</b>	 <b>ABSINTHE</b>	 <b>Onsea</b> Triple sec	
 <b>FULTARIYA</b> BEVERAGES	 <b>BLND</b>		<b>HOUSE OF SKULL</b>	 <b>Padre</b>	 <b>AMAN</b> TEQUILA	 <b>NICOLAUS</b> VODKA	 <b>SKULL</b>		 <b>Team Tottori</b>		
 <b>CAP</b> AGRICULTORES DE PORTUGAL		 <b>Adega da Vermelha</b>	 <b>BARCOS WINES</b>	 <b>CAMPELO</b>	 <b>CASA RELVAS</b>	 <b>CASA SANTOS LIMA</b>		 <b>DFJ VINHOS</b>	 <b>João PORTUGAL RAMOS VINHOS</b>	 <b>QUINTA DA RAZA</b>	
 <b>ROCIM</b>	 <b>SANTOS &amp; SEIXO</b>	 <b>VERCOOPE</b>			<b>NICOBAR</b>		<b>SAMSARA</b>	 <b>SITARA</b>	<b>BABREL AGED WHITE RUM</b>	<b>BOTANICAL SPICED RUM</b>	
								<b>MAQUIS   C A L C U</b>			
						<b>The Glenwalk</b>					
										<b>FRATELLI</b>	
											
											
											

and many more...

# Masterclasses

The Masterclasses that took place over the two days of ProWine Mumbai - alongside the exhibition - were well executed, featuring engaging tasting sessions and discussions led by industry experts.

The sessions garnered significant attendance from visitors keen on delving deeply into wines and spirits.



# The Masters

## South Australian Regional Heroes – Diverse and Distinct

**Nikhil Agarwal**, Founder & CEO, All Things Nice

## Taste the Wonders of Australia

**Sonal C Holland MW**, Founder  
SoHoWines Consulting & Sonal Holland Wine Academy

## Viña Tarapacá, "The Gran Reserva of Chile"

**Sonal C Holland MW**, Founder  
SoHoWines Consulting & Sonal Holland Wine Academy

## Faulty to Outstanding: Assessing Wine Quality

**Alexander De Cata DipWSET**  
Sr. Business Dev. Manager, WSET Certified Wine Educator

## American Whiskies – A New Frontier For Discovery

**Nikhil Agarwal**, Founder & CEO, All Things Nice

## Exploring flavour in Single Malt Whisky

**Liam Scandrett**, Sr. Business Dev. Manager (Spirits)  
WSET Certified Spirits Educator

## Water is Not Just Water

**Ganesh Iyer**, India's First Certified  
Water Sommelier Managing Partner,  
VEEN Waters

## Explore Mas La Plana Estate by Familia Torres

**Salim Isler DipWSET**  
Regional Export Consultant, Familia  
Torres

## The Spirit of Ireland Masterclass

**Michael Jacob**, Drinks Sector Manager  
Bord Bia–The Irish Food Board

## California: A Golden State of Mind

**Sonal C Holland MW**, Founder  
SoHoWines Consulting & Sonal  
Holland Wine Academy

## Rum: The Substance Behind the Style

**Liam Scandrett**, Sr. Business  
Dev. Manager (Spirits)  
WSET Certified Spirits Educator



# ProWine Mumbai Night

The ProWine Mumbai Night unfolded in the très élégant Lotus Ballroom, serving as a pivotal networking event uniting luminaries from the wine and spirits industry, hospitality leaders, distinguished media figures, and key exhibitors worldwide. This gathering established itself as the most prominent wine and spirits event of the year.

The **India Wine Awards** (*the country's most prestigious competition that sets the benchmark in excellence by rewarding the best wines, both domestic and international, available in the Indian market*) was featured during the ProWine Mumbai Night and was put together by the **Sonal Holland Wine Academy**.



# ProWine Spirits Challenge



One of the newly introduced segments - the ProWine Spirits Challenge was a key highlight for the audience.

The blind-tasting and detailed scoring of spirits ranging from Whiskey, Vodka, Rum, Gin, Tequila and Liqueur led to an interesting revelation to the brands participating of what consumers actually like and look out for when making a purchase.

**Participating brands gained an added advantage by comprehending consumer preferences, thus potentially amplifying their Return on Investment (ROI).**

# ProWine Bartenders' Competition

The ProWine Bartenders' Competition served as a prominent platform for showcasing the country's talented bartenders.

The winning bartender received the prestigious title 'ProWine Bartender of the Year', an all expense paid guest shift at the historic 'The Bar The House on Sathorn', Bangkok (On The World's 50 Best Discovery) and a cash prize besides recognition in the trade and media.

Bartenders play a pivotal role in the wine and spirit industry as trendsetters and influencers, influencing consumer preferences and brand perceptions through their craft and expertise.

The competition aimed to enhance the engagement of visitors, provide the participating brands with heightened visibility and contribute to the overall growth of the AlcoBev ecosystem.



## Jury



**Aneesh Bhasin**  
Co-Founder  
Svami

**Priyanka Blah**  
Founder & Editor  
The Dram Attic

**Yash Bhanage**  
Founder and COO  
Hunger Inc.

# The Craftsmen Discussion

Industry experts treated the trade visitors to a lively and illuminating panel discussion titled '**The future of International Craft Spirits in India and taking Indian Craft Spirits Globally**'.

The Craftsmen Discussion aimed to enlighten visitors, offering valuable insights into the future of the industry while fostering engagement and knowledge exchange among attendees.

## Esteemed Panel Speakers

**Angad Gandhi**  
Glenfiddich

**Malay Rout**  
Wine & Spirits Club of India

**Rahul Mehra**  
Third Eye Distillery

**Bharat Bhagnani**  
Living Root Distilling  
Company

**Michael Hussey**  
Bord Bia

**Rakshay Dhariwal**  
Maya Pistola Agavepura

**Keshav Prakash**  
The Vault

**Pritish Matai**  
Aspri Spirits

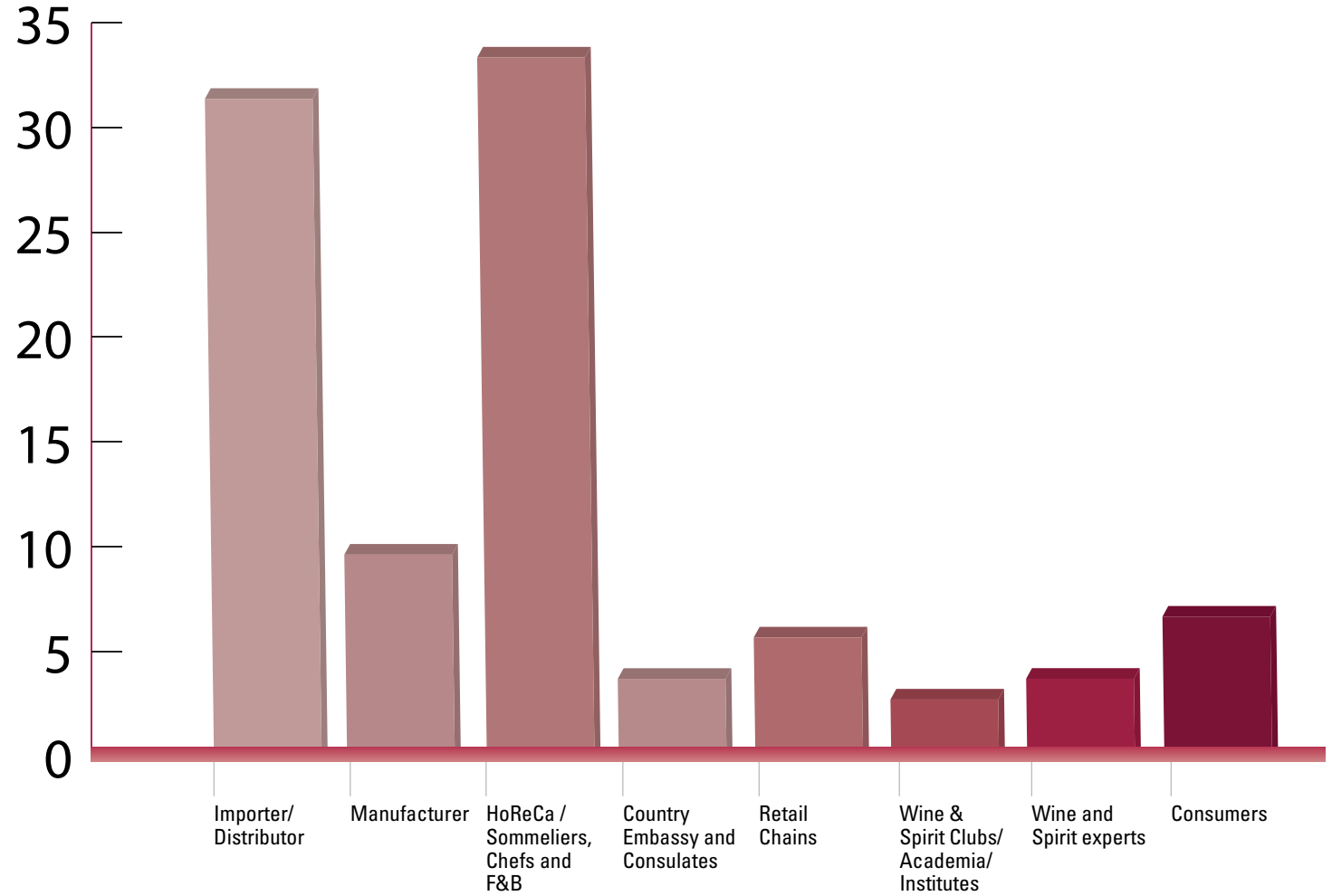
**Shatbhi Basu**  
Bar & Beverage  
Consultant



## Visiting Countries

- Australia
- Austria
- Chile
- France
- Germany
- Hong Kong
- India
- Ireland
- Italy
- Japan
- Lithuania
- Malaysia
- Maldives
- Nepal
- Netherlands
- Oman
- Qatar
- Russia
- South Korea
- Spain
- Thailand
- United Arab Emirates
- United Kingdom
- United States

## Visitor Profile





# Testimonials

*"We were delighted to share French wines and spirits with Indian professionals and connoisseurs, further strengthening the bond between our two countries."*

**Business France**

*"ProWine Mumbai 2023 has been instrumental in giving us a good understanding of the Indian market and establishing contacts with potential distribution partners."*

**Perola GmbH**

*"ProWine Mumbai'23 was fabulous, with a very good turnout. We made valuable contacts for our business. We would recommend other businesses to participate in ProWine 2024."*

**Good Drop Wine Cellars Pvt Ltd.**

*"Prowine Mumbai 2023 was a huge success. We received positive and relevant response. There were atleast two consumers interacting at the booth at all times. Looking forward to ProWine Mumbai 2024 already."*

**Sula Vineyards**

*"Compared to last year, we felt that ProWine 2023 had a different vibe. The attendees this year seemed more refined. The post-event arrangements were well done. The award night was excellent, and the masterclass was good. Overall, an excellent event."*

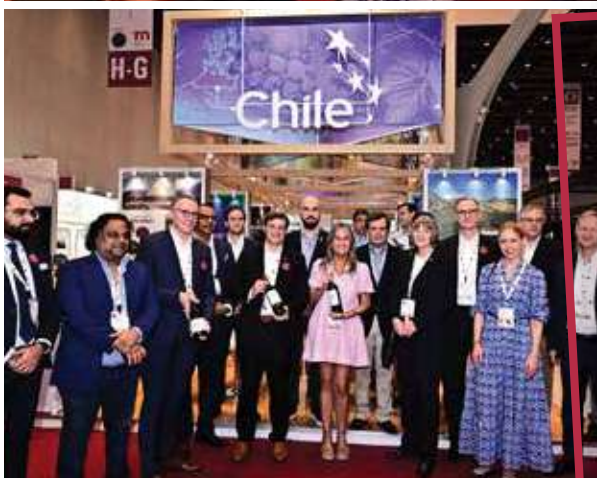
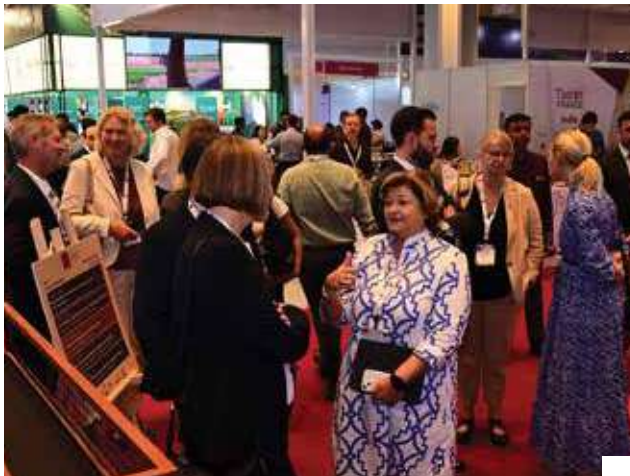
**RadElan Distributors Pvt. Ltd.**

*"A well-organized and well-attended event."*

**Cranswick Wines Australia**

*"It's a great platform to showcase and receive validation for our products."*

**Cartel Bros**



Join us in raising a glass at the 4<sup>th</sup> edition!



**8 - 9 November 2024**

**Jio World Convention Centre  
Mumbai, India**

For more information, visit [www.prowine.in](http://www.prowine.in)

