# UNCORK INDIA

# 24–25 November 2023

Jio World Convention Centre, Mumbai

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# • POST SHOW REPORT 2023





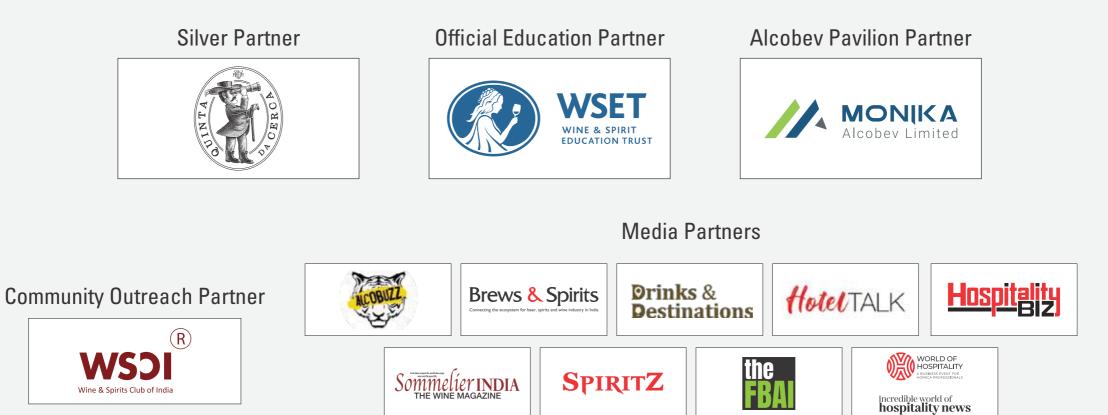
Supported by

ProWei

#### **Statistics**



### **Partners**



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

Speak

@ TN

F-G

Alferen

Bernaud le-

Valentino

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**

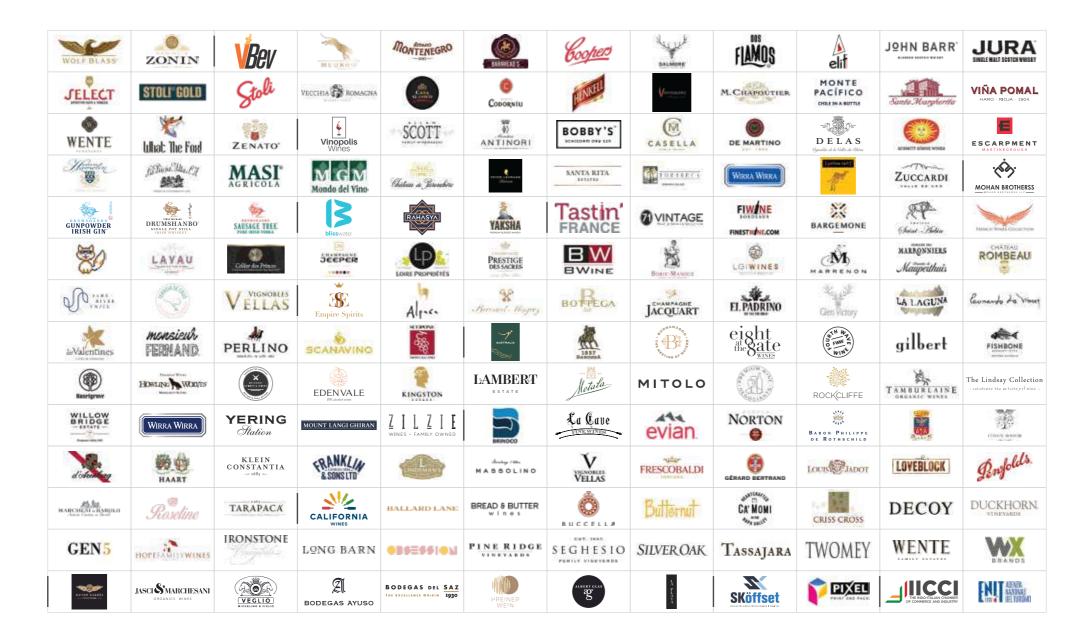




# **Participating Brands**

(IP)	Carrière	THUNDER TOFFEE VODKA		ARGENTIERA	Mvest-busa	CAPEVOREAMS	CAVINO	ROUTAS	D Donna Laura	<b>FILIPETTI</b>	FOURNIER
🧕 chanabî 😁		LOPART	LUXARDO	MANCURA	MakeoFranker	MONT MARCAL	Parusso	PAUL MAS	Protos	SAN FELICE	VOLLRADS
Speri	TOLAINI	YALDESPINO	Radhinger Sch	VALUMBA	flipzydee	A A BRIJSE	Bodegas Valdemar	CHATEAU TIMBERLAY	GLOMBO Nº7	SINGHA	VOLCANES
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Agavales	AKASHI <b>51</b>	<b>梵</b> GOLD	Bütlers	CAMAS	Chapelle de Potensac	CHARLES ROUX	Amour	Château Lacoste <sup>Garrai</sup>	Co	DECOY	Devaux
idon Romeo	DUCKHORN.	Hakushika		Just Roberto	OMAR Single Malt Whisky		SEÑORITA	忍	Tamerlane		Vecchio Rmaro del Capo
ANOGEL'S	CYPRORE.	FANDANGO	BARSOL	COCALERO			DICTADOR	Flord Caña	VUNE.	$\left( J_{\text{-by DVNE}}^{\text{UNE}} \right)$	MEXCALIA
Mezcal	SABATINI GIN	TEOUILA ROSE STRAWBERRY		ALTA VISTA	(*	BORN	0	Castello Querceto			sar
<b>GO</b> FATTORI	Grattamacco	Luis Gaias		MIRABEAL	CHÂTEAU MONT-REDON	MONTGRAS	MORGAN RAY	Moulin = GASSAC	NEIL ELLIS	SE PIETRORINALDI	RUTHERFORD Stanute
💠 San Giergie	50	VASSE FELIX	WARWICK		RĀSĀ	THE SOURCE	good drop	Casablanca Juniting Man	FRIZZANO	COOD with WINE	<b>[RiO]</b>
BAPUNA ALCOBREW	CHAMBAI,	-BA	(20	Starti nysliwecká	ASPRI SPIRITS	AMARULA	AMSTERDAM	BLACK BOTTLE	BURNETT'S	BLACK VELVET	Don Angel
ELIJAH CRAIG	Evan Williams Bourbon	Jägermeifter	BELUGA	MOLINARI	PERONI	roberto cavalli VODKA	SCOTTISH. LEADER	Tito's. Bandmade Vocas.	ULUXKA ALBERT BICHOT	Barton & Guestier	Bush Ballad
<b>∳</b> BAREF@T	Black	BORN WEST	Cantasana	Casillero Diablo	de la plotatal Castello di Bossi	CHATEAU DE FONTENILLE	O CT 2		DONNAFUGATA	F	sinter.
Freislenet	FRØNTERA	BELLA • TAVOLA	LOS VASCOS	MATEUS	Mia	Nederburg	Nicolas Feuillatte	RENIERI	RIUNITE	TWOOCEANS	٢

### **Participating Brands**



# **Participating Brands**

Alcobev Limited	- Market	1800		BUSHMILLS IRISH WHISKEY	BÜSH	CREYENTE MEZCAL	DOW'S PORT	CENTENARD		Jose Quervo	LUCIFERS
DOBEL. TEOUILA	The CHOYA		VSPt	(O) Argentina	Otoro Ramos	BODEGA NOFAL	ANDELUNA	PROME		BILD. ABSINTHE	<b>OUSRO</b> Triple sec
		$\diamond$	HOUSE OF SKׂ∭LL	Pädren	A M A N TEQUILA	NICOLALIS-	SKMLL	SUDA UNITON	¥	Millas Saler Global	Contraction Team Television
	wines, Dortugal	Adega da Vermelha			CASA RELVAS	CASA SANTOS LIMA	Montanha	DFJ VINHOS	Joào Portugal Ramos Vinhos		
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Northern Ireland	WINGH	NEConnelly	Net state	SHORTCROSS	Tittane A Montos	N	Wnes <sup>di</sup> Chile	CASA <b>DONOSO</b> WINLEY	MAQUIS C A L C V		
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*	COLI	Æ	BROKENSTEINER	HAREOUR	, UNCE THE . MOLLARES DECEMBED - DISPECT HART	SECTOR LONDON DRY GIN		GRADIENT		FRATELLI	SONARYS
Wine Park	cellar	SAVERGLASS	PITBULL	FOUR COUSINS	CRANSWICK	9CORK	SIERRA CANTABRIA	ESTUARY	MONIN	BORD BIA	
MEDIANO ACT & MALE	BARRISTER	Contractive	ENCASE	(11) Gualis Crissiones Griscip	te Puy		PEROLA Time Iperato	PETIT BÉRET		Tamasa	THE SOURCE
WILLINGTON											

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**

I South Australian Regional Heroes – Diverse and Distinct Nikhil Agarwal, Founder & CEO, All Things Nice

I Taste the Wonders of Australia Sonal C Holland MW, Founder SoHoWines Consulting & Sonal Holland Wine Academy

I Viña Tarapacá, "The Gran Reserva of Chile" Sonal C Holland MW, Founder SoHoWines Consulting & Sonal Holland Wine Academy I 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 I Water is Not Just Water Ganesh Iyer, India's First Certified Water Sommelier Managing Partner, VEEN Waters

I Explore Mas La Plana Estate by Familia Torres Salim Isler DipWSET Regional Export Consultant, Familia Torres

#### I 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**

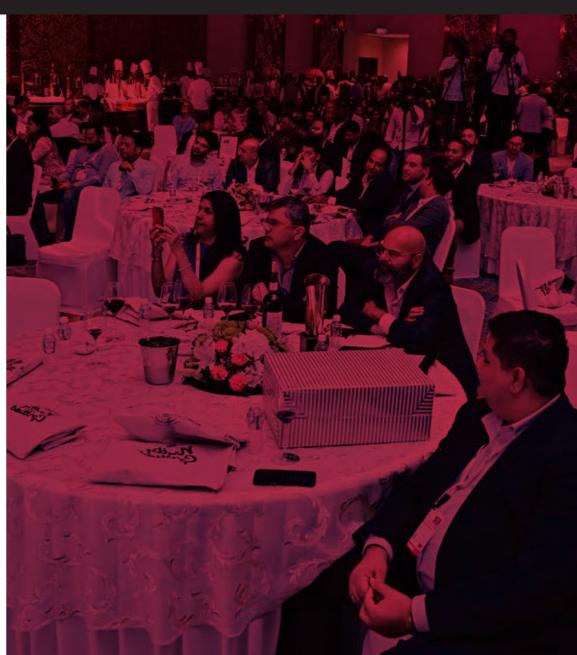
The ProWine Mumbai Night unfolded in the très élégant Lotus Ballroom, serving as a pivotal networking event uniting luminaries from the wine and spirits industry, hospitality leaders, distinguished media figures, and key exhibitors worldwide. This gathering established itself as the most prominent wine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





The list of winners of the India Wine Awards can be found at www.indiawineawards.com



### **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.



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

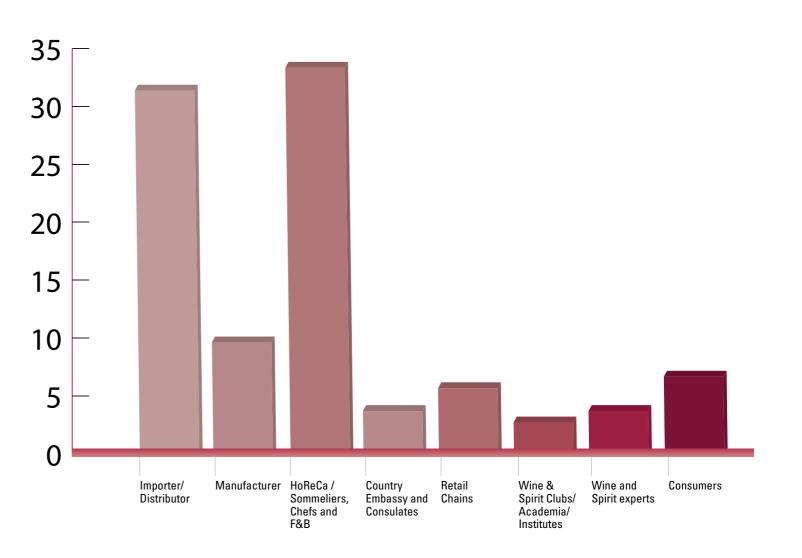
#### **Esteemed Panel Speakers Angad Gandhi Malay Rout Rahul Mehra** Glenfiddich Wine & Spirits Club of India Third Eye Distillery **Bharat Bhagnani Michael Hussey Rakshay Dhariwal** Bord Bia Living Root Distilling Maya Pistola Agavepura Company Shatbhi Basu **Keshav Prakash Pritish Matai** Bar & Beverage **Aspri Spirits** Consultant

stering engagement and knowledge exchange ttendees.

#### **Visiting Countries**

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



