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# AMBROSIA

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**INDSPIRIT 2017  
TO FOCUS ON  
PROHIBITION AND  
DEMONETISING  
ISSUES**

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THE WORLD'S  
19TH BEST  
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The Best of Wine, Beer, Spirits & Allied Industry

**INDSPIRIT**  
2017

The Mega Alcobev Trade Event in Asia

**20<sup>TH</sup> JANUARY, 2017**

Venue: The Leela Ambience Gurgaon





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# Ring in the change

Each year the alcobev industry takes a body blow in some form or the other, but it soldiers on. Primary among them are high taxes, prohibition announcements before and after elections, closing of bars, higher license fees for retail outlets, making it difficult for the industry to thrive. The industry which is a big contributor to the government's coffers gets no help from the government in order to appease the voter.

At INDSPIRIT 2017, these are the very issues that are given prime importance. The industry think tank suggest ways and means to grow the industry despite the many hiccups. It is time the powers to be in the various state governments realise that prohibition kills the golden goose, spawns a parallel trade and raises the ugly head of the mafia. Perhaps the government should realise the key to removing corruption is to rationalise taxes and include it as part of its GST initiative. Imported spirits can now be Made in India and would bring cheers to the government in the form of more tax revenue, good news for the consumers who can opt for more premium brands and the industry could create more jobs for the lower segment of the society.

Even in tourism friendly states that attract millions of visitors are calling for prohibition. How can the government think of depriving these guests of their tipples which they are so used to imbibing with their food. With Food & Beverages being the key expense for tourists, the tourism industry could take a big hit which would impact investments in the industry creating loss of jobs, and general loss to the economy in these states,

Spirits are expected to see growth constrained by increasing restrictions on sales, with a number of states moving towards prohibition. Bihar notably introduced a ban on all alcoholic drinks from 4 April 2016. Kerala meanwhile plans to ban spirits by 2024 and will continue to phase out sales during the forecast period. Prohibition was meanwhile a major issue in Tamil Nadu's state elections in 2016, with many linking spirits consumption to early deaths among men, crime and particularly domestic abuse and sexual harassment. Ruling party AIADMK had meanwhile pledged to prohibit spirits in a phased manner, but the Chief Minister's sudden demise could see those plans change.

Time to make new plans to counter the change. INDSPIRIT 2017 at Gurgaon on the outskirts of New Delhi could be the perfect place to think, share and execute those plans to ensure that the alcobev industry thrives in the right spirit.

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The Best of Wine, Beer, Spirits & Allied Industry

# INDSPIRIT

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# 2017

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# INDSPIRIT 2017

## To focus on prohibition and demonetising issues

The much awaited INDSPIRIT 2017 promises to be as absorbing as ever.

Prohibition in first Kerala, then Tamil Nadu and Bihar has compounded the Industry's problems. The death of Tamil Nadu Chief Minister, J. Jayalalitha has also created a cloud of uncertainty about future policies. With elections due in Punjab and UP, it is wait and watch for the industry as it monitors the political parties efforts to win the elections on the prohibition plank.

The demonetisation has also created serious ripples within the industry. With non-availability of cash, people are rarely turning up at the wine shops and bars for liquor. The industry has started feeling the pinch of the losses.

To add to the woes, the Supreme Court verdict not to renew licenses of bars on the highway and within 500 metres from there is a big blow to the liquor trade and to the Maharashtra Government, which could lose around ₹6000 crores.

The liquor retailers were expecting some improvement during first week of December with the festive season and when employees get their salaries, but demand is not as anticipated.

Rationalisation of prices to solve the change issues has also resulted in a further dip in sales by about additional 5%. Low end brands are greatly affected.



MRP of very high premium brands have been hiked to realise additional revenue and to offset dip in sales.

These issues will on top of the agenda at INDSPIRIT 2017, the premium alcobev trade event enters its 11th year, at the Millennium city, Gurgaon. The event has been held at this venue since the last two years.

The third largest and fastest growing market, India is going to be the focus of more and more new players looking at entering the local market. Continuing its

role as a facilitator and torch-bearer for the industry, *Ambrosia* embarks on a journey to bring together the entire alcobev industry professionals under one roof once again at the The Leela Ambience, Gurgaon, India.

The one day conference, exhibition and awards will witness the participation of all the major Indian and International companies including allied & ancillary industries. With the Indian alcobev industry registering positive growth over the last five years, we have been receiving an overwhelming response from Indian and overseas companies, says Trilok Desai, Publisher, *Ambrosia*. The event like every year is supported by CIABC, AIBA, AIDA, ISWAI and ADB&VI. The highlights of the event will continue to be the Conference and the INDSPIRIT 2017 Awards.

INDSPIRIT 2017 is a trade event aimed towards bringing the doyens of the spirits, beer and wine world together to discuss issues of this emerging market and share knowledge with the trade. The event will offer the best platform to national and international spirits, beer and wine producers, as well as the allied industry to showcase their products during the





day-long event.

Traditionally Indspirit has created a networking opportunity for to meet with Presidents/CEOs/Product managers/Brand managers of key spirit producers, discover new, interesting and boutique brands, taste alcobev products across all segments, network with visitors and exhibitors from major producers/importers to bar owners.

Indspirit gives you the opportunity to savour from a wide variety of new, upcoming and established brands, while being able to spend quality time with their representatives.

The event receives a cross-section of visitors from India and abroad who utilise the opportunity for networking, tasting, meeting suppliers, learning and building better business contacts with the alcobev industry in India, retail chains, wholesale and off-trade buyers, agents, importers and monopoly groups, restaurants, hotels and catering buyers and groups, bar, club, pub staff, travel and duty-free buyers, hotel purchase managers and retailers.

India has just topped the fastest-growing list according to a popular



research report recently; the country also remains the most attractive destination for international alcobev companies despite high duties. It is apparent from the number of new companies who have entered the market since last year, and the number of new brands being introduced across the country.

It is the second largest market in the world next only to China and third largest by value.

The alcoholic beverage industry is a multi-billion dollar business. The Indian liquor industry is estimated at over ₹60,000 crore and has been growing at a CAGR of 8-10% per annum in the next five financial years.

In volume terms, the IMFL industry is nearly 330 million cases with country liquor accounting for another 290 million cases. Beer accounts for another 320 million cases with growth of 3-4%. The IMFL market is currently 60% whisky, 17% brandy, 15% rum, and 8% white spirits like vodka and gin. The wine market is said to be about 2.7 million cases.

Major players include Diageo/USL, Heineken/United Breweries, Pernod Ricard, Radico Khaitan, ABD, John Distilleries, Jagatjit Industries, SABMiller, Mohan Meakins, Tilaknagar, Bacardi,

Beam Suntory, Amrut Distilleries, Brown-Forman, Carlsberg, etc, with scores of new entrants in the last five years.

The one day conference aims to address and discuss subjects pertaining to the alcobev industry in general. With a specific focus, this time we are inviting eminent national and international speakers to share their views on various global as well as national issues at the biggest alcobev conference of the year. Some of the areas to be covered during the conference are investment opportunities, presentations, branding and marketing, panel discussion, impact of acquisitions and amalgamation, and HORECA trade.

Every year during INDSPiRiT, Ambrosia Awards is conferred on distinguished industry stalwarts, most preferred products and companies in various categories after being judged by an eminent jury. The selection process for Ambrosia Awards winners are duly audited, giving credibility to the awards.

*Ambrosia* caters to the entire alcoholic beverage (alcobev) industry and is numero uno in the region.

We have annual meet under the INDSPiRiT 2017 being held for the last 20 years wherein exhibition, conference and the awards are given annually. 🍷



2016 award winners

# Global wine consumption continues to rise

Main trends in the global wine and spirits market

Between 2009 and 2013, global wine consumption increased by 2.7% to reach a total of 2.648 billion 9-litre cases, equivalent to over 31.7 billion bottles.

Vinexpo's market survey, which is unique in forecasting global developments in consumption over five years, predicts that growth will accelerate by a further 1% between 2014 and 2018.

In 2018, the total figure will reach 2.732 billion 9-litre cases, or 32.78 billion bottles.

## Growth is boosted by sparkling wines (excluding champagne)

In 2013, sparkling wines accounted for 8% of the world's wine consumption. This figure is expected to rise to 8.9% by 2018.

Cava sales escalated in 2013, with an increase of over 100,000 in the number of cases consumed. A growth in imports to Belgium, Nigeria and France was the main contributor to this. Prosecco exports doubled, with 1 million more cases sold in the UK. This sparkling wine is also firmly established in the US.

## Champagne

Champagne consumption fell by 1.4% globally in 2013. The main reason for this is shrinking demand in its 3 main markets: France, the UK and the US.

The outlook is far from bleak, however, as demand is on the rise in several countries, including Australia and Japan.

## The US is driving growth in global consumption

The US is the world's largest wine market. Consuming 312.5 million cases in 2013, it was the only one of the top 10 wine-drinking countries to show growth from the previous year. The increase was lower than in preceding years, totalling 5 million more cases over 12 months. However, the overall value is sustained by a shift in demand towards the higher end of the market.

## Europe is losing some of its market share to other continents

Although Europeans still drink two-thirds of the world's wine, Europe's 2009 market share of 68% is expected to shrink to 62% by 2018, as other continents gain more sales.



## Red wine still dominates global consumption

Red wine represented 54.8% of all still wine drunk in 2013. However, consumption fell by 19.8 million cases between 2012 and 2013, mainly because of reduced demand in China.

Rosé is the wine category least affected by the 2013 slump in demand, with global sales remaining steady at 219.7 million cases in 2012 and 219.1 million in 2013. Its stability is supported by thriving sales in France, the UK and the US, the 3 main rosé consumers.

## More than a quarter of all bottles consumed are imported

The international wine trade is healthy. 29.5% of bottles consumed in 2013 were imported, amounting to 720 million 9-litre cases.

An acceleration in import sales of 6.1% is predicted by 2018, compared to only 3.5% in overall sales.

## THE SPIRITS MARKET

Global consumption of spirits reached 3.069 million 9-litre cases in 2013, an increase of 19.1% from 2009.

This growth is expected to continue, albeit at a slower rate (3%), with consumption reaching 3.180 million cases by 2018.

## Asia-Pacific is the world's largest spirits consumer

The Asia-Pacific region accounts for 63% of the world's spirits consumption. Baiju alone makes up more than a third of

the global total (38%). This white spirit, distilled from sorghum, wheat or rice, is mainly drunk in China, which is also the world's largest spirits consumer.

## Whiskies and bourbons are back in vogue

Projections for the next five years point to increases in whisky and bourbon sales of 8.8% and 19.3% respectively. This development is mainly sustained by five countries (Russia, Brazil, Mexico, India and Poland) who added more than a million cases to their total consumption between 2009 and 2013.

## Global consumption of vodka is levelling out

Although vodka holds its position as the leading 'international' spirit (Baiju being drunk mainly in China), demand is stabilising. The current figure of 219.7 million cases represents a rise of 5% since 2009. The tax increase imposed in Russia has significantly slowed growth by driving young consumers to explore new, trendier alcoholic beverages.

## A new turning point for cognac and Armagnac

Sales of cognac and Armagnac escalated by 19% between 2009 and 2012, with demand flourishing in Asian markets. Since 2013, growth has been curtailed by the Chinese government's anti-corruption legislation. Nevertheless, 5-year forecasts remain positive (+3.5%), with particularly healthy sales expected in America, the biggest market for cognac exports. 🍷

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# Diageo the world's 19th best multinational workplace

Diageo is the No. 1 alcobev company in the world and perhaps the reason is because the attention paid to its employees.



Premium drinks major Diageo has been recognised as the 19th World's Best Multinational Workplaces by Great Place to Work, making the top 20 for the sixth consecutive year. The ranking is the world's largest annual study of workplace excellence and identifies the top 25 best multinationals in terms of workplace culture.

Recognised for its workplace environment, Diageo ranked second highest among the FMCG companies and is the only beverages company represented in this year's top 25 by Great Place to Work. Diageo also appeared in Great Place to Work Best Company Lists in Canada, Central America & Caribbean, Chile, Colombia, Denmark, Ireland, Mexico, Nigeria, Panama, Peru, Poland, Portugal, Singapore, Spain, the Netherlands, Uruguay and Venezuela.

"It is a great honour to be recognised as one of the top '25 Best Multinational Workplaces' for a sixth consecutive year. At Diageo, we are committed to fostering a collaborative culture and creating an environment that stretches and challenges people to enable them to reach their full potential at work, while living our values each and every day", said Mairead Nayager, Human Resources Director, Diageo.

"We encourage our employees to actively connect with Diageo's purpose – 'Celebrating life, every day, everywhere' – and our culture is rooted in this purpose. We want our employees to feel fulfilled in both their professional and personal lives and for this reason, we ask our leaders to create the conditions for people to succeed, from the behaviours they model, to the environment we work in, to growing themselves and more importantly the people around them", Nayager said.

“This recognition by ‘Great Place to Work’ is the reflection of the hard work and commitment of our talented and inspirational employees worldwide. They are the people creating our company culture and keeping it strong”, Nayager added.

Kim Peters, Executive Vice President of Great Place to Work commented: “Congratulations to World’s Best Multinational Workplaces. These organisations are well known because their brands appear around the globe. But behind these successful brands are high-trust workplaces where the vast majority of employees feel valued, well treated and that their work makes a difference.”

Great workplaces are on the rise all over the world, with more organisations from Australia to Venezuela committing to creating environments where employees take pride in their work, enjoy their co-workers, and trust their leaders. Great Place to Work research shows the number of organisations around the world named as a Best Workplace “or that have met our minimum standard of a great workplace has almost doubled since 2011. The figure that year was roughly 2,200 workplaces with a total of some 6.1 million employees”.

In 2016, the number of great workplaces has reached approximately 4,100, with an aggregate of about 6.9 million employees.

In conjunction with the sixth annual list of the World’s Best Multinationals, Great Place to Work is publishing a report highlighting the momentum toward great workplaces across the globe.

The report states the world is making progress toward great workplaces for all. The best are getting better around the globe, and the number of great, high-trust workplaces has nearly doubled since 2011. That’s the good news as Great Place to Work and *Fortune* announce the sixth annual list of the World’s Best Multinational Workplaces.

These top global employers, led for the fourth straight year by #1 Google, have seen their levels of employee trust, pride and camaraderie increase over the past six years. What’s more, in 22 of the 30 countries for which Great Place to Work has data going back to 2010, as well as in Central America and the Caribbean, the best national workplaces have improved their trust levels as well. And the number



**The results of this study provide empirical data suggesting that firms that successfully cultivate cultures that are strong in fairness, credibility, respect (collectively trust), pride, and camaraderie significantly outperform comparable firms in several key areas; value, operating effectiveness, and growth**

of organisations globally that meet our standard of workplace greatness - as measured by employee survey scores and our Best Workplaces rankings - has risen from roughly 2,200 six years ago to close to 4,100 today.

“The near-doubling of workplaces globally that meet our certification standard is an encouraging sign that the Great Place to Work For ALL movement is catching on around the world,” said Peters. “Regardless of where they’re located or what they offer, more and more organizations realize that high-trust workplaces - where every employee’s potential is realised - are good for business and good for our global society.”

This global expansion of great workplaces is driven by a number of forces. Among the most powerful is business leaders recognizing that trust fuels performance - that an organization innovates and operates best when all its people bring their best selves to work each day. Evidence along these lines continues

to pile up. Consider recent research by scholar Herb Nold, Professor of Business Administration at Polk State College in Winter Haven, Florida. Nold examined 28 publicly-traded best workplaces identified by Great Place to Work and compared them to a matched set of industry peers.

He found that the great workplaces achieved superior results over a period of several years in: Operating income per employee; Operating margin; Growth rate; Return on assets and Tobin’s Q.

“The results of this study provide empirical data suggesting that firms that successfully cultivate cultures that are strong in fairness, credibility, respect (collectively trust), pride, and camaraderie significantly outperform comparable firms in several key areas; value, operating effectiveness, and growth,” Nold wrote.

The other top-5 improving statements at the World’s Best indicate the kinds of ways great workplaces around the globe are improving people’s lives. Eight of 10 employees at the World’s Best now feel encouraged to balance work and life beyond work. Even more celebrate special events and experience a psychologically healthy workplace. Fair promotions are on the rise, as is a work climate free of the kind of backstabbing behaviour that can ruin a workday and carry over to stress at home. Indeed, the better days at work at growing number of organisations around the world have a ripple effect. Employees at these workplaces come home to be better parents. Better friends. Better community members. Better citizens of their countries. Better members of the human race. 🍷

# The Wine and Spirits market in Japan prospects until 2017



## SOME KEY FIGURES:

- 7th largest consumer market worldwide of still, light wines sold for more than US\$10 (JPY995) per bottle retail
- 3rd largest wine market in Asia-Pacific after China and Australia
- 2nd largest Asian-Pacific market for imported wines
- 2nd largest market in Asia-Pacific for sparkling wines
- Leading importer of spirits in Asia-Pacific
- 3rd largest market worldwide for liqueurs
- 5th largest market in the world for bourbon

## THE WINE MARKET Consumption picks up

Between 2008 and 2012, Japanese wine consumption grew substantially, reaching 34.59 million 9-litre cases or the equivalent of 415 million bottles, an increase of 30.95% compared to the beginning of the 5-year period.

Looking into the future, the Vinexpo/The IWSR world market study forecasts that Japanese wine consumption will continue to grow, reaching a volume of 37.08 million cases, almost 445 million bottles by 2017, which is an increase of 3.27% over the 5-year period from 2013 to 2017.

This growth includes a 31.97% rise in the consumption of sparkling wines. Japan is now the second largest market for sparkling wines in Asia-Pacific after Australia.

### Red wine commands a large share of the still, light wine market

Red wine represents two thirds (66%) of all wine drunk in Japan. The consumption of red wine rose by 34.33% between 2008 and 2012 and is expected to grow by a further 3.04% in the next five years.

More than one bottle of wine drunk in Japan out of four is white with a share of 27.75%. Rosé wine consumption has also increased significantly, but will still only account for 3.7% of all wine consumed in Japan in 2017.

France, Spain and Italy share 83% of the Japanese sparkling wine market. In 2012, the consumption of sparkling wines reached 3.256 million 9-litre cases, which represented 9.42% of all wines drunk in Japan.

France is the leading supplier of sparkling wines to Japan with a 37.5% market share. Spain is the second largest exporter with a share of 23.9% ahead of Italy with 21.6%.

### Substantial growth in the consumption of imported wines over the last five years

The Japanese drank nearly 40% more imported wine in 2012 than in 2008, compared to the growth of 14.46% in the consumption of domestic wines over the same period. However, the Vinexpo/The IWSR study forecasts stable consumption of imported wines in Japan in the period from 2013 to 2017 around 25 million 9-litre cases or 300.24 million bottles per year. At this point, two thirds (67.5%) of all wine consumed in Japan will be imported.

### France is the leading supplier of wine to Japan, ahead of Italy and Chile

In 2012, more than one bottle out of five drunk in Japan came from France whose wines commanded a 21.85% share by volume.

12.83% more French wine was consumed in Japan in 2012 than in 2008, while Italian

wines experienced 41.16% growth in the same 5-year period, and reached a market share of 12.66% by volume. With an increase of 121.04% in its Japanese exports, which gave it a 9.6% share of the total volume, Chile became the third largest supplier of wine to Japan ahead of Spain.

## THE SPIRITS MARKET Spirits consumption falls

Having already decreased by 3.95% between 2008 and 2012, Japanese consumption of spirits should continue to fall by a further 5.54% between 2013 and 2017.

This has been and will continue to be a loss mainly for local spirits, such as soju and sake, down 3.84 million 9-litre cases between 2008 and 2012, as well as for liqueurs, of which the Japanese are the third biggest drinkers after the Americans and the Germans.

### Sun rises on bourbon, rum and tequila

Japan is the 5th largest world market for Bourbon. Having increased by 6.31% between 2008 and 2012, Japanese bourbon consumption is expected to stabilise around 0.81 million cases by 2017.

The Japanese are also the world's 7th largest tequila-drinking nation, for which sales grew by 42.07% between 2008 and 2012. Tequila sales are expected to increase by a further 7.44% between 2013 and 2017. 🍷



*Spirit Of*  
**WINNERS**

DRINK RESPONSIBLY

# HIPBAR MOVES TO THE CLOUD

Go digital with drinks

With the Modi government demonetising high value currencies, it's a big boost for the mobile wallet companies who have seen a huge surge in signups and transaction volumes since the announcement.

The latest off the block is a digital payments start-up, Hip Bar Private Limited, which recently received the RBI's approval for operating a semi-closed prepaid instrument. HipBar is focussed on serving the needs of the one industry which has been completely left behind in the digital revolution, that is the beverage alcohol industry.

"HipBar is the mobile wallet for your nocturnal thrills and not your electricity bills," says Prasanna Natarajan, Founder of HipBar, an industry insider who started Sipping Spirits in 2007. The "fun" tech start-up has been evolving in the stealth mode for the last two years and has a fully ready digital ecosystem for the beverage alcohol industry to move forward to a cashless transaction regime in a legitimate and responsible manner.

Once consumers install the HipBar app (iOS & Android) on the smart phones after a mandatory age gate verification, they can start building their very own personal bar on the cloud. They can access a wide range of exquisite portfolio of brands on offer, and later avail them at licensed stores and watering holes on the HipBar network. They can also use the e-wallet to make payments instantly with ease.

"We were straight jacketed, and have given full disclosure of our intended business model to RBI. There is definite impetus from the government to move to a formal transaction regiment especially in sectors which are cash dominated. As an age verified platform, HipBar will emerge as the digital currency of choice for adult beverages," says Prasanna.

The launch of HipBar comes at a time when the Indian beverage alcohol industry



Prasanna Natarajan

is battling the hangover of being left out of the GST net, threat of prohibition, high forex exchange rates and now with the latest demonetisation, there is an imminent

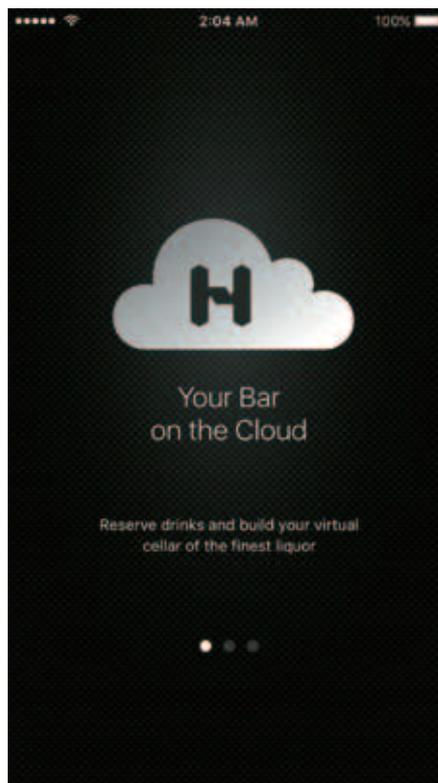
threat to the sale of luxury and premium brands and the industry is yet to grapple with it. Industry analysts believe that it would have a serious impact in the short to medium term.

This is one area where HipBar feels it can pitch in effectively. "HipBar has a full suite of business-to-business solutions for beverage alcohol companies to make use of and build a formidable connection with the end consumer in a responsible tone. We have consumerised the entire brand engagement dashboards and the analytics platform such that it does not require extensive training to get onboard. HipBar's crisp onboarding program, which takes less than couple of hours to master the system end-to-end."

Over the years, the beverage alcohol industry landscape has changed and MNCs have gained prominence over domestic players and this has led to higher standards of compliance and accountability. But the issues marring the industry have been largely left unattended and MNCs are finding it tough to harness the opportunity, despite being in the game.

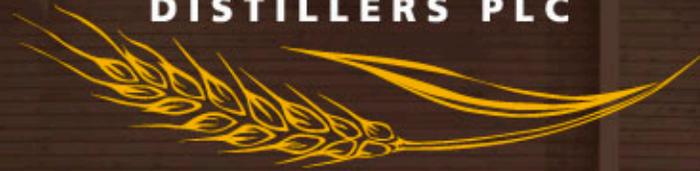
"I have been running Sipping Spirits as a hands on entrepreneur for over 9 years after setting it up from the scratch. I faced numerous challenges in keeping the business up and running, and when I spoke to the industry leaders, surprisingly they all echoed the same sentiments, which is when I realised the problems are endemic and size did not matter. Early last year, I put together an action plan to challenge the status quo, and come up with answers to the industry problems through technology. That action plan is HipBar".

HipBar's 40 member go to market team includes Prashant Adurty, Aprup Shet, Praveen Krishnamoorthy and Anshul Seth – an interesting mix of experience from global investment advisory in wines, management consulting, hospitality to food tech.. 🍷



# Angus Dundee

## DISTILLERS PLC



**A**ngus Dundee Distillers has over 60 years experience of distilling, bottling and exporting Scotch Whisky products and other spirits around the world.

Angus Dundee has two single malt distilleries: Tomintoul which is situated in the prestigious Speyside Glenlivet region and Glencadam which is located in the Eastern Highlands of Scotland.

Our success is based on tailoring product specifications to meet customers' requirements, providing rapid response to customers' needs and expectations, anywhere in the world, and supplying excellent products at competitive prices.

We export our whiskies to more than 70 countries around the world.



We have earned an outstanding reputation for exporting bulk whisky and developing own-label products for our customers.

### Bulk

Angus Dundee can supply Scotch Whisky in bulk for bottling locally. We offer a wide range of bulk options for our customers, including:

- Blended Scotch Whisky for local bottling, as a 100% Scotch Whisky
- Blended Malt Scotch Whisky
- Blended Grain Scotch Whisky

Each of these products can be tailored to suit the needs of our customers. We export bulk Scotch Whisky all over the world.

### Own-Label

We are experienced at providing the finest Scotch Whisky, distilled, blended and bottled in Scotland, with the customer's own brand and label, from value-for-money to exclusive premium brands. This hallmark service is of particular importance to customers who are creating their own brand for a particular market.

Our approach towards meeting the needs of individual customers is very flexible. We always put the same level of commitment and passion into creating bespoke products for our customers as we do into creating products for our own portfolio.

If you are a producer, importer, distributor, wholesaler or supermarket group looking to import Scotch Whisky or other spirits, please contact us at :



### Angus Dundee India Private Limited

Sanjiv K. Puri - Regional Director (Indian Sub Continent)

127, DLF Galleria Mall, Mayur Vihar Phase-1

District Center, Delhi - 110092

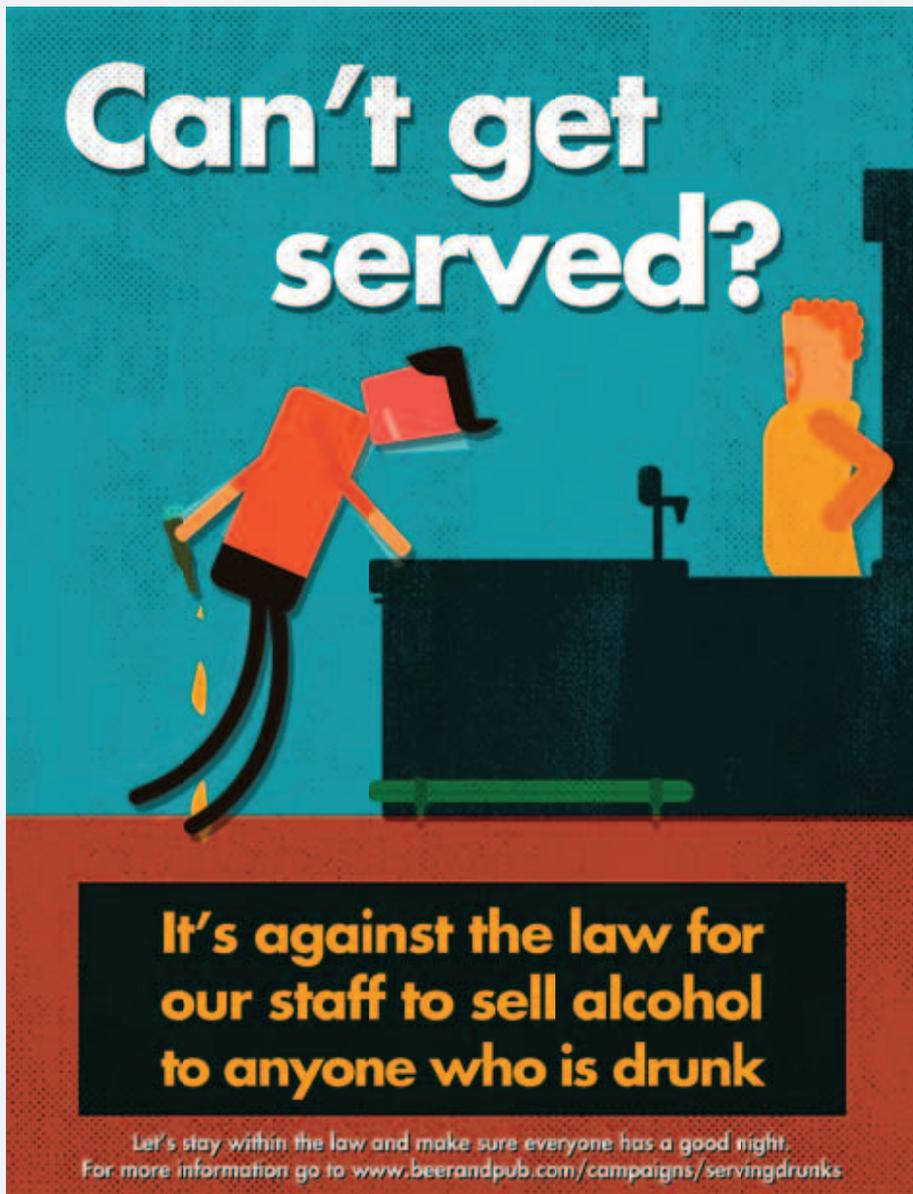
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# The Law on Serving Drunks

Drunkenness is the bane of the liquor industry. Bars, Pubs should ensure that drunks are reached home safely.



The British Beer & Pub Association (BBPA) is working alongside Drinkaware to raise awareness of the law surrounding the serving and purchasing of alcohol for drunk people in the UK.

With input from the Home Office and in support of its Modern Crime

Prevention Strategy, the BBPA has rejuvenated its poster campaign designed for use by licensed premises to help raise awareness of the laws on buying alcohol for a drunk person, or knowingly selling alcohol to a drunk person.

The BBPA has worked alongside Drinkaware and National Pubwatch

to create the campaign, which aims to support staff in upholding these laws and ensuring a safe and sociable drinking environment for all. The BBPA continues to work alongside Drinkaware on the campaign and will be expanding the campaign later in 2016.

The BBPA has also produced two animations based on commissioned research from YouGov to gauge current awareness of the laws.

It is an offence under the Licensing Act 2003 to sell to, or obtain alcohol for, a person who is drunk on licensed premises.

In practical terms this includes: Selling an alcoholic drink to someone who you know is drunk and buying an alcoholic drink for someone who you know is drunk.

Staff in licensed premises can be put in a very difficult position and could risk breaking the law if pressurised to serve drunk customers. These resources provide an important tool to help staff enforce the law. They also inform anyone trying to buy an alcoholic drink for a drunk friend that they are breaking the law.

Although there is no legal definition of drunkenness, the Section 182 Guidance to the Licensing Act highlights the offences and the significant penalties for not complying with the law in this area.

These include: A fine for the individual of up to 1,000 pounds and the risk of losing a premises licence if the premises is taken to review based on this issue.

BBPA members have also played their part in a range of initiatives to promote responsible drinking, including by giving consumers a wider choice of lower strength products and smaller servings as well as providing clear accessible alcohol unit awareness information in pubs and working to prevent underage sales through the successful Challenge 21 campaign. 🍷



Highland

# Design for spirits

# The SWA, Spirits Europe to appeal minimum unit pricing (MUP) ruling

The Scotch Whisky Association (SWA) and Spirits Europe have decided to appeal a Scottish court's ruling in favour of minimum unit pricing at the UK Supreme Court. Both, the SWA and Spirits Europe have raised their concerns that the ruling is incompatible with EU law and does not augur well for the alcohol industry.



After due consideration of a Scottish Court's ruling in support of minimum unit pricing (MUP), both the Scotch Whisky Association (SWA) and Spirits Europe have decided to appeal the ruling in the UK Supreme Court.

"Having carefully considered the ruling from the Court of Session on minimum unit pricing of alcohol, and reflected on our options, we have decided to appeal to the UK Supreme Court. This is not a decision we have taken lightly", said Julie Hesketh-Laird, Scotch Whisky Association acting chief executive.

Hesketh-Laird said the decision comes after wide consultation with member companies and other parties to the case to see

whether there is an alternative way forward.

"However, given our strong view that minimum pricing is incompatible with EU law and likely to be ineffective, we now hope that our appeal can be heard quickly in the UK Supreme Court.

"Having studied the ruling, we believe the Scottish court has not properly reviewed the legislation's compatibility with EU law as required by the European Court's judgment. We remain committed to working closely with the Scottish Government and everyone else who shares our common goal of tackling alcohol misuse. By working effectively in partnership we hope the long-term trend decline in alcohol-related harms in Scotland will continue", the SWA acting



Julie Hesketh-Laird

chief executive added.

According to the Scottish Court's ruling, in its Introduction and Procedure section, almost five years ago, on 31 October 2011, the Scottish Government introduced a very short Bill to the Scottish Parliament. The Bill was passed, following a Stage 3 debate, on 24 May 2012 with 86 MSPs voting in favour, only 1 against, with 32 abstentions. The Bill became the Alcohol (Minimum Pricing) (Scotland) Act and received Royal Assent on 29 June 2012.

"The Act amends the Licensing (Scotland) Act 2005 by adding a new paragraph to Schedule 3. This paragraph reads:

6A (1) Alcohol must not be sold ... at a price below its minimum price".

The minimum price is to be calculated according to a formula, viz.: MPU x S x V x 100 (minimum price per unit x strength of the alcohol x volume of the alcohol in litres).

"The Act empowers the Government to specify the MPU "by order". On 14 May 2012 the Cabinet Secretary for Health, Wellbeing and Cities Strategy (now the First Minister) announced that 50p per unit was the preferred minimum price. A draft order (The Alcohol (Minimum Price per Unit) (Scotland) Order 2013) was published, setting the MPU at that level. In practical terms, were the Act and Order to come into force, a 70cl bottle of spirits with an ABV (alcohol by volume) of 40% (70°) would retail at a minimum of £14.00 (50 x 40 x 0.7). A 75cl bottle of wine with an ABV of 12% would cost at least £4.50. A pint of lager with an ABV of 4% would cost £1.14 or more.

"In terms of the Act, the minimum pricing provisions are to expire at the end of a six year period, unless the Government provide "by order" otherwise after five years. There is a requirement that they lay before Parliament a report on the operation and effect of the minimum pricing provisions during the five year period. The report must contain information on the effect of minimum pricing on the "licensing objectives" of the 2005 Act. These include



Paul Skehan

the prevention of crime and disorder, protecting and improving public health and protecting children from harm (2005 Act, s 4).

"It must also advise on its effect on license holders and alcohol producers, both of whom require to be consulted during its preparation. In this sense, the provisions

can be regarded as experimental in nature. However, the legislation is not yet in force and, without that, no experiment can take place.

**We will continue with the many campaigns and initiatives we run or finance towards responsible drinking, and against drink drive, underage and binge drinking**

"As will be seen, the Government's contention is that the Act will bring health benefits of one sort or another to at least part of the population. On 19 July 2012, the petitioners, who represent a variety of alcohol related interests, not least whisky distillers and wine and spirit importers, presented a petition for judicial review challenging the legislation's lawfulness".

Meanwhile, over at SpiritsEUROPE,

Director General Paul Skehan (in his capacity as permanent representative of Skehan sprl), also commented on the decision to appeal the Scottish Court decision on Minimum Unit Pricing (MUP) to UK Supreme Court.

"With our co-plaintiffs the Scotch Whisky Association and Comite Vins, we have decided to appeal the ruling on minimum unit pricing of alcohol from the Scottish Court of Session to the UK Supreme Court", said Skehan.

"Believing, as we do, that the evidence behind this measure is weak at best, that it is unlikely to have any significant impact on alcohol-related harm, and that the measure is probably illegal under EU law, we are left with no appropriate response other than to appeal to the UK Supreme Court. We are confident of the ultimate outcome", he added.

In the meantime, said Skehan, "We will continue with the many campaigns and initiatives we run or finance towards responsible drinking, and against drink drive, underage and binge drinking. We acknowledge and share the Scottish Government's concerns about these harms caused by excessive drinking, but we do not believe MUP – a theoretical computer-based model, whose predicted outcomes have changed many times - to be an appropriate response."

SpiritsEUROPE is the representative body for the spirits industry at the European level comprising 31 associations and 8 multinationals. 🍷

- Amitabh Joshi



# Distell Group strengthens presence in India

**Kay Pillay**, Distell-MD Asia Pacific and Middle East, Indian by origin, born and raised in South Africa, is in India for the first time to raise the profile of its brands distributed by Aspri Spirits. In an interview with **Vincent Fernandes**, Executive Editor, *Ambrosia*, he says India is a very exciting market with high growth prospects.

**A**spri Spirits Pvt Ltd, which distributes Amarula — a premium fruit based cream liquor brand from South Africa-based Distell Group, has launched the brand in 2009 and has been growing steadily.

Amarula is in the cream liquor category. It can be drunk neat or is mixed with coffee and it can also be tasted over

hundred different ways, and Amarula is seen as a cocktail brand. We would like to market it aggressively on trade and off trade, says Kay Pillay. The company would like to make their brands available in hotels, restaurants and especially in retail sector as retail in India is growing very big.

India is going to be the largest market

of Amarula in Asia-Pacific region and would like to double our revenues in the next three to five years, says Pillay because he believes the competition is exciting and dynamic. The demographic has the right consumers and we would like to be in the right channels, with the right outlets and with the right portfolio.

India will also play a great role for the



Mr Kay Pillay, DISTELL-MD Asia Pacific and Middle East

growth of the wine industry, especially for wine producing countries and the producers in general. Distell is a large producer of wines and is one of the only global companies with a very broad and deep portfolio of wines, says Pillay.

Distell brands that are currently distributed in India include Nederburg Wines, Two Oceans Wines and Amarula Cream Liqueur.

Amarula is South Africa's most widely distributed international alcoholic beverage brand. Our wines are sold on every continent with sales of over 1.3 million cases.

In the spirits segment it is also strong in apertifs that appeal to consumers across occasions, who know what to drink, where to drink and why to drink. Today its top 15 Brands generate 71% of total revenue and the top 13 are growing at 10%.

Ciders continue to dominate the category buoyed by dynamic, compelling communication and product and packaging innovation. The category achieved revenue growth of 8%. Says, Pillay, "In China, we have concluded a joint venture agreement to launch Savanna and Bernini with China Haisheng Juice Holdings Company Limited, a longstanding partner and provider of our apple juice concentrate. In addition, the joint venture will build a portfolio of locally produced Chinese cider brands in the future. This is a very important step in building our long-term cider aspirations around the world."

Revenue from wine increased by 11%, with gains achieved in all price categories and in key markets. Significant players in the portfolio were 4th Street, Nederburg and Drostdy-Hof. In South Africa, Durbanville Hills put in an excellent performance, growing revenue by double digits.

Spirits delivered 12% revenue growth, with brandy, liqueurs and white spirits contributing to the result, along with excellent sales from Scottish Leader in the key markets of South Africa and Taiwan, and those of their single

## We are looking at the size of the opportunity in brand building, producing locally and would like to invest in markets with a 3-5 years gestation period

malts offered in the US.

Sales volumes for the year 2015 increased by 2.8%, while sales value rose by 9.6%, thanks to ongoing investments in brand health, creative thinking, innovation and disciplined revenue management. Most of the Group's revenue (71.6%) is generated in South Africa.

Other prospective markets include S.E. Asia, UK, China, US and Germany. Nederburg is the flagship brand in Germany, says Pillay. We are looking at the size of the opportunity in brand building, producing locally and would like to invest in markets with a 3-5 years gestation period, he adds.

Most of our efforts have been directed at the mainstream and affordable end of the alcoholic beverage spectrum in our core market and the company is now increasingly expanding its focus to capitalise on the growing potential offered at the premium end of the market.

Consolidation in the global alcoholic beverage industry is expected to continue. Multinational companies are rapidly expanding into Africa and other emerging markets.

Distell with a market cap of US\$ 3 billion raised revenue by 14.6% and volumes by 13.3% for the period, largely due to Distell's enhanced market penetration as well as improvements in its product mix.

The power brands delivered 4% volume growth achieved across

all three segments: ciders and RTDs, wines and spirits, with revenue rising by 10%.

While the majority of their products are produced in South Africa, they have a worldwide distribution network with investments in countries that include Scotland, France, Angola, Ghana, Kenya, Mauritius, Namibia, Tanzania and Zimbabwe.

Distell created in 2000 by the merger of Stellenbosch Farmers' Winery (SFW) and Distillers Corporation has grown to become Africa's leading producer and marketer of spirits, fine wines, ciders and ready-to-drinks. The company is currently the 2nd largest cider producer in the world.

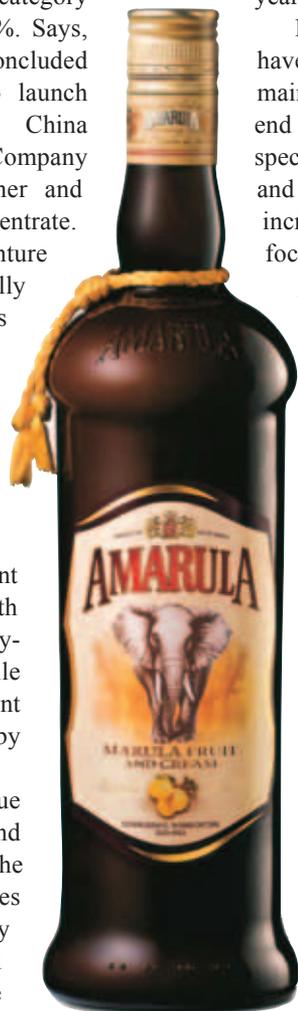
The cider category was created in South Africa and their cider brands, Hunter's and Savanna, are now readily available in many parts of Africa. We remain the second-largest producer of ciders worldwide and would be a formidable cider producer by 2020, says Pillay.

Apart from the South African-conceived and produced brands, their portfolio includes a selection of international specialty spirits brands. After acquiring the House of Bisquit in 2009, they have re-established this fine heritage cognac brand. In 2013, Distell purchased Burn Stewart Distillers (BSD), expanding our portfolio with a selection of popular and connoisseur blended and single malt whiskies.

Their luxury brands achieved growth in both wines and spirits, with value up 20%. Scottish Leader is growing in southern Africa and Asia Pacific, says Pillay. Bisquit is growing ahead of the global cognac sector. Bunnahabhain, was recently ranked Distillery of the Year at the San Francisco World Spirits Competition. Nederburg was one of the most admired brands for 2016.

Distell's wine portfolio includes Nederburg, Two Oceans and Fleur du Cap brands, while its spirits portfolio includes Scotch whisky Deanston, Ledaig, Bunnahabhain, and South African cream liqueur Amarula.

Distell has over 5,300 employees; 11 Wineries; 6 Distilleries; 3 Single-Malt Distilleries; 19 SA Sales Offices and 8 International Sales Offices. 🍷



# Mezcal, Mystical Mexican Drink, Comes to India



A drink of amazing variety and complexity, Mezcal is handcrafted in Oaxacan villages. The artisanal production ensures that each batch has its own unique flavour. Master Mezcalier, **Sergio Inurrigarro**, President of the ProMezcal Association of Mexico, exclusively spoke to **Toprit Saifi** about the drink, its production and market.

## What is Mezcal?

Mezcal is one of the purest forms of alcohol existing in the world for human consumption from the state of Oaxaca in Mexico. It is made from the heart of the agave plant, known as piñas, which are roasted in wood-fired pits. This roasting gives Mezcal its signature smoky flavour.

For the past 10 thousand years, agave plants have provided us with food, shelter, clothing, paper and drinks particularly mezcal. Before Mexico was colonised in 1521, everything revolved around agave. It was the main source of food and drink.

From certain types of agave, we get fermented alcohol. Before it ferments, it is called Honey Water. It is like milk, and was primarily consumed by children as there were no cows in Mexico.

Around 1500 B.C. distillation started in the west coast of Mexico. Mezcal was produced as a drink for the elite that include emperor, court and priest only.

## How is mezcal produced from agave plant?

The agave plant is an evergreen plant whose leaves do not fall and which has an 8 to 14 years life cycle. The base of the plant matures shortly before blooming. Once the plant has been harvested, it is stripped of its leaves, leaving it in the form of pineapple, baked underground, over wood, for approximately four days, crushed with a stone mill pulled by a horse, donkey or mule; allowed the remains of the crushed agave, or mosto (concentrate) to ferment during approximately eight days and distilled in copper stills until it reaches, after a second distillation, slightly over 40 degrees of alcohol.

## What are the different kinds of agave used in the production of Mezcal?

The most common types of agaves used in the production are: Agave Angustifolia, Agave Americana Oaxancensis, Agave Cupreata, Agave Duranguensis, Agave

Inaequidens, Agave Karwinski, Agave Marmorata, Agave Maximiliana, Agave Potatorum, Agave Rhodacantha, Agave Salmiana, and Agave Tequilana.

## How is it consumed?

Mezcal is usually taken on the rocks. In Mexico, Mezcal is generally taken straight, and sipped slowly to appreciate its complex flavours. Mezcal is generally not mixed with any other liquids, but is often accompanied with citrus fruits like sliced oranges sprinkled with a mixture of ground fried larvae, ground chilli peppers, and salt called *sal de gusano*, which literally translates as 'worm salt'. It is advised to consume it either before meals or after the meals.

## Please tell us about the ageing process of Mezcal.

Aging is an important aspect for Mezcal production. Mezcal varies widely in quality. The White Mezcal, unaged, is called Joven that sometimes comes with

Mezcal is consumed for its effects. It is expensive and not for the masses but for the elite. It is like a souvenir. It makes you happy but keeps you aware at the same time. Other beverages have lasting effect and lead to hangovers but with mezcal the effect is not prolonged and is only up to few hours

a worm inside the bottle (actually it is a larva found in the agave plant). Reposado Mezcal is aged for six months and Añejo is aged for a year or more.

There are different maturation times according to the variety of Mezcal and desired quality of the final product. For instance, Rested (Reposado) or aged (Añejo) must be matured in 200 litre white oak barrels for at least 2 months for the first, and 12 months for the last.

All companies producing mezcal have their aging processes regulated and fiscalised by the Mexican government.

### What makes mezcal different from other beverages?

Mezcal is consumed for its effects. It is expensive and not for the masses but for the elite. It is like a souvenir. It makes you happy but keeps you aware at the same time. Other beverages have lasting effect and lead to hangovers but with mezcal the effect is not prolonged and is only up to few hours.



Mezcal is a mystical and magical extraordinary drink. When consumed with measure, it wakes up the spirit, tames enmity, stimulates imagination, erases resentments, accompanies loneliness and makes the world seem better.

Mezcals are generally very expensive and vary from \$150 - \$200 for 750ml. Agaves like *Angustifolia* and *Tequilana* take 7 years to ripe while *Rhodacantha* and *Cupreta* take 10 years to ripe.

There are some agaves which take many years to grow and ripe and are usually most expensive for that reason. These are *Karwinski* (grows in 15-20 years) and *Marmorata* (grows in 25 years).

### What is the difference between Tequila and mezcal?

Tequila is a regional specific name for a distilled beverage made from the blue agave plant, primarily in the area

surrounding the city of Tequila. Although tequila is similar to mezcal, modern tequila differs somewhat in the method of its production, in the use of only blue agave plants, as well as in its regional specificity.

### Do all mezcals have worms? What is the significance of worms in the drink?

Only certain Mezcals, usually from the state of Oaxaca, are ever sold *con gusano* (with worm). They are added as a marketing gimmick and are not traditional. The regulatory council does not allow *gusanos* or *scorpions* (which are sometimes also added to Mezcals) to be included in the bottles. The worms that are seen in the bottle are usually found in the roots of Agave.

### Which all countries mezcal is exported to?

It is mainly exported to the United States, London and European countries, China, Abu Dhabi, Dubai, and Lebanon. We export 1 million litre of mezcal to the United States every year.

### What is your strategy to promote the drink in India?

As mezcal is not for the masses, so marketing is focussed around the elites of the society.

### What is the capacity of mezcal production?

At present only 2.5 million litre of mezcal is being produced while 6 million litre of mezcal can be produced in a year. The United States has the biggest market for mezcal which is worth billions. 🍷



# HPMF celebrates 6th Anniversary, Annual Convention & Awards at Mayfair Lagoon, Bhubaneswar

It was an event to remember for the record breaking congregation of hospitality purchasing heads, of nearly 250 professionals who networked and attended interactive knowledge based sessions, B2B Meetings and witnessed the HPMF Procurement Excellence Awards.

The entire delegation of over 250 hospitality purchasing managers from across India, along with dignitaries, vendors and consultants, gathered at the verdant luxurious property of Hotel Mayfair Lagoon and Convention Center, a 'museum, jungle and hotel rolled into one' located in the midst of Bhubaneswar city, Odisha.

Delegates from Mumbai, Hyderabad, Pune, Ahmedabad, Bengaluru, New Delhi, Chennai, Goa, Guwahati, Jaipur, Indore, Nagpur, Vadodara, Bhubaneswar and Puri, were overwhelmed with the programme put together by Nitin Nagrale, General Secretary & Founder of HPMF and the core committee including Chairman Mohan Deshpande, General Manager Materials Hotel Aureole; Teckbahadur Sarke, Manager Hotel Sahara Star - Mumbai & Aamby Valley City - Lonavala (Pune); Harvey Rodrigues Director Procurement - Hotel Meluha The Fern and Hotel Rodas An Ecotel Hotel; Mahendra Shinde, Materials Manager – The Resort Mumbai; Ganpat Dalvi – Director Procurement Four Seasons Mumbai, Jaideep Gupta, Operations, Procurement and Pre-opening professional; and Gary Coutinho, Supply Chain Manager Devyani Airport Services.

Inaugurated by Ashok Chandra Panda, Minister of Tourism and Culture, Government of Odisha, the occasion was also graced by His Highness Giriraj Singh Lotwara, President of Shree Rajput Sabha, Jaipur; Dilip Ray, CMD of Mayfair Hotels; Debasis Pattnaik, Director, Crown Hotels; Lion Pankaj Mehta; and Souvagya Mohapatra, Executive Director, Mayfair Hotels among others.

The role of a Purchase Manager in



**Mr. Debasish Pattnaik - MD, Crown Hotels, Mr. Dilip Ray - Chairman & Managing Director of Mayfair Group of Hotels & Resorts Limited, Mr. Ashok Chandra Panda - Honorable Minister, Tourism, Govt. of Odisha, Mr. Mohan Deshpande - Chairman HPMF, HH Mr Giriraj Singh ji Lotwara - President Shree Rajput Sabha Jaipur and Mr. Pankaj Mehta - Past Governor of Lions Club International**

the Hospitality industry has gone through several fundamental changes in the last few years. Many companies have shifted from a Regional unit Procurement approach to a Center-led Global Procurement strategy. The Purchase department has become a valued partner & a recognised asset who collaborates effectively across the Organization driving procurement excellence.

India's leading Hospitality Purchasing Managers' Forum (HPMF) in an unprecedented style organized a three-day convention for successful purchasing professionals, marking its sixth anniversary with lots of Learning and Leisure, Awards and undying Memories.

One of the key objectives was to meet,

discuss & find solutions to the challenging issues faced when it comes to Procurement, Supplier Relationship Management, and strategies revolving around it, as well as to network under one roof. The highlight of the forum was also to bring industry through leaders to deliberate on the challenges faced on the talent and skill development initiatives and how to bridge the gaps in the same. Another objective is to equip the hospitality purchase professionals with the latest trends and tools so as to better manage and excel in their current functional roles. Key benefits for people participating will be to nurture existing relationships and foster new business partnerships via One to One Networking Opportunity during the entire three days of the event.

Highlighting the importance of purchasing managers, who are more a background artist, Mohapatra said, "From every tile in the floor to the entire structure, purchase is involved. They play an important role in material, marketing and money management."

Debasis Pattnaik added, "Purchase managers are not visible on the foreground but they are like platelets in the blood."

The need for HPMF is in bringing together the purchase heads of hotels on one platform to network, explore new aspects of purchasing and gather knowledge of the advantages of technology in purchase. "I am elated to host HPMF in Bhubaneswar," said Nitin Nagrale, thanking Mayfair Hotels and the supporting vendors for successfully organising the convention.

In continuation, Mohan Deshpande said, "Purchasing Managers are an integral part of the industry and they need to understand & showcase their own value"

Some of the Networking Professionals had this to say. "It is hard to find words to match the efforts put in by the HPMF team, in the spotless execution of this wonderful programme." – Shiv Menon. According to Santosh Bhame, "It was very well planned, organised and executed, bundles of surprises, so many new friends, so much knowledge sharing... this is very good memory for a life time." "Congratulations to the entire HPMF family for a very successful event. Everything was just perfect. You have raised the bar for all," said Jairaj Singh echoing the



### **From every tile in the floor to the entire structure, purchase is involved. They play an important role in material, marketing and money management**

sentiments of many of the professionals.

Sanjay Goyal said, "We had a wonderful three days of knowledge sharing, networking and fun. Thank you for executing a convention of this quality, scale, excellence in terms of content, right mix of knowledge and fun. We raise a toast and salute our soldier Nitin Nagrale for the true dedication and our solidarity."

The Indian hospitality industry has been

rapidly evolving since last two decades and has witnessed a spurt in the number of domestic and international players entering the market with ambitious and world class projects. This has resulted in quantitative and qualitative needs which are far more complex than before. Today, the hospitality procurement industry is pegged at an annual figure of US \$10 billion dollar. But considering the sustained economic development and an impressive GDP ratio of India, the hospitality procurement needs are expected to grow by leaps and bounds in the coming years. The hospitality procurement is not only scattered but needed some reference body to assist them at every stage. There were no formal education institutes or bodies to assist. And also every one working in their organisations were working in isolation.

Touching upon the most important topics, experts from the hospitality industry discussed 'Importance of Value Engineering and Life Cycle Analysis in Procurement'; 'Work Life Balance, Vendor Relationship & Strategic Sourcing'; 'Creative Strategies & Future of Procurement' besides other presentations and highly inspiring motivational talks by Lion Pankaj Mehta and Pradip Almadi.

### **B2B Meetings**

The entire buyer delegation was divided into groups of 6 members and an excellent B2B meeting schedule was organised so that all the partners could meet the buyers on one on one basis. It was a super hit session on both days as all partners not just met every attending delegate but created bonds between them.





## 2ND HPMF PROCUREMENT EXCELLENCE AWARDS

This year's Living Legend Award was conferred on Sundaram RM, Vasantabhavan Hotels India Pvt Ltd and Basil Christopher Massey, Duet India Hotels. The Life Time Achievement Award was given to Narinder Kapoor, The Elh Ltd.

There was stiff competition in the other categories and the panel of jury had to rework to emerge with the most deserving winner. "While we started planning and preparing this event more than six months back, the awards were put together in 45 days," said Nitin Nagrale. The winners in the other categories are:

**Most Innovative Procurement Person of the Year:** Parag Pawar, Purchase Manager, Royal Orchid Central, Pune

**Most Innovative Procurement Person of the Year:** Hara Prasad Balliarsingh, Senior Manager, Mayfair Lagoon and Convention, Bhubaneswar

**Best Cross Functional Procurement Leader of the Year:** Mahendra Shinde, Materials Manager, Hotel The Resort, Mumbai

**Best Procurement Person of the Year - Male:** Boominathan Panchanathan, Commercial Manager, Fortune Select Grand, Chennai

**Best Procurement Person of the Year - Female:** Shikha Sharma, Retreat Hotel and Convention Centre, Mumbai

**Best Use of Innovative Technology for Procurement:** Ram Vriksh Dwivedi, Assistant Materials Manager, The Lalit, Mumbai

**Special Jury Award:** Vijayanand Thantri, Head Procurement - Intellistay Hotels, Mumbai

**Superman of the Year Award:** Abdul Kareem, Purchase Manager, The Leela, Chennai

**Best Use of Green Initiative as a Team:** C. Rajendiran and team, Novotel Ibis Sipkot, Chennai

**Change Maker Award:** Teckbahadur Sarke, Sahara Star Hotel, Mumbai

**Change Maker Award:** Gary Coutinho, Devyani International, Mumbai

Entertainment was also an integral part of the three day event. Exhibiting their talents, purchasing managers took stage on fire with hit Bollywood old songs on the saxophone; puppet show, comedy besides multiple bands rocking on the latest numbers.

"We thank all the delegates for taking time out to be present in such large numbers, our vendors who have supported us whole heartedly and experts who have made the sessions a big success. I also take this opportunity to thank LG for once again partnering with us and making this wonderful event possible," concluded Nitin Nagrale.

A big takeaway from the event was the cohesion of the organising committee to manage such an event on such a large scale. All the events went according to clockwork and it was a great experience to see an organisation grow tremendously ever since it was conceptualised.

The organisation has great scope and can be taken to greater heights. The content for the conference has catered to help the members grow. Perhaps some content could be added to give the members a broader spectrum of the hotel industry from global industry leaders that would provide valuable insights to members and boost the profile of the event. Perhaps some better collaboration with reputed organisations could take the event to the stature it deserves. 🍷

- Vincent Fernandes



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# Hennessy commemorates the arrival of its 8th Generation of Master Blender

A special series by award-winning Belgian photographer Carl De Keyzer captures the Maison Hennessy's 250-year legacy of transmitting savoir-faire and passion.

In February 2016, the Maison Hennessy proudly announced the arrival of Renaud Fillioux de Gironde, its 8th generation Master Blender. Renaud Fillioux de Gironde is to succeed his uncle, 7th-generation Master Blender Yann Fillioux, following 14 years of apprenticeship. For the occasion, Hennessy revealed Yann Fillioux's last masterpiece, Hennessy, a blend of 8 eaux-de-vie representing 200 years of uninterrupted legacy.

"Honouring a legacy is about passing

on what we do best, the best of what we have in us," noted Yann Fillioux upon the presentation of Hennessy.

The announcement of Renaud Fillioux de Gironde as the Maison Hennessy's 8th generation Master Blender follows a worldwide celebration of the house's 250th anniversary. With the passing of the torch, the Maison Hennessy upholds a legacy dating back to 1765 and prepares to open a fresh new chapter in its history. In due course, once he officially assumes his new

role as the "Guardian of the Temple", Renaud Fillioux de Gironde will build on the vision of his predecessors to create Hennessy cognacs of the future, passing along his passion and experience in turn.

"HOW TO BECOME A MASTER BLENDER": A SERIES OF PORTRAITS

To commemorate this milestone event, Hennessy commissioned the award-winning Belgian photographer Carl de Keyzer to document key

## Renaud Fillioux de Gironde speaks about his role and Hennessy

**Please throw some light on your new role as the Master Blender.**

In February 2016, the Maison Hennessy announced the arrival of Master Blender, its 8th generation Master Blender. I have succeeded my uncle, 7th-generation Master Blender Yann Fillioux. For the occasion, Hennessy revealed Yann Fillioux's last masterpiece, Hennessy, a blend of 8 eaux-de-vie representing 200 years of uninterrupted legacy. Honouring a legacy is about passing on what we do best, the best of what we have in us. The announcement followed a worldwide celebration of the house's 250th anniversary. With the passing of the torch, the Maison Hennessy upholds a legacy dating back to 1765 and prepares to open a fresh new chapter in its history. In due course, once I officially assume the new role as the 'Guardian of the Temple', I will build on the vision of my predecessors to create Hennessy cognacs of the future, passing along my passion and experience in turn.

**For how long have you been associated with Hennessy? How has been your journey in terms of learning and experience?**

The job is a passion for me as it has lot of aspects. Our main activity is tasting, the special moment where we are look for the excellence. It's a moment where different time scales could meet each other. During tastings, we have to make choices, take decisions with a closed/ near impact. In other cases, we have to immerse ourselves in our Maison treasure stock, which was selected by our predecessors, a long time ago.

**What are the important skills that you have learnt from your uncle Yann Fillioux?**

I would insist that my uncle is a perfectionist and a man of vision. I had a chance to learn from him.

To keep the exigency level high, to





moments in the process of acquiring a Master Blender's savoir-faire.

Composed around the theme of "How to Become a Master Blender", this exclusive series of eight black and white portraits shows Yann Fillieux and Renaud Fillieux de Gironde within their work environment. In capturing the two Master Blenders in emblematic places at the Maison Hennessy — from vineyard to cellar and cellar master's office to the Tasting Committee — Carl de Keyzer offers a glimpse of a hallowed ritual.

Above all, the photographer demonstrates the sharing of knowledge and complicity between uncle and nephew, one Master Blender to the other, in a striking and intimate way. 🍷

introspect, and detail is what makes the difference. Yann is a man of vision! A word about tasting: our job is all about the sense of taste, pleasure and strategy. Tasting can't be improvised or learned in school. I think we both have a great capability to ask questions.

**How are Hennessy cognacs**

**different from other cognacs? What makes the cognacs different from others?**

We have to focus on a long term, what influence a large number of decisions including short term. Our Maison has always built on a long term strategy and never gives up on this goal. It's essential

to focus on long term and the quest for excellence.

**What are the key markets for the Hennessy cognacs?**

USA, China and the rest of Asia. New markets such as South Africa, India are interesting for the brand development. 🍷



# Bacardi cuts greenhouse gas emissions in half

With sustainability, small steps add up; however, Bacardi has forged ahead with giant leaps. The largest privately held spirits company cut its greenhouse gas (GHG) emissions intensity, worldwide, in half—more than a year earlier than its end of December 2017 target.

**B**acardi's astounding 50% reduction in GHGs is equivalent to taking 15,000 cars off the road each year, reducing oil use by 165,000 barrels annually or installing 18 wind turbines.

"This is great news, and we should all be very proud as we recognise that climate change poses one of the greatest challenges to the continued prosperity of society. We set an ambitious corporate responsibility goal, and we reached it nearly 15 months early. We not only achieved it; we surpassed it with outside-the-box thinking, hard work and the passion of Bacardi employees," said Mike Dolan, chief executive officer of family-owned Bacardi Limited.

Moving forward, Bacardi will set new targets in alignment with the 21st Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) adopted in Paris (COP21) late last year, and supporting the UN's Sustainable Development Goals.

For Bacardi, this achievement comes as no surprise given the hundreds of energy reduction initiatives implemented globally at the company's distilleries, bottling lines, visitor centres and offices. Bacardi realised this astonishing goal through systematic objectives laid out within its Good Spirited: Building a Sustainable Future global environmental sustainability platform, which reinforces the company's years of leadership in corporate social responsibility. From operations



to improved energy efficiencies, every area was addressed, including lighting, motors, HVAC and compressed air systems. Further, continuous audits ensured real gains, which helped refine methods and accelerate the GHG reductions achieved. The original target date to accomplish the 50% reduction was December 31, 2017.

"Through full-circle thinking, we were able to stay the course on this 10-year vision," adds Jean-Marc Lambert, senior vice president, Global Operations. "We're not stopping here - we're working toward a net-zero impact throughout the entire value chain in the production of our world-

class brands. Our goal is to return to the environment as least as much as we take away."

Among the many energy-focused initiatives, the company focused on renewable electricity from wind turbines and heat recovery systems at operations sites. Additionally, new biomass boilers at the Tequila Cazadores facility, and Aberfeldy and Royal Brackla Scotch whisky distilleries reduce the amount of fuel needed for reliable, cleaner energy. Instead of oil, renewable organic material, such as wood pellets and chips, and agave fibers leftover from the production of the company's premium brands is used as fuel for the biomass boilers. As a model of sustainability, the refurbished Cazadores facility in Mexico is 100% biomass fueled, with 0% of its waste deposited in landfills - nothing goes to waste...not even the biomass boiler's ashes, which are used to

enrich the soil in the agave fields.

In Puerto Rico, Bacardi harnesses wind power to produce Bacardi rum, and improvements to an existing cogeneration system considerably increased the rum factory's fossil-fuel independence. This system's boiler uses a mix of fuel and biogas (or methane) generated during the anaerobic treatment of the distillery's wastewater. In that process, micro-organisms naturally degrade waste materials, creating biogas in the process. The biogas is fed into the boilers which power the distillery. This saves about half the energy needed to run them and reduces the need for imported oil or gas.

Bacardi will continue its Good Spirited initiatives on the course to its net-zero vision. Rigorous evaluations to ensure every ounce of energy is well spent will continue as the Good Spirited momentum turns eco-conscious passion into real environmental returns.

This includes replenishing the environment, planting trees and finding ways to do more business with less impact. Without forgetting its legacy, or the heritage of any of its iconic brands, Bacardi will continue to tackle existing infrastructure with sustainability improvements and add state-of-the-art, "green" distilleries that help improve the environment, like the Bombay Sapphire gin distillery at the historic Laverstoke Mill in England. Bacardi completely transformed the historic, dilapidated mill to a fully functioning, green-certified distillery that now makes use of clean biomass and hydro-electrical energy sources, using the natural currents from the River Test that flows through the centre of the distillery.

A large portion of energy use and GHG emissions comes from production and general commerce as products are moved around the globe. To expedite production and reduce transportation redundancies, the company created an energy-efficient blending and shipping centre in Scotland for Dewar's and William Lawson's Scotch whiskies.

In Italy, the company switched from fossil fuel to hydropower to produce Martini vermouth and sparkling wines and transforms botanical discards into fertilizer and livestock bedding. On campus, employees use bicycles instead of cars to traverse the 40-acre site.



Similarly, the Bacardi partnership with Ryder since 2008 reduced GHG emissions by more than 20% in the U.S. Together, the two companies move goods in the cleanest, most efficient way possible through recommended SmartWay programme strategies and technologies. This successful drop in GHGs did not go unrecognised as Bacardi earned the EPA's SmartWay Excellence Award as an industry leader in freight supply chain environmental performance and energy efficiency for two years in a row.

As a founding member of Beverage Industry Environmental Roundtable (BIER), a coalition of leading global beverage companies working together to advance environmental sustainability,

Bacardi signed the Joint Commitment on Climate Change. This commitment further helps develop energy saving and water reduction solutions that have a broader impact in the beverage sector.

Since 2006, when Bacardi began tracking its global impact on the environment, it has improved water use efficiency by 46% and reduced GHG intensity ratio by 50%. Building on current programmes and efficiencies that reduce its environmental impacts, the Bacardi Limited "Good Spirited" sustainability programme sets specific goals in three areas to help the Company reach its vision of a net zero impact: Responsible Sourcing: Bacardi strives to obtain all raw materials and packaging from sustainably sourced, renewable or recycled materials while maintaining or enhancing the economic status of growers and suppliers; Global Packaging: Bacardi commits to use eco-design to craft sustainability into its brand packaging and point-of-sale materials and Operational Efficiencies: Bacardi continues to focus on reducing water use. 🍷



# Robert Giraud Wines Dazzle at India launch

A new Bordeaux wine was recently launched in India by the name of Robert Giraud Wines. John Lujan, export director, Robert Giraud, showcased nine variants from the company to an exclusive, invite only audience. The event was a private event where there were nine distinct stations set up for each of the wines present.



John Lujan (3rd from left) deeply engrossed at one of the Robert Giraud tables

It was finally time for Robert Giraud wines to make their mark in India. “Many factors lead us to believe that India will be a key wine market. There is the rapid growth in wine consumption, the potential size of the market and the interest from the local consumers who are keen to find out more about wine”, said John Lujan, export director, Robert Giraud.

“For us the India market is just starting and this is why I’ve come and I’m delighted to see what the opportunities are and to also taste a range of wines for instance the wide range of varietals we have brought here this time. The potential in India is very good and all eyes are turned to this market today, not only from Bordeaux but from all wine-producing countries. We are starting

by targeting Mumbai and Delhi and then we hope to expand as business potential becomes possible”, Lujan added.

The guests could walk to each table, understand about the variant at display and taste the same in John’s company. At service were canape’s paired with each of the variants which were revealed and displayed at evening.

These wines are being imported and distributed in India by Lakeforest Wines and the house of Robert Giraud Wines is represented and marketed by Fermentras India.

On this occasion Neeraj Sachdeva, Managing Director, Lakeforest Wines, said: “We were scouting to partner with a world renowned French brand for wines

especially from the Bordeaux region and have signed up with Robert Giraud wines which fits our portfolio beautifully”.

Established in 2006, Lakeforest Wines group is into the business of import, retail and distribution of beer, wine and spirits. LFW is the brainchild of Sachdeva, who oversees operations and profit & loss in full capacity as the Managing Director. In just a decade, LFW has now grown into one of the most successful ventures in Indian liquor industry.

Present at the event was also Mr. Rukn Luthra from Fermentras India, who commented that “We represent the House of Robert Giraud Wines in the Indian Sub-continent region and were pleased to work with Lakeforest Wines to build Robert Giraud in India.”

Luthra said that “when you talk French wines the first thing that comes to mind is Bordeaux. Robert Giraud has a very good range, and prices vary from ₹2,000 to ₹8,000. The imported wine market is growing and although the share of French wines





Rukn Luthra explains a varietal to a guest

With a rich understanding of the wines and spirits industry in India and beyond, Fermentras aims to make the journey to India smooth and fruitful for International brands and companies

has decreased due to new wine producing countries, the French wines retain a unique charm”.

With a rich understanding of the wines

and spirits industry in India and beyond, Fermentras aims to make the journey to India smooth and fruitful for International brands and companies. It’s a company which is a one-stop shop for all things wine and spirits. Fermentras represents many international brands and assets them in the route to market, brand building and brand awareness.

Robert Giraud SAS is a family run and owned Bordeaux wine producing company with a history of wine making going back to the 18th Century. The company headquarters is based at the prestigious



## ABOUT THE WINE VARIANTS

1. **Cepages Cabernet Sauvignon** - Big & full bodied on the palate. The aftertaste is marked by lots of ripe tannin and finishes with a hint of spice
2. **Cepages Merlot** - Well balanced, intense and fruity on the palate, hints of prunes, tannins are soft and finely textured. Thirst quenching, easy to drink.
3. **Cepages Chardonnay Colombard** - Full bodied, with honeyed aftertaste. Smooth, elegant and powerful.
4. **Cepages Sauvignon Blanc** - Hints of blackcurrant, citrus fruit and tropical fruit with hints of acacia honey on the aftertaste. The wines also tend to develop smoky and toasty hints as they age.
5. **Baron de Vassal** - Well developed, refined bouquet with elegant floral qualities. Smooth, fruity, refreshingly pleasant with good acidity, this wine has a long aromatic aftertaste.
6. **Chateau Romefort** - A garnet red wine with a well-defined bouquet reminiscent of red fruit. On the palate, the wine is soft, round, with a velvety tannin.
7. **La Collection Medoc** - Nose, fine and elegant, reminiscent of blackberries with notes of strawberries and spices. Well crafted, round and fruity with a long “minty” aftertaste.
8. **La Collection Margaux** - An intense and powerful nose with red fruits, vanilla and toasted aromas. This is a full bodied wine with a good balance and ripe tannins
9. **Chateau Tonneret** - Fine nose, extremely appealing wine with an intense purple colour. The bouquet is quite fruity and especially attractive due to its long, fruity aftertaste development on the palate.

Chateau Timberlay dating back to 1366. The family owns, manages and exclusively distributes five Chateaux with a total of 150 hectares of vines in several Bordeaux appellations.

The company is well known for producing authentic, quality driven individual wines representative of the different terroirs. This quest for quality and ecological production has been recognised in the Terra Visit Certification for ecological wines. 🍷

- Amitabh Joshi

# Growing wine on steep slopes: European symposium in Stuttgart

The symposium discusses the challenges of growing wine on the slopes and does not reflect the prices of wines from these areas.



The symposium that took place in Stuttgart organised by the German Winegrowers' Association (Deutscher Weinbauverband e.V. – DWV) and the Ministry of Rural Regions and Consumer Protection in Baden-Württemberg (MLR) in cooperation with the Assembly of European Wine Regions (AREV), was conducted under the heading of ‘Do vine-yards on steep slopes and terraces have a future?’ This symposium, which was attended by around 90 experts from the wine-growing industry and politics across Europe, constituted one highlight of the 62nd German Winegrowers' Congress, which was staged concurrently with the INTER-VITIS INTERFRUCTA HORTITECHNICA (International Technology Trade Fair for Wine, Juice and Special Crops) taking place at the Landesmesse Stuttgart from 27 to 30 November.

Lena Endesfelder, the German Wine Queen, who herself grows wine on the steep slopes of the Mosel region, hosted the symposium with skill and charm. The opening speaker, Rolf Haxel, President of the Weinbauverband Mosel (Mosel Viticulture Association), along with Friedlinde Gurr-Hirsch, State Secretary at the MLR, illuminated the significant problems that wines grown on steep slopes face and explained that they were a result of the following significant causes: Unfavourable business-size structures and land fragmentation in conjunction with frequently disadvantageous development and untapped rationalisation reserves that lead to much greater workloads compared to those experienced at locations with direct access. It was also the case that wines grown on steep slopes were being sold at prices that in no way reflected the effort put into their production. “The decline in wine-growing in many regions with steep slopes shows that these wines are frequently unable to compete for cost reasons in the now global wine market. But action is not only required in Brussels, it is also essential in the regions to achieve a greater acceptance of subsidies for winegrowers operating in locations with steep slopes. That's why we're also working in Baden-Württemberg to create a state benefit that will support those areas where the work can only be carried out manually. We want to realise an annual subsidy of 3,000 euros per hectare,” said State Secretary Gurr-Hirsch.

That is why the event also focussed on technological developments that would simplify the process of growing wine on steep slopes. Such developments could be decisive in helping to make growing wine on steep slopes more competitive and therefore could also significantly contribute to the preservation of valuable characteristic cultural landscapes.

The president of the association for wines from the Duoro Valley in Portugal discussed developments in the sector in Europe before three very interesting expert presentations went on to outline the latest technological developments in the field. These presentations described how plant management could be simplified by employing unmanned spraying helicopters and new harvesters that could be used on steep slopes. The technical opportunities that could secure the future of winegrowing on steep slopes and provide an answer to changing climate conditions were illuminated in the talks.

These presentations were followed by the first of two very interesting round table discussions with participants from the wine industry in Europe and a marketing expert that focused on the question of how consumers are responding to wines grown on steep slopes and how prepared they are to show their appreciation for the greater effort that is put into their production by paying appropriate prices. The second round of discussions with participants from national and European politics as well as regional marketing focussed on the comprehensive question of whether the preservation of the cultural landscapes was not also a social responsibility.

The symposium could be summarised as follows: It will not be possible for wines grown on steep slopes to survive in the long term without the technology that is being employed to grow wine on steep slopes being optimised, without new and creative marketing measures that are aimed at increasing consumers' willingness to accept appropriate prices for the respective wines and without incorporation into an overall concept for the specific regions. Social solidarity therefore also constituted an important element in the survival of wine that is grown on steep slopes, particularly as it cannot rely on subsidies. 🍷



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# EU wine-growing policy

The announced reforms to the EU wine-growing policy and the EU Commission's current simplification process have been encountering massive criticism from the European Parliament and wine-growing states for a while now.

That's why the German Winegrowers' Association (Deutscher Weinbauverband e.V.-DWV) joined forces with the Baden-Württemberg Ministry of Rural Regions and Consumer Protection (MLR) to invite representatives from the wine-growing industry in Germany and Italy and high-ranking political representatives to explore the issue during an event focusing on wine-growing policies that took place during the 62nd German Winegrowers' Congress.

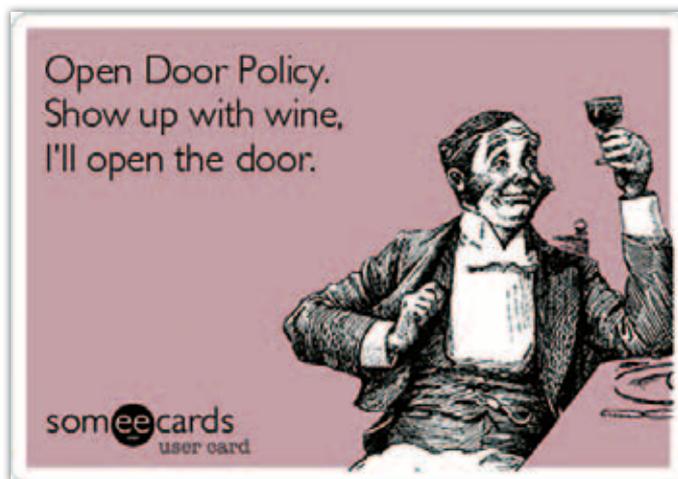
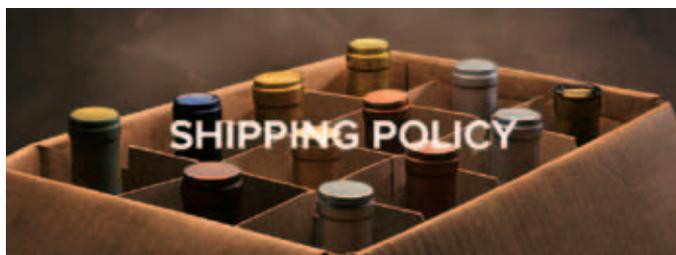
The wine industry broadly regards the EU Commission's 'simpler' or 'better' provisions in a very different light. That's why representatives from industry and politics took the opportunity to outline alternatives for improving the framework conditions that exist for the European wine industry to the 66 participants.

President Weber of the DWV, for instance, expressed his criticism of the approach initially pursued by the EU Commission that moved away from provisions that were specific to wine-growing needs to ones of a more horizontal nature. It would, he said, lead to a lack of transparency and legibility in the legislation. He did, however, note with some pleasure that the joint efforts by the wine-growing countries – including Italy, the partner country to this year's INTERVITIS INTERFRUCTA HORTITECHNICA – had succeeded in persuading the EU Commission to withdraw its original suggestions regarding horizontal marketing standards and that it had now presented working documents that were more specific to the field of wine-growing.

President Weber also appealed to the EU Commission to 'at last fill subsidiarity with life' and drew attention to the system of approval for new vineyards, the responsibility for the process of modifying specifications and oenological exemptions as examples for which subsidiary national provisions were essential.

State Secretary Peter Bleser responded to these issues by stating that 'it would be the best solution to the matter and in the interests of subsidiarity that the same provisions that apply to the use of acidification also be applied to the subject of increased enrichment, i.e. that decisions were made at national level.'

Dr Herbert Dorfmann, Chairman of the Intergroup for Wine at the EU Parliament, explained that the intergroup was not opposed to new provisions, that it also thought that they were legally necessary and that there would be sufficient scope for



simplifications, for example, in the recognition and modification of production regulations for wines with designations of origin. These were areas where member states needed to become more involved, also in order to ensure that the procedures were concluded more quickly. The wine sector's special aspects that had become established over decades and that were often an expression of regional character and therefore of the variety in Europe's wine sector should, however, not be sacrificed at the altar of simplification and generalisation.

Peter Hauk, Minister of Agriculture in Baden-Württemberg, focused in his speech on regional responsibility by saying: "The wine policies were designed to strengthen operators' competitiveness in global markets and their ability to respond quickly to climate-related problems and market risks. This could not be effected entirely centrally from Brussels. And it could only be achieved if the work was shared. That's why Baden-Württemberg was relying on operators assuming responsibility themselves and on subsidiarity. This would put us in a position that would allow us to respond particularly well to regional circumstances and crisis situations."

Mario Guidi, President of Confagricoltura, the umbrella organisation for agriculture in Italy, who was representing Italy as the partner country, emphasised in his talk that it was necessary to give greater consideration to the interests of producers within the process of EU legislation so that laws could be aligned with winegrowers' needs in Europe. In this regard, he outlined a legislation procedure that had recently been carried out in Italy in which the Italian wine sector had been involved from the start.

This procedure could also constitute an example for better legal regulations at EU level. He also underlined the necessity for these countries to continue exchanging their experiences and consequently announced an invitation to a corresponding conference to take place in Italy next year.

All participants agreed to work together to achieve simpler and better regulations that would give legal certainty to operators. 🍷



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**BRIGGS**

# Festive Celebrations this Xmas

Xmas is special for the Christians but in India, all and sundry enjoy the various hues of Xmas. For the alcohol industry which sees majority of its sales in the last three months of the year it is the season of good cheer.

While hotels lead the way offering the perfect getaway to the perfect Xmas, wine companies offer wines to be the perfect accompaniment to a Xmas menu.

In what is meant to be a perfect mélange of French ‘art de vivre’ and warm Indian hospitality, the grandeur of the flagship property of Sofitel Hotels & Resorts in India, Sofitel Mumbai BKC is offering string of initiatives this season.

The hotels is offering an exclusive Staycation offer from 18th December, 2016 to 8th January, 2017 (excluding stay on 31st December night, and for 24th December, 2016 Christmas Eve Dinner, 25th December, 2016 Christmas Day Brunch and Dinner). Bespoke amenities including a lavish couple accommodation with sumptuous buffet meals at Pondichéry Café, revitalising spa treatments with L’Occitane products, a stylish make-over session at the Savio John Pereira Salon and more, at an exclusive price point of ₹12,500+ taxes.

Soak in the Christmas spirit as you bask in the glory of a majestic Christmas Tree made from wine bottles and a delightful Gingerbread House filled with irresistible treats.

Discover an epicurean extravaganza with a feast prepared by the talented Chefs of Pondichéry Café for Christmas Eve Dinner, as well as a Christmas Brunch and Dinner. Christmas Eve Dinner and Christmas Dinner Price start at ₹2,550 per person +taxes and Christmas Brunch Price starts at ₹2,900 per person +taxes.

Ring in the New Year Masquerade style as you go Black & White at Pondichéry Café or celebrate with panache – the French way, at Artisan. Experience a magical Arabian Night at Jyran with mesmerizing Belly Dance Performances or celebrate like a Maharaja at Tuskers with a live Ghazal night.



Says Mr. Biswajit Chakraborty, General Manager at Sofitel Mumbai BKC, “This holiday season, Sofitel Mumbai BKC has gone an extra mile to make sure our guests

are reminded of a true festive setting. We have ensured that there is something in store for everyone in the weeks to come.”

Traditionally the domain of hotels Indian wine companies too are creating their own version of Christmas Cheer. Its beginning to look a lot like Christmas, everywhere you go! This famous Christmas song of the 1950s will soon come alive as the city prepares itself to slide into holiday cheer in the days to come. Yes, the Holiday season is upon us and so is the dilemma on what to gift our loved ones? Which is why, Prestige Vineyards - the newest entrant in the Indian wine market has introduced the Pine Forest - Cabernet Shiraz special Gift Box. A beautiful bottle in a classy black gift box is all you need while visiting your friends & family this holiday season.

Prestige Vineyards’ - Pine Forest Cabernet Shiraz; a red and robust wine is sure to make for a perfect gift for your loved ones on Christmas and New year. This wine can be paired with most Indian cuisines and goes perfectly well with different taste palates.





Christmas is all about friends & family get-togethers, celebrations, laughter and of course a great meal! A meal that's however incomplete without great wine! Look no further, head to your nearest wine shop and get your hands on this beauty you won't regret buying!

The Pine Forest - Cabernet Shiraz by Prestige Vineyards is priced at ₹1,250 all inclusive and is available across leading wine shops in the city.

Thinking of spending Christmas in India? Goa is a beautiful place gifted with some of the most serene beaches in India, a pleasant climate, lots of greenery and a famed party culture. It is synonymous with fun and relaxation and there is no better time to visit Goa than in the month of December.

Building on the tranquility and sheer rejuvenation vibe of Goa and nestled amidst the serene countryside of lush paddy plantations Novotel Goa promises an exemplary Christmas experience with a plethora of recreational activities, impeccable personalised services, international and Goan gastronomy, that comes together to create the ideal getaway for the festivities. Christmas celebrations at Novotel Goa Resorts & Spa begin in earnest around mid-December with carol singing, decorations and exuberant food preparations.

With 121 well-appointed spacious guest rooms and expansive options for dining, from Pan Asian, Italian, Mediterranean to delectable Goan cuisines; the hotel is a haven for food lovers. During the Christmas holidays, guests will be treated

to traditional roast turkey, maple mustard glazed turkey with bacon, the mini egg nog cheese cakes, chocolate caramel treats, cranberry eat on mess, red velvet banana muffins, Portuguese-influenced treats such as Bebinca, and Goa's special Christmas Dodol and more. This year to start the festivities Novotel Team will be putting together a caroling session with little kids followed by snacks and some games in association with a local NGO.

Sofitel Mumbai BKC is ready to welcome the festive season of Christmas and New Years with the 'magnifique' Christmas tree created from over 600 champagne bottles. With an enchanting gingerbread house, a joyful Santa Claus and artistic festive glass paintings, every

guest is sure to be engulfed in the spirit of Christmas!

One can indulge in an irresistible spread with a Christmas Eve Dinner, a Christmas Brunch and Dinner featuring champagne, mulled wine, Christmas cocktails, live specialty counters, tantalising desserts and an assortment of delicacies from around the world.

Internationally, Sofitel Hotels & Resorts will witness one thematic decoration, which has been conceptualised keeping in mind a key brand pillar – Gastronomy and Wine. Sofitel Mumbai BKC will be serving an epicurean Christmas feast complete with turkey and other festive dishes complimenting the holiday season at the hotel. 🍷



# Time to get Beer'ed Up

With the advent of commercialisation and technology, the world unfortunately saw craft beer fading, as bottled beer with preservatives started taking over. However in the last few years, the industry has seen the curve change in favour of craft beer as people have started to realise the true value and essence of 'good beer'. With the benefits that it offers, the craft beer industry will surely boom in the coming years.

**Mr. Manu Gulati**, master brewer, strategist and founder of Effingut Brewwerkz, Pune, writes about his experience with craft beer and how it led him to Brewlabs UK, where he completed his brewing certification. He was introduced to craft beer in Europe where he fell in love with the concept and its artisanal roots, because he believed that there are numerous styles to introduce people to this concept in India, hence, this was the major reason behind starting with Effingut Brewwerkz.

**B**ubbling with enthusiasm, the craft beer industry in India has grown in leaps and bounds. The contribution of beer enthusiasts in this growth is also significant. Collaborations with breweries breeds creativity and helps them in honing their skills (to maybe start a brewery in the future). The craft beer industry has given a boost to experimentation with flavours that match people's palates. Every brewer's aim is to get good beer back in the limelight. What exactly is good beer? Let's rewind a bit...

Having one definition for good beer may make it boring. Good beer is a combination of interesting, new styles, challenging, flawless, balanced flavours, smooth and more importantly, it is a drink that is satisfying. Beer is broadly classified into two sub categories – ales and lagers. Ales are generally more complex and take lesser time to make as compared to lagers which, when done right, can take months. These were the qualities that great men in history strived for. Despite being deprived of technology, these great minds still made the best beer there was. The history of craft beer in India too is rather fascinating. India's first brewery was started in Kasauli in 1830!

People, tired with the lack of choice, didn't follow trends but created them – this led to the birth of craft beer. Craft beer was easily accepted and liked because of the



Mr. Manu Gulati

process of brewing, ingredients, variety of styles and of course, the freshness. In the last two years, craft beer has gone from strength to strength. Consumers now know that beer is so much more than the unfortunate stereotype that came to mind a few years ago.

The microbrewery industry in India is just a few years old but demand has been increasing at a rapid speed. With its growing popularity, craft beer is in fact emerging as a new area of interest for private equity investors who see the immense potential available. Good craft beer will always be made with all natural ingredients and never any chemical or preservative additions. It is this commitment to quality that is reflected

in the exponential growth in the sector – craft beer has a share of approximately ₹280 crores out of a ₹25,000 crore Indian beer market, with a forecast of 4500 crores by 2020! That's more than a four-fold growth year on year.

“Go back to your roots” is the best marketing solution which can be given to brands who want content patrons. The brand needs to understand the changing consumer palate and provide accordingly while also introducing them to new and innovative beers. The changes need to be aligned with the patron's expectations while staying true to the roots of good beer. Our country's thirst for craft beer is growing with its young, well travelled, discerning audience and savvy investors catching up. India is a market earmarked for its potential in the near future. The only way ahead is onwards and upwards. Considering this bright outlook, setting up a brewery correctly requires a significant investment and you also need a great amount of passion to drive your plan through to success and achieve profitability. To complete this journey you really need to love your product. It is beneficial to remember that the client's palate wins! Be true to the product in order to serve the beer that has been denied to us Indians for the last 200 years.

India has only recently experienced craft beer and Manu believes that there are

## The aim is to bridge the gap between continental and Indian palettes while guiding them towards the more hoppy beers available

numerous styles to introduce people to. At Effingut Brewerkz, his team caters to a broad spectrum of patrons who's preference ranges from crisp, refreshing 'sessionable' beers like lagers, melomels, ciders and wheat beers to heavier more intense styles like the IPA, braggots and stouts.

The aim is to bridge the gap between continental and Indian palates while guiding them towards the more hoppy beers available.

To this end, there are always 8-10 beers on tap giving plenty of room to not just create beers that the patrons love, but also help introduce them to new styles from around the world. The entire range of beer is very well received since it is fresh, hand crafted and contains no preservatives, chemicals or artificial additives.

Food is an equally important part of Effingut Brewerkz and it is reflected in the expansive multicuisine menu. Patrons choose from a variety of Indian, Oriental, and Continental dishes that are designed

Beer is the most preferred drink when one goes out to party. Beer is wonderful, isn't it? With the introduction of Craft beer, beer lovers have a ball of a time whenever they go out to a Craft Brewery. There are some who consider beer to be "bad" for health, or the "bitter" taste does not let them move past the first sip. But craft brewers can change both those reasons for good! We give you some of the most interesting facts to know about Craft Beer.

**Taste- If your taste buds like it, you like it:** The most important factor which determines whether a dish or drink is good enough is its taste. Beer lovers are in for a treat each time they visit a craft brewery because craft beer tastes better than most of the commercial beers present in the market today. Craft beer is brewed with a variety of fresh, natural ingredients that give the beers a range of flavour profiles from malty sweetness right up to the more bitter offerings. This gives you a chance to sync your craft beer with your preferred taste. These flavours also have a brilliant after taste breaking the misconception of beer tasting one dimensional.

**Flavours & Styles-** Go gaga over new flavours every 15 days: Bottled beers may be nice, but don't most of them taste the same? That's because they usually represent only one style of beer - out of a possible 100! Craft breweries experiment with different styles so that beer lovers get to experience different flavours, as soon as every 15 days! Not only are these flavours tasty but also fresh. Between all the craft beers available, you will always find the perfect one for a particular season. Keeps one thinking about what's brewing next?

**Nature Trails-** Get connected to nature: The base ingredients in craft beers are purely malted barley, hops, water and yeast. Different brews are crafted to perfection by brewers using natural ingredients like fruits, herbs, spices etc. depending on the recipe and the targeted taste. The key to craft beers is that there are never any added preservatives or chemicals - it is beer made as it was meant to be!

**Healthy, Wealthy and Wise-** Craft beers are healthy! Yes, you read it right. According to a study, craft beer has more health benefits than red wine. Craft beer contains nutrients, healthy fibres, Vitamin B and is also rich in silicon (which if included in the diet helps in countering osteoporosis). Therefore one would certainly be healthy, wealthy and wise after enjoying a couple of pints of craft beer.

**Say 'Hello' to the Brewers:** Love something but couldn't see how it was made? The most interesting thing about Craft Beer is that people can actually understand how it is being brewed. This can be a tremendous experience for people mad over beer for they can take a tour, see where the beer is made and get to meet and interact with the people who brew their beers. There is a lot of history (beer has been made for over 5000 years!) and you can also know more about the ingredients which were used to make your favourite beer.



to complement the artisanal beer.

With terrific on-going success at its current location in Koregaon Park, Pune, Effingut Brewerkz will be launching couple of more branches in the city by end of this year. Effingut Brewerkz continues to grow from strength to strength with a single minded focus on pioneering a customer experience where patrons can taste the difference

Apart from a thousand things Pune is known for, *Puneites*, especially the youth, boast of something they take pride in - the hot and happening nightlife. Pune is a paradise for party animals and night freaks! People in Pune need no reasons to celebrate; every weekend the city turns into a party place.

Effingut Brewerkz launched its second brewpub in Baner. On this special note, Mr. Manu Gulati said "The craft beer industry in our country is still in its infancy. We need many more craft

breweries in India to showcase truly good brews. With the love we have gotten in Pune, it is now my turn to return the favour to the city by bringing the best beer the country has ever experienced. After receiving such an overwhelming response at our KP brewpub, Baner was our next natural choice. And here we are! Our patrons helped us curate a new menu of their taste and we worked with all the suggestions received to arrive at the food served today. It is time for craft breweries to rise and shine in every sphere of the country and conquer each city soon with its gut-ness."

With an on-going success at Koregaon Park and now with another branch in Baner, Effingut Brewerkz plans to introduce more branches in the city and pan India in the coming few years. Ten years down the line, Manu aims to make Effingut Brewerkz the top Craft Brewery in India. 🍷

# The Ultimate Bar Cabinet



Award-winning bartender Marian Beke

Expensive tastes come with, well, expensive things. And if it's a bar cabinet you're looking for, then the Timothy Oulton cabinet would probably be an all-time first and high, stocked with some of the world's most expensive spirits and wines.

For devotees of the very best of Christmas spirit, furniture and cigars, luxury launches site, VeryFirstTo.com, has partnered with British furniture and interiors company Timothy Oulton to offer the world's most remarkable bar cabinet. The Ultimate Bar Cabinet comes stocked with some of the world's finest drink and cigars and is delivered together with award-winning bartender Marian Beke (for a weekend!).

Good things obviously don't come cheap. The price tag is \$48,600.

The exquisite luxurious bar contains extraordinary drink including: The Glenlivet Winchester 50 Yr Old Single Malt whisky (\$24,404), Domaine De La Romanee-Conti, Romanee Conti 1997 wine (\$23,183), and Louis Roederer, Cristal Gold Flacon Jeroboam, 2002 (\$20,738).

The smoker's dream line-up of cigars curated by James J Fox (est. 1787) includes: Partagas Gran Reserva Lusitanias (\$318 each) and Hoyo de Monterrey Diademas Vintage 1980's (\$244 each).

Award-winning bartender Marian Beke, a legend in the industry, will arrive with the bar cabinet and spend the weekend with you. Not only will he create magnificent bespoke cocktails according to you and your guests' palates and mood, but he'll deliver his famed mixology master classes too.

The Timothy Oulton Hudson Bar Cupboard (\$7,350), meanwhile, is created with painstaking handcraftsmanship. Each leather panel is affixed one by one using hand-applied studs to create a rich patchwork.

Timothy Oulton's Hudson collection features an array of distinctive bar furniture and cabinetry, distinguished by luxurious vintage looking multi-

tonal hues of deep, warm browns and blacks thanks to aniline dye that allows the hide's natural character to come to the surface.

"Subtle detailing hints at something special within, bringing that provocative sense of the unexpected to life", says the company. Once opened, the bar cupboard reveals a myriad of compartments, each one designed to carry the necessary stocks of drinks, ingredients and accoutrements needed to shake up a storm.

"The new speakeasy-inspired Hudson collection is all about having people over, enjoying a drink and letting go. The Ultimate Bar Cabinet conveys that ever so slightly defiant streak, that insists on having a good time and going on a little later", said Timothy Oulton, Founder and Creative Director of his eponymous global brand.

Marcel Knobil, founder of VeryFirstTo, Superbrands and Cool BrandLeaders comments: "Thanks to a combination of the most beautifully crafted furniture, some of the world's rarest drink and cigars, and the talents of one of the globe's top bartenders, VeryFirstTo is offering the most outstanding bar cabinet available. Nothing like this has ever previously been offered and may never be possible again."

In the cabinet's treasure chest, Courvoisier L'Esprit de Josephine (\$11,345) is a tribute to the first French empress - limited to 14 Lalique crystal decanters, the Cognac uses liquid dating back to the 19th Century, bursting with floral notes that celebrate Josephine's famed rose garden.

The Glenlivet is one of only 100 bottles of this exceptionally rare dram created back in 1966 by then Master Distiller Robert Arthur. Romanee Conti, has been described as a masterpiece of equilibrium, associating the masculine and feminine characteristics in order to transcend them to a powerful racy elixir. Each Cristal Gold Flacon Jeroboam is 100% hand-crafted demanding four days work by two master goldsmiths mastering twelve different trades using seven metres of brass tape dipped in 24 carat gold with 508 silver-weld points.

The Partagas Gran Reserva Lusitanias is a cigar that has been aged for at least five years with production limited to just 5000 boxes of 15. The Hoyo de Monterrey Diademas Vintage 1980's is referred to as a 'giant perfecto', with a woody delicate soft taste that rolls off the palate.

Montecristo is the longest cigar in a Cuban portfolio and was once listed in the Guinness Book Of Records as being the most expensive cigar. The 40 cigars come together with one of the most beautiful and well crafted humidors available: the Elie Bleu Alba Blue 110 (2,439 pounds).

Amitabh Joshi



# The Suryaa, New Delhi hosts age old ceremony of 'Cake mixing'

The Suryaa, New Delhi hosted the Cake-mixing ceremony to mark the beginning of warmth and cheer of Christmas. The festivity started with the cake-mixing ceremony followed by greetings from the General Manager, Dhananjay Kumar and F&B Manager Bhuwanesh Pandey over wine and cheese.

This age-old ceremony of cake mixing was hosted at the lobby to usher in good tidings and happiness. The guests were invited to be a part of this traditional celebration and were presented aprons and chef's hat as gifts.

Patrons of the hotel and other guests along with members of the staff participated and contributed towards the large mixture. Senior Executive Sous Chef Pankaj Jha said, "The fruits are soaked for about a month, after which they are used to make the traditional plum cake and Christmas pudding. The mix has a variety of dry fruits, liquor, nuts, fruits and spices."

The guests enjoyed the mixing ceremony while the fragrance of different spirits that continued to linger on. Filled with



camaraderie and cheer, this cake mixing ceremony not only infused fruits and wines, but also reaped in early Christmas cheer. 🍷

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# Unlocking potential in India

The Scotch Whisky Association's Global Affairs Director, Sarah Dickson, blogs on her recent trip to India, talking market access, duty and future hopes for Scotch.

On the face of it, India should be a source of enormous success for Scotch Whisky producers. Indians have a long established culture of whisky drinking. But as the Prime Minister's plane touched down on the runway earlier this month in Delhi's thick yellow smog caused by a combination of cold temperatures, national Diwali fireworks and local crop burning, I was reminded that exporting to this beautiful, dynamic country can be equally foggy for our members.

Let's face it; India is a complicated market to do business in. The system allows differing rules from national to local level and across the states. They have inherited a Victorian tradition of paperwork and process which we might have ourselves to blame for, but lingers on today. The 150% (not so) basic customs duty is amongst the highest in the world.

The fact that any Scotch Whisky is sold

in India -it is the 10th largest Scotch market by value but only 1% of India's total spirits market - is a testament to various factors. These factors include: the persistence and hard work of our member companies; the friendly understanding of Indian officials and authorities who appreciate the importance of facilitating free trade and removing market access barriers and the enthusiasm of the discerning Indian consumer who knows that Scotch is the best whisky around. Additionally, we appreciate the tremendous support from British government and EU officials who support industry in getting to the root of any difficulties and working to resolve them.

This was in evidence throughout the Prime Minister's recent trip - her first as



Prime Minister to a non-European country. Mrs May and all her ministerial colleagues and officials knew about Scotch and were prepared to make the case to support improvements which will help all the producers, whether small or large, have fair and free access to the market. I even heard that reducing the duty was a call

from the majority of local producers who recognised the significant commercial benefits they would enjoy in relation to the Scotch Whisky they import. A real win-win for all involved. While overnight market liberalisation and tariff reductions are unlikely, I was left with a sense of hope that government support for Scotch exports is real and that they will work with the SWA to match our ambitions for growth. 🍷

*Sarah Dickson, SWA global affairs director*

## Scotch Whisky Action Fund 2016

Seven local initiatives fighting alcohol misuse in Scotland have been awarded support from the Scotch Whisky Action Fund. This is the third round of awards from the £500,000 fund set up in December 2013 by the Scotch Whisky Association (SWA).

The Scotch Whisky Action Fund, which extends the SWA's commitment to addressing alcohol misuse and promoting responsible drinking, gives a total of up to £100,000 each year to 2018 to projects working to reduce harm in Scotland. It is managed by Foundation Scotland, an independent charity.

The fund supports and develops a range of initiatives that deliver targeted interventions to tackle alcohol-related harms across three areas: Young people (aged under 18); Families and Communities.

Hibernian Community Foundation is

among the initiatives to receive funding this year. It has been awarded £9,500 towards the delivery of a preventative alcohol education project to P5, P6 and P7 pupils across 20 schools in Leith and the north of Edinburgh. The project will educate children on the effects of alcohol and promote positive lifestyle messages around physical activity and healthy eating. All the initiatives to receive backing in this year's round of funding are selected by an independent awards panel, chaired by Dame Joan Stringer. They are spread across Scotland from Moray in the north east to Lanarkshire and Orkney.

Orkney Alcohol Counselling and Advisory Service (OACAS) has been awarded funding to assist its work in communities.

Dame Joan Stringer said, "I was extremely impressed with the range and quality of projects applying for awards

from the Scotch Whisky Action Fund. It was a very tough decision to choose seven projects to receive funding."

Douglas Meikle, Scotch Whisky Association head of alcohol policy, said, "We're delighted to support these initiatives delivering in their communities to prevent and reduce misuse."

Giles Ruck, Foundation Scotland chief executive, said, "It is great to see so many innovative projects receiving funding from the Scotch Whisky Action Fund. This is a significant step to help individuals and communities tackle misuse across Scotland." Charlie Bennett, Hibernian Community Foundation chief executive, said: "Hibernian Community Foundation are delighted to receive this funding from the Scotch Whisky Action Fund and look forward to working with school children across Edinburgh to raise alcohol awareness." 🍷

# United Spirits Together with Mumbai Traffic police commit to Road to Safety in Mumbai

United Spirits Limited (USL), a Diageo Group Company, together with the Mumbai Traffic Police and in partnership with the Institute of Road Traffic Education (IRTE) committed to making Mumbai roads safe with the launch of a 'Road to Safety' programme. The programme was inaugurated by Milind Bharambe, Joint Commissioner Police (IPS), Mumbai Traffic Police in the presence of Abanti Sankaranarayanan, Head – Luxury & Corporate Relations, USL. With a focus on Enforcement and Education, the programme will cover capacity building training for the police traffic officials and a series of public awareness campaigns using Television, Radio, outdoor channels, and on-ground workshops over a period of one year.

India accounts for more than 12% of the worldwide annual average of 12.4 Million global road fatalities of which drunken driving is one of the leading causes. According to the Ministry of Road Transport & Highways, 611 road accident deaths were reported in Mumbai in 2015 and approx. 4029 serious injury accidents took place in the same year. As part of USL-Diageo's Sustainability and Responsibility strategy, the 'Road to Safety' initiative endeavours to bring collective consciousness around responsible drinking, road-safety and, encourage citizens to 'Never Drink and Drive.'

The capacity building training for the Mumbai Traffic Police is conducted by an expert panel of faculty of the IRTE. The deliberations include causes and consequences of road accidents, rules of road regulations and understanding traffic control devices. The training also imparts knowledge of the importance of seat belts and helmets, advantages of defensive driving and ill effects of drunken driving.

Milind Bharambe, Joint Commissioner Police (IPS), Mumbai Traffic Police said, "The Mumbai Traffic Police has always been committed to the safety of its people and addressing the menace of road accidents has been a priority. The successful execution of this project as a result of a partnership with various industry bodies is a progressive step forward to ensure safety of our people by upgrading our own internal capacity.

We are confident that with a sustained campaign on public awareness, we will soon see a reduction in road traffic accidents in Mumbai." Commenting on the initiative, Abanti Sankaranarayanan, Business Head, Luxury and Corporate Relations, USL, said "At USL, our ambition is to create a positive impact in the community in which

we operate. We believe that efforts to reduce the misuse of alcohol are most effective when government, civil society, individuals, families and industry work collaboratively. We are delighted with our partnership with the Mumbai Traffic Police and we are committed to take this programme to greater heights." 

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# Second Exclusive Release for Old Pulteney 35 Year Old Single Malt

Award winning Old Pulteney Single Malt Scotch Whisky recently announced a second release of its limited edition 35 Year Old expression, following the success of its first release in 2014 which sold out globally.

Only 1,254 bottles of this rare and exceptional whisky will be available through specialist outlets around the world, with a recommended retail price of £515 per bottle.

The second Old Pulteney 35 Year Old release is matured in ex American bourbon and ex Spanish oak casks which have been hand selected by Distillery Manager, Malcolm Waring.

Each bottle reflects Old Pulteney's uniquely shaped stills. The quality of the whisky is perfectly embodied by the striking beauty of its packaging, which is similar to the first 35 year old release but with refreshed colours chosen to emphasise the Spanish oak influence on its flavours.

It is encased in a beautifully engraved wooden box featuring Old Pulteney's distinctive herring drifter symbol, and is



naturally coloured and non-chill filtered at 42.5% ABV.

A full bodied expression, it is initially sweet and spicy on the palate, before quickly developing a range of flavours from honey, rum soaked raisins and oranges to the heavier notes of seasoned leather, pralines and a touch of the salty North Sea air before finishing with waves of dried fruit. A truly indulgent, perfectly balanced whisky, on the nose, it brings together honey sweetness, exotic spices and citrus, before releasing more gentle undertones of vanilla.

Old Pulteney Senior Brand Manager, Margaret Mary Clarke commented, "We are delighted to launch the second release of Old Pulteney 35 Year Old Single Malt, building on the success of our first release which was in high demand amongst whisky lovers around the globe. It is an exceptional expression, fantastically balanced and a true representation of the skill and quality of the Old Pulteney distillery team."

Founded in 1826 at the height of Wick's herring boom, Pulteney Distillery is one of the most northerly distilleries on the Scottish mainland. A long-held favourite for whisky enthusiasts, many say they can taste a faint hint of the sea in Old Pulteney thanks to the Distillery's windswept location and close proximity to the North Sea.

Old Pulteney has been acclaimed for its excellence many times over. Earlier this year its 1989 Vintage was awarded *Whisky Magazine's* 'World's Best Single Malt', whilst it's 21 Year Old Single Malt was named 'World Whisky of the Year 2012' in *Jim Murray's Whisky Bible*. 🍷

## The Chincholi Wine Festival proves to be a great success

The Chincholi Wine Festival organised by Chincholi Wine proved to be a good success with a large number coming to do some serious wine tasting. Wine lovers could also attend the wine seminar conducted by John Agnel D'souza happening

alongside and were given a certificate of participation in the seminar.

The big turnout for the festival thrilled the owners as they see their initiative grow from strength to strength. It is our endeavour to promote wines and despite stock many liquor brands in our shop at the festival it is also about wines. We want to promote only wines, they say.

The festival did not have Indian wineries presenting their Indian wines, but also importers. Prominent were Yash Wines with their brands Perelada and Vina Chocalan. Masia Perelada wines are from Spain. The white wine 2015 is made from Garnatxa Blanca and Macabeu grape varieties. The Red Wine 2015 is from Samsó and Tempranillo grape varieties and the Rose 2015 is from Garnatxa and Cabernet Sauvignon grape varieties. The Vina Chocalan brands included Chocalan Inspira Carmenere (Red) and Chocalan Inspira Sauvignon Blanc (white).

Both Bihari Batra and Binaisha Sundaram both Vice Presidents Business Development from Yash wines were happy with the turnout. The other foreign wines were presented by Gusto and Rhythm wines presented their fruit wines. 🍷



# The Launch of M/S- Masters Selection by Fratelli Vineyards

Two geniuses, Piero Masi and Steven Spurrier came together to create iconic blends of wines labeled 'M/S- Masters Selection'. They conceptualised this idea together, right here in India, at the Fratelli estate owned vineyards in Akluj, Maharashtra. Knowing and believing in the quality of the wines produced at Fratelli, Steven, with his immense passion for wines, and Piero with his expertise in wine making, thought it would be an interesting project to work together and develop some blends never been produced in the country.

Piero Masi (Creator and Chief Viticulturist at Fratelli Vineyards), Steven Spurrier, Kapil Sekhri (Co Promoter and Director at Fratelli Vineyards), Gaurav Sekhri (Co Promoter and Director at Fratelli Vineyards) and Alessio Secci (Co Promoter and Director at Fratelli Vineyards) were seen interacting with the guests and taking them through the thought behind the brand, also detailing the making of M/S- Masters Selection and how the project came about.

M/S- Masters Selection White is a blend of 80% Chardonnay and 20% Sauvignon Blanc bringing light florality and white summer fruits on the nose, while M/S- Masters Selection Red is 60% Sangiovese, 20% Cabernet Franc and 20% Shiraz offering red fruits on the nose, a very good impression of vineyard fruits on the palate with natural ripeness and tannins blended in.

"MS- Masters Selection by Fratelli



Alessio Secci (Co Promoter and Director), Steven Spurrier, Kapil Sekhri (Co Promoter and Director), Piero Masi (Chief Wine Maker) at the launch of MS by Fratelli Vineyards

Vineyards is fresh and has an easy approach. The wine is very straight forward and sincere with clean aromas and flavours on the palate which is highly elegant and balanced. After finishing the first glass, the satisfaction that you get will surely make you want to have another," says Piero Masi (Chief Wine Maker at Fratelli Vineyards) on the launch of this collection.

Speaking on the occasion, Steven Spurrier said, "The concept from grapes to glass, for the vineyards is the most important thing in wine which we have showcased with the launch of M/S- Masters Selection by Fratelli Vineyards. We are looking forward to a long lasting association and are currently working on the 2016 vintage, offering the identical concept with a whole new experience."

The launch of M/S- Masters Selection was attended by Zeba Kohli, Priya Kataria Puri, Vikram Raizada (CEO-Amazon India), Raaj Sanghvi, Naina Bachchan, Prameet Kotak, Aditya Hitkari, Divya Palat, Gautam Chand (CEO -INSTANEX), Aradhna Chand, Riyhad Kundanmal (Director at Ocean Crest Marine), Jehangir Panthaki, Tanya Swetta (JMD at id8 media solutions pvt. ltd.), Aman Swetta (JMD at id8 media solutions pvt. ltd.), Almona Bhatia (Publisher at GQ), Niloufer Lam, Anjali Daryanani, Amit Dhingra (Partner at KPMG), Vivek Soni (Partner at KPMG), Ashish Hemrajani (CEO-Book My Show), Srinivas Srirangam (GM at Novotel Imagica Adlabs), Radhika Tata (Director Sales at Novotel Imagica Adlabs), Betty Remedios (Director of Marketing at Grand Hyatt Goa) and more. 🍷

## ITDC posts significant 8.58 Cr profit in half yearly (2016-17) results

India Tourism Development Corporation (ITDC), the public sector undertaking under the aegis of the Ministry of Tourism, posted a significant performance in half yearly results of the current financial year 2016-17. The total turnover in H1 ending September 2016 increased to ₹221.34 cr as compared to ₹205.88 cr in the corresponding

H1 last year. The total turnover registered a jump of 7.51% as compared to the same period in last financial year. The company registered Profit Before Tax (PBT) at ₹8.58 cr as compared to ₹4.28 cr in the corresponding H1 last year i.e. 2016-17, an increase of substantial 100% as compared to the last financial year. 🍷

# International Beverage introduces its range at Delhi Duty Free

Global drinks player International Beverage Holdings Limited (IBHL), a wholly-owned subsidiary of Thai Beverage Public Limited Company, has introduced three of its finest spirits in the duty free stores at Delhi's Indira Gandhi International airport.

The company will offer two of its flagship Highland single malt whiskies - Old Pulteney and Balblair; and a super-premium handcrafted Scottish gin - Caorunn for consumers travelling through Terminal 3.

"As a company committed to investment in the global travel retail sector, our presence at Indian airports, starting with Delhi, is a fantastic opportunity to seed our brands in the minds of customers travelling to and from India. Through our exclusive range of highly coveted single malts and gin, we offer these travellers a more premium choice to experience a world of fine spirits," said James Bateman, Travel Retail Director, IBHL.

IBHL entered India last year through Dhall Foods, a food and beverage distributions partner with a legacy of over 30 years. Its portfolio is present in major Indian cities like Delhi, Mumbai, Pune, Bengaluru and Gurgaon, both on and off premise, with its core range of the above portfolio along with its classic Speyside whisky, Speyburn.

Varun Anand, Manager -Buying (Liquor & Confectionary), Delhi Duty Free Services (DDFS) also welcomed the brands' inclusion, saying that "Delhi Duty Free is the largest duty free retail set up in India, and we are in continuous pursuit to enrich the traveller experience here by expanding our collection with products for luxury living. At present, single malts is the fastest growing category with us and is even taking over the share of the blended scotch category. The two single malts - Old Pulteney and Balblair coupled with a premium gin, Caorunn add to our collection of the finest spirits from all over the world. We are delighted to include these well established brands at DDFS."

"Travellers today are more knowledgeable and increasingly willing to spend on premium experiences, including within the spirits category. We believe the timing is perfect to introduce our flagship brands in the Indian travel retail space, thus offering greater choice to discerning travellers seeking diverse experiences within both the single malt category and the premium gin segment" said Kavir Advani, Country Advisor for IBHL.

All three IBHL brands have bagged a number of international awards, the most recent being the World's Best Single Malt

Whisky of 2016 by prestigious World Whiskies Awards given to Old Pulteney 1989.

This is not the only time that the Old Pulteney has won one of the highest accolades in the whisky industries. Its 21 Year Old holds the coveted title of 'World Whisky of the Year' for 2012 in *Jim Murray's Whisky Bible* – one of the industry's highest honours. Known as the 'Maritime Malt', many say they can taste a faint hint of the sea in Old Pulteney thanks to the distillery's windswept location and close proximity to the North Sea. Expressions that will be showcased at the DDFS include the Old Pulteney Lighthouse Collection; travel retail exclusives comprising three single malts named after historic lighthouses located along the North Sea coastline near the Pulteney Distillery. These are Noss Head, which is matured in ex- American Bourbon casks, Duncansby Head,

which is matured in a selection of ex-Bourbon and ex-Sherry casks and Dunnet Head Limited Edition, which is matured in a greater proportion of ex-Sherry casks.

Balblair only releases vintage whiskies, which are unique in the way they are named after the year they were made, rather than being made to specific age statements. Vintages selected by Balblair are at their absolute peak of perfection, each hand-picked to represent the very best

that the distillery has to offer.

Every cask is sampled, judged and selected by John MacDonald, the Distillery Manager, to find its optimum maturation point - The point at which "each Vintage says it's ready." Balblair's 1999 Vintage and 2004 Bourbon Cask Vintage expressions, bottled exclusively for Duty Free retail, will be showcased at DDFS.

Besides the single malts, Caorunn is the only gin in the world that is handcrafted at a working malt distillery in the Speyside region of the Scottish Highlands. The secret to this small batch gin is in its unique botanical mix, which is infused with handpicked Celtic botanicals grown by the distillery. Multi award-winning Caorunn is the No. 2 super-premium gin in Scotland and No. 3 in the UK. (Nielsen 2015).

International Beverage Holdings Limited was established in 2006 as the international arm of ThaiBev, the company specialises in developing distinctive, premium local brands for global growth, with a portfolio that is led by a range of high quality Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the market today. These high quality brands are enjoyed by consumers in over 85 global markets. 🍷



# Nederburg wins IWSC 2016 Trophy for SA Wine producer of the year

Nederburg was announced the 2016 International Wine & Spirit Competition (IWSC) South African Wine Producer of the Year 2016. This is the second time that the winery achieves this prestigious award - the first instance was in 2012.

Nederburg to be named Winery of the Year is the highest accolade that is offered from PLATTERS GUIDE. To be given the award twice is inevitably rare. It was in the 2011 guide that Nederburg won a quintet of five star ratings and secured its nomination; now with four more such ratings, the large Paarl based winery, owned by mega company Distell, is the 2017 Winery of the Year - the publisher making the award to the winner of the most such ultimate ratings. Nederburg has been a particularly interesting example of the achievements of the quality revolution in South Africa in the past few decades.

The Paarl winery also performed spectacularly at the 2016 Veritas Awards in



early October, emerging as one of the top achievers, as well as at the 2016 Six Nations Wine Challenge.

Cellar-master Andrea Freeborough said all the recent acknowledgements for Nederburg, at home and abroad, was a magnificent way to conclude 2016. "It has been a thrilling and intense year, and we are delighted that our winery and so many of

our wines have been acknowledged across the multi-tiered range. We are truly grateful for the recognition and hope to continue making South Africa proud."

Aspri Spirits, India's leading distributor of wines and spirits exclusively distributes Nederburg – The Wine Master's Reserve range of wines in India and it is available at all leading bars and retail stores in India. 🍷

## Bamberger beer wins bronze in Brussels

The brewmaster and beer sommelier Dominik Maldoner developed the classic Weyermann Bamberger Hofbräu Rauch in the Weyermann® pilot brewery. At the

Brussels Beer Challenge, the brewing team received a bronze medal for this amber to copper-coloured, smoked beer.

With his experience and passion for Weyermann specialty malts the brewing

team created a fruity, refreshing and sparkling beer with pleasant notes of honey, forestry and a light toffee and caramel sauce. A subtle hopping, rounds up the beer harmoniously. That's the success recipe in competition with the best Belgian and international breweries.

Weyermann Specialty Malts has revitalised the Hofbräu brand in 2006 and is now brewing these varieties: Weyermann Bamberger Hofbräu® Lager, Pils, Export Hell and Exquisator. All available in the Weyermann Craft Beer Fan Shop.

Seventy Five internationally renowned beer connoisseurs rated 1100 beers from all over the world. The right mix of malt also helped craft beers from the Weyermann customers to also win medals, for example from the USA, Brazil, Ireland and Italy. 🍷



## Moët Hennessy India appoints new Managing Director

Luxury goods conglomerate Louis Vuitton Moët Hennessy (LVMH) has appointed Stéphane de Meurville as Managing Director of Moët Hennessy India. For Meurville it's a brand new experience as he is on his first visit to India.

"India is different from other markets and was identified within the LVMH group as one of our key future markets, a rising star," said Meurville who was previously General Manager at Moët Hennessy Canada where he had been working since 2011.

"The logistics, legal regulations are tough, but all the high end products in categories like cognac, vodka, brandy and whiskey are growing faster than the main products. It's a good time to be here and to be part of the team to develop the market," he said.

Moët Hennessy's brand portfolio in India includes Dom Pérignon, Moët & Chandon, Veuve Clicquot, Hennessy,



Stéphane de Meurville

Glenmorangie, Ardbeg, Belvedere and the Chandon Winery in Nashik.

It is the first multinational company to open a winery in India in Nashik this year, the sixth outside France. Meurville would like to increase his investments here.

Meurville is optimistic on growth in India and said the company will look at investing more in the country. "We are experiencing tremendous growth and would like to invest further," he said.

"The champagne market has been growing at a fast pace in India. We are looking at capitalising on the wedding market this and next year for our champagne brands," said Meurville.

We would also like to give more impetus to our high end brands. He also said the company's super premium vodka brand Belvedere is growing faster than the super-premium category at around 20% compared to the industry of 11%. 🍷

## Gaylord Mumbai Celebrates Its 60th Anniversary



Mr. Dhruv Lamba (Executive Director) raises a toast on the completion of 60 years

Gaylord Restaurant Mumbai founded in 1956 by the Kwality group, today celebrated its 60th anniversary in Mumbai along with the launch of a special Gaylord Wine Label making it indisputably one of the city's most loved iconic restaurant. In a ritzy party with sumptuous food offerings and music it was a nostalgic evening for the patrons. A landmark destination and a culinary pit-stop in the heart of South Mumbai, Gaylord has been serving exquisite North Indian, Mughlai and Continental cuisine to generations with a priceless reputation.

To continue the celebration Gaylord Mumbai invited customers all around the city to join the party with festivities planned throughout the month. On 16th November guests, can enjoy a 60% discount on lunch & dinner at Gaylord. Along with discounts visitors also got surprise giveaways, merchandises, hampers and gift coupons. Gaylord has introduced a special nostalgic menu bringing back some of the most loved dishes. This menu will include scrumptious delights like Crispy Mutton Samosas, Tava Kheema Kalegi, Vegetable Parisienne and more.

"Gaylord's 60th anniversary is an opportunity for us to honour our heritage and commitment to serve best quality food both of which have made us the beloved brand that we are today. We believe in keeping up with the times and hence we recently

introduced some new items in our menu. New additions like Dahi Cheese roll, Kulhar ki Tangdi and Cooker da Kukad are doing well and it is heart-warming to see continuous support of our loyal guests who make us a part of their everyday routine," says Mr. Dhruv Lamba, Executive Director, Kwality Group.

Mr. A.N Malhotra, CEO, Gaylord Mumbai says, "We are proud to look back at the last 60 years and see all that has been accomplished. We are extremely grateful to our patrons for their support over the years. Gaylord Mumbai has had the rare privilege of laying the foundational stone of India's post-independence food landscape, introducing Mumbai to the delights of fine dining. Our vision was to establish a restaurant whose very name would reflect service standards, where the highest quality food products would be served at the best price to satisfy the taste buds of guests."

Gaylord's signature dishes range from succulent Kebabs to aromatic Curries, Lamb Stroganoff, Chicken a La Keiv, Vegetable Irish Stew and more. Along with the restaurant, Gaylord's Bake Shop adjacent to the beautiful garden cafeteria also enchants its visitors with its European bistro charm as the rich aroma of coffee wafts through the air.

Mr. Noel DSouza, General Manager for the last 30 years at Gaylord, says, "As a restaurant we're honoured to be celebrating this remarkable milestone. In an industry where the attrition rate is so high, we have employees working here for more than 30 years. All these years, Gaylord has remained true to its concept and charm of flattering its customers through the unchanged taste, glory and heritage. With the completion of 60 years and the increase in competition we cannot afford to be complacent, we will continue to change with times upgrading and experimenting with everything from food to décor but staying true to our roots."

Gaylord, with its legendary cuisine, drink and impeccable service is a rare priceless combination and has won several accolades and prestigious awards for the restaurant. This has firmly established the restaurant as a favourite through generations. 🍷

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# Antioxidant Activity and Phenolic Content of Apple Cider

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## ABSTRACT

**F**ruit and vegetables are an important component of a healthy diet and the main antioxidant suppliers in the human diet. Consumption of foods derived from fruits and vegetables is also essential; fruit juices, ciders, wines, and vinegars also contain significant amounts of polyphenolic compounds. The aim of the study was to determine the effect maceration of antioxidant activity and phenolic content of apple cider. Red delicious apples were used to produce natural apple cider with and without inclusion of maceration. Samples were taken from fresh red apple juice, macerated samples and apple cider. Apple cider (maceration was applied) (CAM) had the highest total phenolic content,

chlorogenic acid, ORAC and TEAC levels. Chlorogenic acid was the dominant phenolic substance in apple juice and cider samples and chlorogenic acid was increased with maceration process.

## Introduction

Fruit and vegetables are an important component of a healthy diet and, if consumed daily in sufficient amounts, could help prevent major diseases such as cardiovascular diseases (CVDs) and certain cancers. Noncommunicable diseases (NCDs), especially cardiovascular diseases (CVDs), cancer, obesity and diabetes, currently kill more people every year than any other cause of death. The recent Joint FAO/WHO Expert Consultation on diet, nutrition



and the prevention of chronic diseases, recommended the intake of a minimum of 400g of fruit and vegetables per day (excluding potatoes and other starchy plant) for the prevention of NCDs as well as for the prevention and alleviation of several micronutrient deficiencies, especially in less developed countries (WHO, 2003).

Dietary intake of natural antioxidants has recently received increased attention due to the epidemiological evidence that correlates a regular intake of these products with protection against several diseases (Hertog et al., 1995). Fruits and vegetables are the main antioxidant suppliers in the human diet. Among them, apple is important not only for its high antioxidant content, but also for its acceptance among the general consumer population. Vinson et al. (2001) reported that 22% of the fruit phenolics consumed in the United States came from apple. Eberhardt et al. (2000) found that 100 g of fresh apples have an antioxidant activity equivalent to 1500 mg of vitamin C, and more important, that apple phenolic extracts inhibited proliferation of a human cancer cell line. The major antioxidants present in apple are polyphenols, which include phenolic acids (chlorogenic, cinammic, gallic acid, etc.) and flavonoids (catechin, quercetin, quercetin glycosides, etc.). Apple and apple products (juice, cider, vinegar) are commonly consumed worldwide. Apple polyphenols contain mainly polyphenolic acid derivatives and other flavonoids. Generally, these polyphenols are distributed in the whole fruit, with higher concentrations present in the peel rather than in the flesh (Wolfe et al., 2003). The complexation and antioxidant activity of the major apple polyphenols: Chlorogenic Acid (CA), Rutin (Rt) and Quercetin (Qc) with b-cyclodextrin (b-CD) were studied, by fluorescence spectroscopy and Ferric Reducing/Antioxidant Power Assay (FRAP) techniques (Alvarez-Parrilla et al., 2005). Budak et al. (2011) reported that chlorogenic acid is also commonly in apple cider vinegar.

The aim of the study was to determine the effect of maceration on antioxidant activity and phenolic content level of ciders derived from red delicious apples during cider production. Red delicious apples were used to produce natural apple cider with and without inclusion of maceration.

## Material and Methods

### Material

“Red Delicious” apple was harvested in Gelendost, Isparta, and appropriately transported to Fermentation Laboratory in the Süleyman Demirel University Gelendost Vocational School (Isparta, Turkey).

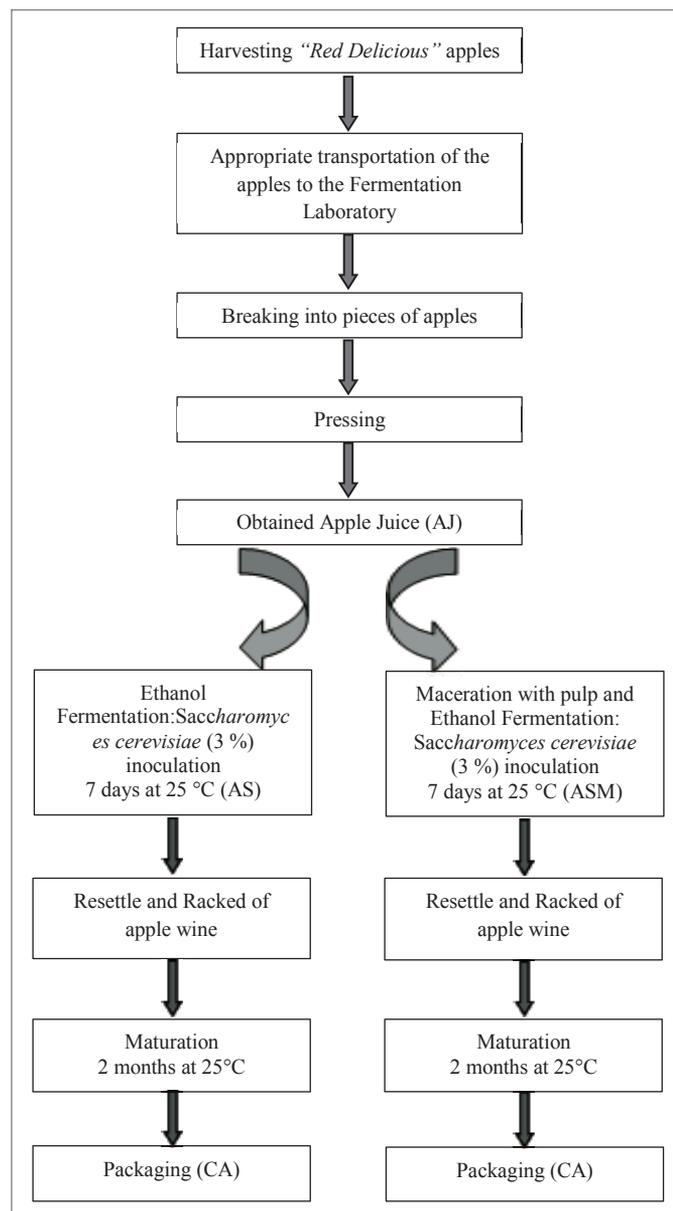
### Apple Cider Production

“Red delicious” apples were used to make natural apple cider to determine the effects of maceration. Flow scheme of apple cider production methods are presented in Figure 1. The samples were named as apple juice (AJ), apple juice sample taken after maceration (ASM), apple juice after fermentation without maceration sample (AS), apple cider (with maceration) (CAM) and apple cider sample (without maceration) (CA).

Briefly, after red apples were broken into pieces maceration was carried out during seven days. Addition of 10% pomace was used in the maceration step to increase the polyphenolic contents. Apple cider was obtained after processing apple juice was fermented for two months.

### Compositional Analysis

Total titratable acidity, density and total ash of apple juice and apple cider samples were determined according to AOAC methods (1992). Total sugar in apple juice and maceration samples were analyzed according to the Luff Schoorl methods (AOAC 1990). Water soluble solid (Brix) was measured with Abbe refractometer (Bellingham Stanley Limit 60/70 Refractometer, England).



**Figure 1** Flow chart of apple cider (maceration was applied and was not applied)

Ethanol content was determined with alcoholmeter (Dujardin-Salleron, France).

### Total Antioxidant Activity

Total phenolic content: Total phenolic contents of the samples were determined according to Folin-Ciocalteu method using gallic acid as a standard (Singleton and Rossi, 1965; Singleton et al., 1999). After addition of Folin-Ciocalteu reagent to the sample solution it was allowed to react for 6 min. Reaction was

stopped with using 1.50 mL of 20% sodium carbonate. The extracts were oxidized with Folin-Ciocalteu reagent, and the reaction was neutralized with sodium carbonate. The absorbance of the resulting blue colour was developed in 120 min in a dark place, and the absorbance was determined at 760 nm using a spectrophotometer (Shimadzu Scientific Instruments, Inc., Tokyo, Japan). The measurement was calculated using a standard curve of gallic acid and expressed as milligrams of gallic acid equivalents (GAE) L-1.

**2,2'-azinobis (3-ethylbenzthiazoline)-6-sulfonic acid (ABTS) Assay:** 2,2'-azinobis (3-ethylbenzthiazolin-6-sulfonic acid) diammonium salt (ABTS<sup>+</sup>) radical cation was prepared by reacting 7 mM ABTS stock solution with 2.45 mM potassium persulfate (Re et al., 1999). ABTS<sup>+</sup> inhibition against Trolox (6-hydroxy-2, 5, 7, 8-tetramethylchroman-2-carboxylic acid) was spectrophotometrically measured (Seeram et al., 2005).

The concentration of the resulting blue-green ABTS radical solution was adjusted to an absorbance of  $0.700 \pm 0.020$  at 734 nm in a spectrophotometer (Shimadzu Scientific Instruments, Inc., Tokyo, Japan). TEAC values of samples were calculated from the Trolox standard curve and expressed as Trolox equivalents (in  $\mu\text{mol/ml}$  of sample).

**Oxygen Radical Absorbance Capacity (ORAC) Assay:** All samples were analysis using the Oxygen Radical Absorbance Capacity (ORAC) (Wu et al., 2008). The samples were appropriately diluted with phosphate buffer (pH 7.4) for ORAC analysis. An aliquot (25  $\mu\text{L}$ ) of the diluted sample, blank (phosphate buffer) or Trolox calibration solutions were added to a black, clear-bottom triplicate well in 96 well bottom reading microplate. After the addition of 150  $\mu\text{M}$  flourescein stock solution (0,004  $\mu\text{M}$ ) to each well the microplate was incubated at 37 °C for 30 min. Then, 25  $\mu\text{L}$  2, 2'-Azobis (2-amidinopropane) dihydrochloride (AAPH) solution (153 mM) was added to start the reaction. The microplate reader was programmed to record the fluorescence reading with



an excitation-emission wavelength of 485 – 520 nm using software Gen 5™. Antioxidant activity was kinetically measured with Biotek Synergy™ HT Multi-Detection Microplate Reader (Winooski, Vermont, USA).

**Quantification of Phenolics by High Performance Liquid Chromatography:** Phenolic compounds were evaluated by reversed-phase high performance liquid chromatography (RP-HPLC, Shimadzu Scientific Instruments, Kyoto, Japan). Phenolic compositions of the extracts were determined by a modified method of Schulz et al. (2001). Detection and quantification were carried out with a LC-10ADvp pump, SIL-10ADvp auto sampler, a Diode Array Detector, a CTO-10Avp column heater, SCL-10Avp system controller and DGU-14A degasser (Shimadzu Scientific Instruments, Kyoto, Japan). Separations were conducted at 30 °C on Agilent® Eclipse XDB C-18 reversed-phase column (250 mm x 4.6 mm length, 5  $\mu\text{m}$  particle size). The mobile phases were A:3.0% acetic acid in distilled water and B: methanol. Flow rate was 0.8 mL/min. Gallic acid, catechin, caffeic acid, chlorogenic acid, p-coumaric acid, ferulic acid, rutin, resveratrol and syringic acid were used as standard. Identification and quantitative analysis were done by comparison with standards.

#### Statistics

All data were reported as the mean and standard error. Results analyzed by using SPSS for Windows (version 17.0, SPSS Inc.). Apple cider production was repeated three times. Values represent means of triplicate repetition with parallels. The significance was established at  $P < 0.05$ .

## Results and Discussion

### Composition analysis

Total titratable acidity, density, Brix, total ash total sugar and alcohol in apple juices and apple cider samples are reported in Table 1. Total titratable acidity was increased during ethanol fermentation. Especially, total titratable acidity in the sample taken from maceration was significantly higher than the sample that maceration was not applied ( $P < 0.05$ ). Total titratable acidity values in Cashew juice and Golden Delicious fresh apple juice samples were 2.4 g/L and 2.88 g MA/L, respectively (Mohanty et al., 2006; Suárez-Jacobo et al., 2011). Density of the samples varied between 0.9987 -1.0517 g/cm<sup>3</sup>. Density and Brix values were significantly decreased during alcohol fermentation due to the conversion of sugar to ethanol ( $P < 0.05$ ). Budak and Güzel-Seydim (2010) explained that total solids and Brix of samples significantly decreased after maceration due to pressing, resettling and racking during grape wine production. Brix of Cashew apple wine was found to be 2.0% (Mohanty et al., 2006). In our study, brix of the apple cider sample was 3.83%. Alcohol contents of apple cider samples were between 5.40-6.10 %. The total sugar contents were 144.24, 85.77, 95.56 g/L in AS, ASM and AS, respectively. Total sugar content also decreased due to the ethanol fermentation by *Saccharomyces cerevisiae* (Budak and Güzel-Seydim, 2010).



Table 1 Composition Analysis of Samples

Samples	TTA <sup>1</sup> Total	Density (g/cm <sup>3</sup> )	Brix (%)	Total sugar (g/L)	Total Ash (g/L)	Ethanol (v/v)
AJ <sup>2</sup>	1.9±0.04 <sup>a</sup>	1.0517±0.00 <sup>a</sup>	11.67±1.42 <sup>a</sup>	144.24±1.11 <sup>a</sup>	1.9±0.01 <sup>a</sup>	-
ASM <sup>3</sup>	2.3±0.03 <sup>a</sup>	0.9999±0.00 <sup>b</sup>	4.58±0.71 <sup>b</sup>	85.77±3.26 <sup>b</sup>	1.7±0.02 <sup>a</sup>	3.10±0.14 <sup>b</sup>
AS <sup>4</sup>	3.7±0.06 <sup>c</sup>	1.0014±0.00 <sup>c</sup>	5.33±0.34 <sup>b</sup>	95.56±0.41 <sup>b</sup>	1.7±0.00 <sup>b</sup>	2.90±0.12 <sup>b</sup>
CAM <sup>5</sup>	2.3±0.03 <sup>a</sup>	0.9987±0.00 <sup>b</sup>	3.83±0.83 <sup>b</sup>	-	1.9±0.01 <sup>a</sup>	6.10±0.15 <sup>a</sup>
CA <sup>6</sup>	3.5±0.04 <sup>c</sup>	0.9987±0.00 <sup>c</sup>	3.83±0.13 <sup>b</sup>	-	1.8±0.01 <sup>b</sup>	5.40±0.11 <sup>b</sup>

<sup>1</sup>TTA: Total Titratable Acidity (g/L), <sup>2</sup>AJ: Apple juice, <sup>3</sup>ASM: Apple juice taken after maceration, <sup>4</sup>AS: Apple juice without maceration sample, <sup>5</sup>CAM: Apple cider (maceration was applied), <sup>6</sup>CA: Apple cider sample (maceration was not applied)

Table 2 Phenolic Compounds of Samples

Samples	Gallic acid (mg/L)	Catechin (mg/L)	Epicatechin (mg/L)	Caffeic acid (mg/L)	Chlorogenic acid (mg/L)	p-Coumaric acid (mg/L)
AJ <sup>1</sup>	0.43±0.06 <sup>b</sup>	0.50±0.00 <sup>c</sup>	1.60±0.10 <sup>bc</sup>	-	12.26±3.37 <sup>c</sup>	-
ASM <sup>2</sup>	-	1.47±0.29 <sup>b</sup>	3.50±0.78 <sup>a</sup>	0.46±0.24 <sup>ab</sup>	18.53±4.06 <sup>a</sup>	-
AS <sup>3</sup>	-	1.56±0.13 <sup>b</sup>	4.13±0.36 <sup>a</sup>	-	17.86±0.60 <sup>b</sup>	0.05±0.01 <sup>b</sup>
CAM <sup>4</sup>	-	2.13±0.28 <sup>a</sup>	4.63±1.20 <sup>a</sup>	0.96±0.08 <sup>a</sup>	24.13±3.46 <sup>a</sup>	0.03±0.01 <sup>b</sup>
CA <sup>5</sup>	-	1.46±0.23 <sup>b</sup>	3.33±0.23 <sup>ab</sup>	0.75±0.05 <sup>a</sup>	16.50±2.27 <sup>b</sup>	0.04±0.00 <sup>b</sup>

<sup>1</sup>AJ: Apple juice, <sup>2</sup>ASM: Apple juice taken after maceration, <sup>3</sup>AS: Apple juice without maceration sample, <sup>4</sup>CAM: Apple cider (maceration was applied), <sup>5</sup>CA: Apple cider sample (maceration was not applied)

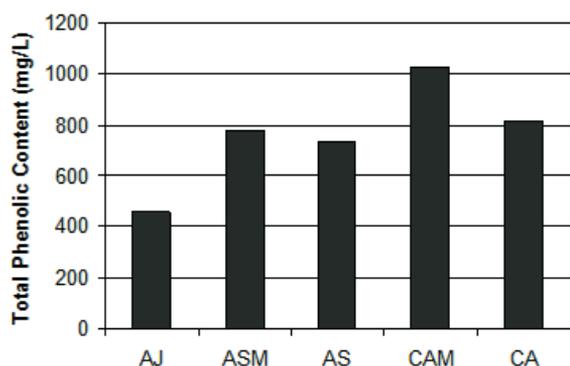


Figure 2 Total Phenolic Content of Apple Juices and Cider Samples AJ: Apple juice, ASM: Apple juice taken after maceration, AS: Apple juice without maceration sample, CAM: Apple cider (maceration was applied), CA: Apple cider sample (maceration was not applied)

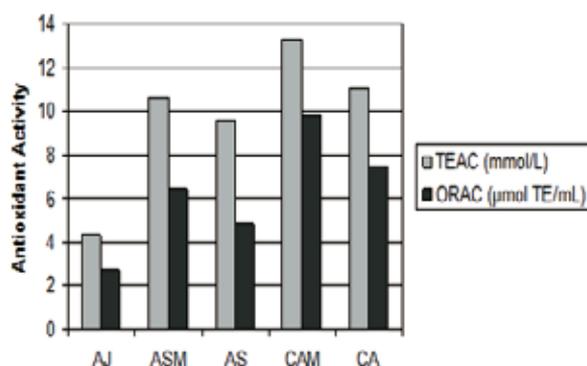


Figure 3 Antioxidant activity of samples by ABTS (TEAC) assay and ORAC assay AJ: Apple juice, ASM: Apple juice taken after maceration, AS: Apple juice without maceration sample, CAM: Apple cider (maceration was applied), CA: Apple cider sample (maceration was not applied)

#### Total Antioxidant Activity

Total phenolic content, TEAC and ORAC results express the total antioxidant activity in the samples. Total phenolic content (mg/L), TEAC (mmol/L) and ORAC (µmol/mL) values of samples are presented in Figures 2 and 3, respectively. AJ sample had the lowest total phenolic content whereas CAM sample had the highest total phenolic content among the samples ( $P < 0.05$ ). Seeram et al. (2008) reported that TEAC and ORAC value of apple juice samples ranged between 2.5-6.2 µmol of TE/mL and 2.7-4.3 µmol/mL, respectively. Total phenolic contents of AS and CAM samples were 459.31 mg/L and 1026.74 mg/L, respectively (Figure 3). Lachman et al. (2006) determined that total phenolic content of apple juice samples obtained from different varieties were between 760.03- 1343 mg/L. In our study, total phenolic content of ASM and AS samples were 777.83 and 733.61 mg/L. Contents of TEAC,

ORAC and total phenolic content in CAM sample was the highest in all samples. TEAC and ORAC values of CAM sample were 13.27 mmol/L and 9.84 µmol TE/mL, respectively. ORAC values of apple cider samples were the highest in all samples. Especially, ORAC values of CAM sample was the highest in all samples (Figure 3). Antioxidant activities of macerated juice samples and ciders were higher than the samples that maceration was not applied.

#### Phenolic Substances

Gallic acid, catechin, epicatechin, caffeic acid, chlorogenic acid, and p-coumaric acid were detected in apple juice and apple cider samples (Table 2). Contents of catechin, epicatechin, and chlorogenic acid were identified in all samples. Gallic acid only was detected in apple juice sample. The content of catechin in CAM sample was significantly higher than CA sample ( $P < 0.05$ ).

The amount of epicatechin was 4.63 mg/L in CAM sample while CA sample contained 3.33 mg/L ( $P < 0.05$ ). Chlorogenic acid was the dominant phenolic substance in apple juice samples; especially, ASM and CAM samples had the highest content of chlorogenic acid ( $P < 0.05$ ). Chlorogenic acid significantly increased with maceration. p-Coumaric acid contents of apple cider samples ranged between 0.03 and 0.04 mg/L. Alvarez-Parilla et al. (2005) reported that chlorogenic acid is one of the important apple polyphenols. Chlorogenic acid, catechin, epicatechin, caffeic acid were high concentrations in apple cider that maceration was applied. Therefore, maceration process was important for the concentrations of the polyphenolic compounds. Polyphenolic content (chlorogenic acid, catechin, epicatechin and caffeic acid) of CAM sample had the highest values similar to antioxidant activity of CAM sample (total phenolic content, TEAC and ORAC contents). It has been reported that wine vinegars show an antioxidant capacity that is correlated with their polyphenolic content (Dávalos et al., 2005). In this study, phenolic substances were increased by fermentation.

### Conclusion

This is the first report confirming that maceration had positive effects on bioactive components of apple cider. Results of this study showed that polyphenolic compounds and antioxidant activity significantly increased in maceration process. Antioxidant activity of apple cider (maceration included) sample was higher than that of apple cider sample (maceration was not applied). Chlorogenic acid was the dominant phenolic substance in apple juice samples while chlorogenic acid increased during maceration. Chlorogenic acid, catechin, epicatechin, caffeic acid contents of macerated apple cider were in high concentrations. Therefore, inclusion of maceration in process would be important for concentration of bioactive compounds.

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# Aspri Spirits Presents Amarula - Made in Africa

**A**spri Spirits, a leading player in the international wines and spirits business in India, hosted an Amarula evening with Mr. Kay Pillay, DISTELL-MD Asia Pacific and Middle East at NRI Restaurant, BKC on 8th November 2016.

Several Amarula enthusiasts and connoisseurs attended the evening including Vikram Raizada, Actor & Model Neha Iyer, Stylist and Fashion Designer Kristy d' Cunha, Radio Jockey Rohini, Saloni and Sameer Malkani, Celebrity Chef Anjali Pathak, Fashion Editor Ranjit Rodricks and Editor of *iKarmik*, Karmik Varma.

Guests were welcomed with the Amarula Perfect Serve which was cherished by everyone. The cocktails served at the event included signature Amarula concoctions; Amarula Peaches & Cream, Amarula Chocolate Orange Cookie, Amarula Espresso, and Fiery Dusk curated by Mixologist Shatbhi Basu.

Mr. Kay Pillay's working career started in 1987 as a merchandiser for Douglas Green of Paarl, a small South African wine and spirits company. Later, he joined Stellenbosch Farmers Winery, which has gone on to become Distell Ltd. through the merger with Distillers Corporation in 2000. He has been responsible for the global development and profitability of Distell's Cider and



**L to R: G.S. Kumar, Jackie Matai, Rajesh Israni, Kay Pillay and Jan Du Bruyn**

RTD business including strategy development for this unit.

Over the last two years, Mr. Pillay has worked on developing Distell's International Cider strategy and now finds himself as Managing Director in Asia, based in Singapore looking after the Asia Pacific and Middle East markets for DISTELL.

DISTELL portfolio includes Nederburg Wines, Two Oceans Wines and Amarula Cream Liqueur which is distributed in India by Aspri Spirits. Distell is currently ranked the number two cider player globally and is strongly growing. 🍷

## Tito's launches special brands for Christmas festivities

**C**hristmas as you might have twigged by now is a time of over-indulgence. First of all, there's the biggest meal most people will eat all year, consisting of dishes that we only cook once a year, and not to mention the endless puddings and nibbles. And that's before we open up a bottle of fizz, wine or any of the other drinks like Port, Sherry, Madeira and endless wines we use to celebrate Christmas and the New Year. So it all goes to say

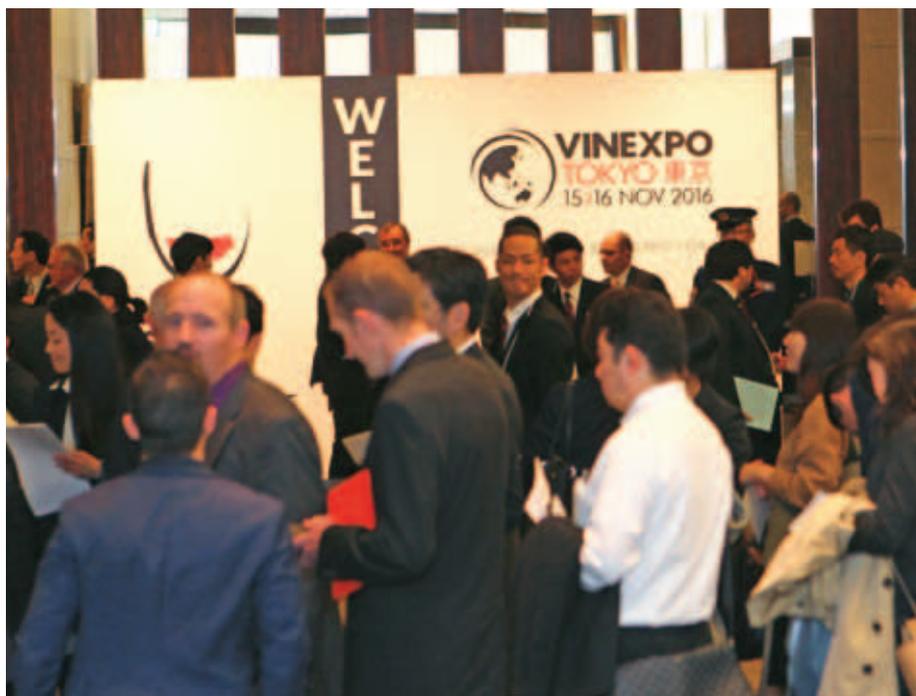
that it's a time that requires special attention to your food and drink.

Christmas is one of those times you need to get it right (particularly if you have guests to impress). The richness of many Christmas dishes, from a special morning brunch to an evening gourmet meal means that whatever alcohol you pair with it will have an impact. Tito's being a huge brand name known for its vast diversification into nightclubs, resorts and more, set off by the bustling Baga beach on a lane named after it has introduced its own brands of spirits, cocktails and champagne to make your Christmas even better. A bottle of spirit is an appropriate gift for any occasion, but you can sweeten the deal with our collection of personalised liquor bottles from Tito's.

Take your favourite pick whether it is Tito's Sparkling Wine, Tito's Port Wine, Tito's Rum, Tito's Vodka or even our local Tito's Feni there's something for everyone. Tito's specially made spirits are excellent as a gift for friends or loved ones or even mixed with your favourite drinks can taste pretty damn amazing. Tito's being a top brand in the market can ensure the quality and excellence that went into making such amazing drinks. So what are you waiting for? Grab a bottle of the Tito's Special booze before it runs out this Festive season. 🍷



# VINEXPO TOKYO, - The place to Meet, the place to Be



The first day of Vinexpo Tokyo 2016, confirmed the success of the previous edition. Right from the start of the event, and with important players of the Japanese trade attending, business was at the very heart of the exhibition. The exceptional Vinexpo Academy events programme, as well as the outstanding quality and diversity of international exhibitors contribute to making Vinexpo Tokyo the must-attend-exhibition for the Japanese trade.

Vinexpo Tokyo exhibitors are particularly satisfied with the high-quality of visitors and the smooth organisation of this 2016 cru. The perception by both visitors and exhibitors underlines the importance of the Vinexpo brand in Asia in general and in Japan in particular. Vinexpo Tokyo which has been specifically planned to suit the needs of the sophisticated and discerning Japanese market boosts the business of its participants.

“Vinexpo Tokyo is the ideal platform for companies such as ours. The

exhibition is very trade oriented, the two brands we are launching in Japan with our importer Shibata Ya, Fairhills and Grand Vin de Stellenbosch seem to appeal a lot to the Japanese on-trade. We have already scheduled some 20 appointments with potential new customers for today,” explained Leonard van den Berg – New Business Director at Origin Wine (South Africa).

Visitors were delighted by the vast diversity of products and provenances represented at Vinexpo Tokyo. The exhibition proved already on its first day an unparalleled opportunity for Japanese professionals to develop their business and to discover what tomorrow’s trends will be made of.

“Visiting Vinexpo Tokyo is very important, there are many interesting wines, including high quality wines from Argentina, Romania and Emilia-Romagna,” said Masatoshi Sakane, General Manager of JFC Hong Kong.

“I visited both halls and found that the event was very well organised, especially

the French pavilion looks great. Now I am going to visit the booth of the Sud-Ouest Wines,” commented Shoji Nishiguchi, Manager of Wine Division, Fuji Industries Inc. (Japan).

For exhibitors, Vinexpo Tokyo represents an opportunity to launch their product in Japan and to get direct contact with some of the key players.

“Japan has become the number one Asian export market for Champagne Collet, and we only started selling here 18 months ago! Exhibiting at Vinexpo Tokyo is the opportunity for us to develop our notoriety with influencers and to get direct feedback from professionals on our range of Champagnes,” stated David Rieu – Export Manager at Champagne Collet (France).

“Japan is a challenging market. It takes time and many meetings to implant our range of Quinta Do Vallado wines. Vinexpo Tokyo is just the right place to develop trade contacts. We already participated in 2014 and are very satisfied with this year’s edition” added João Roquette Álvares Ribeiro - Export Manager at Quinta Do Vallado (Portugal).

During this first day of the show, visitors had the opportunity of participating in some prestigious tastings, such as the Swiss wine tasting presented by Paolo Basso, Best Sommelier of the World 2013 or the Union des Grands Crus de Bordeaux tasting. The first day of Vinexpo Tokyo ended with a “journey in Champagne”, a masterclass animated by Jon Arvid Rosengren, Best Sommelier of the World 2016.

“The events of the Vinexpo Academy, especially the Union des Grands Crus de Bordeaux and the masterclasses with well-known speakers contribute to the success of the event”, noted Akihiko Yamamoto, Wine Journalist (Japan).

Wednesday 16th of November Vinexpo Tokyo 2016 opened its doors again, for yet another day of discoveries and unedited tasting experiences. 🍷



# The Taj Mahal Hotel, New Delhi celebrates a journey of legacies at Varq

In a constant endeavour to provide unique and memorable experiences, The Taj Mahal Hotel, New Delhi presented The Glenlivet Founder's Reserve Appreciation Series at Varq.

The bespoke experience began with an ode to Varq – the modern Indian dining destination at the iconic Taj Mahal Hotel.

Chef Arun Sundararaj, Executive Chef at the Hotel, and Sandeep Arora, Director, Spiritual Luxury Living, unravelled the tale of Varq and traced the journey of how it became the culinary leader it is today.

The evening saw the presence of the celebrated artist, Anjolie Ela Menon who recounted her fond memories at Varq that still houses the priceless mural created by her over three decades ago. Speaking on the occasion, she briefly traced the culinary journey from Haveli to Varq and emphasised on how the present day restaurant, her “second home”, has honed the concept of pre-plated food.

Varq is symbolic of preciousness which is reflected amply in the cuisine and the décor of the restaurant. The restaurant is a harmonious blend of traditional and contemporary sophistication. Visually spectacular in every way, the restaurant is also one of the city's finest examples of a marriage of fine dining and art. The spatial ambience comfortably engulfs the diner, immersing them into a lusciously rich experience surrounded



Mr. Rohit Khosla, Ms. Anjolie Ela Menon, Mr. Satyajeet Krishnan and Mr. Sandeep Arora

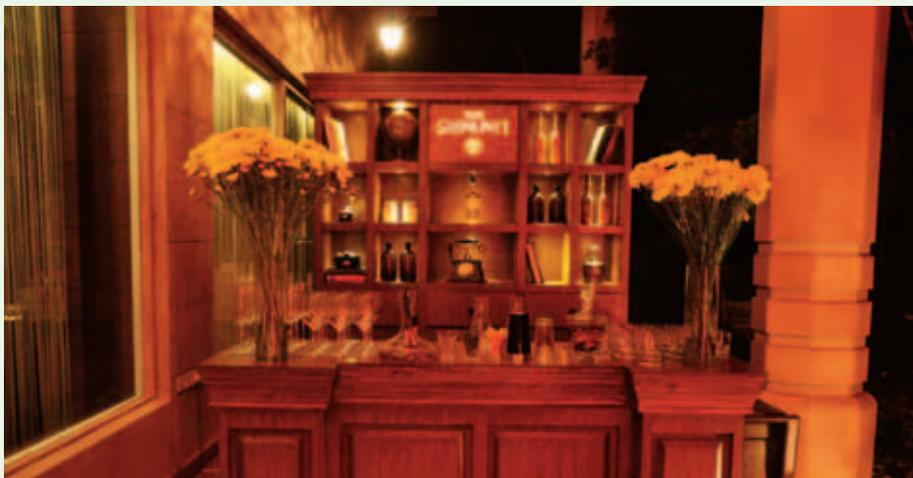
by artefacts and treasures. One of the defining features of Varq is the mural wall created by celebrated artist Anjolie Ela Menon. Additionally, modern artworks complement the restaurant in the form of oil paintings, carvings, antiques and modern sculptures.

Speaking on the occasion, Satyajeet Krishnan, General Manager, The Taj Mahal Hotel, New Delhi said, “For over three decades, the iconic Taj Mahal, New Delhi has offered its guests unique and meaningful experiences. It is therefore, the most preferred venue to host The Glenlivet Founder's Reserve Appreciation

Series, an evening where we celebrated the culinary heritage and artistry of Varq amidst an exquisite dining experience.”

The engaging tête-à-tête was followed by a sumptuous four course dinner at Varq. Patrons indulged in signature Varq specialties including duet of subz gandheri and khurbani, smoked lamb, tomato and olive khofta, gongura lamb paired with the distinct, smooth and fruity taste of The Glenlivet Founder's Reserve that was first envisioned in 1824. While Sandeep Arora introduced the coveted character of The Glenlivet Founder's Reserve, a classic single malt with a contemporary twist, Chef Arun spoke of the innovative yet authentic Indian flavours that Varq stands for.

Speaking on the occasion, Chef Arun Sundararaj, Executive Chef, The Taj Mahal Hotel, New Delhi said, “Continuing our quest to offer enriching dining experiences, we are delighted to curate this exclusive celebration of legacies with a true expression of originality. Since 2008, Varq has offered authenticity of taste and artistic presentation to the people of Delhi. Each of the dishes on our menu is a craft in itself and combines the best of traditional Indian recipes with exotic ingredients to create a memorable experience.”



Bar set up at The Glenlivet Founder's Reserve at Varq, The Taj Mahal Hotel, New Delhi

# Vinexpo 2017 gets down to business in Bordeaux from 18 - 21st June

**V**inexpo 2017, the leading international exhibition for wine and spirits professionals, is bound for Bordeaux next summer with an anticipated 2,350 exhibitors from wine regions around the world and a groundbreaking, four-day line-up of conferences, tastings, seminars and networking events. The must-attend show, Vinexpo's 19th in Bordeaux, will be held on June 18-21 at Parc des Expositions, about 20 minutes from the historic town center and some of the world's most storied vineyards.

Vinexpo has built a reputation as a catalyst for international business, with 48,500 trade visitors from 151 countries expected to descend on Bordeaux next June. The 2017 show will introduce several new features designed to further heighten its impact, including:

Hosted Buyers Program, an initiative designed to draw the key actors of e-commerce, travel retail, and the off- and on-trade. Vinexpo will offer to host as many as 200 new international buyers, requiring they participate in at least four One-to-Wine Meetings each day. A special service that debuted in Bordeaux in 2015, One-to-Wine Meetings facilitates appointments between exhibitors and highly targeted, motivated buyers.

### **An exhibition space dedicated to organic and biodynamic wines.**

A focus on Riesling, including a pair of tastings dedicated to the varietal on June 20.

Two new pavilions focusing on wine growers and niche wines.

Spain will take the spotlight as Vinexpo's Country of Honor – a show feature that also debuted in 2015. The third largest wine producer worldwide, Spain dominates the market in organic wine production. A Taste of Spain will present 100 of the best Spanish bodegas, selected by Wine Spectator, and a number of leading Spanish restaurants, at a special event held at Bordeaux's Palais de la Bourse.

Also returning by popular demand in 2017 are The Blend networking party; Les Terrasses, an expansive indoor-outdoor exhibition space showcasing a dozen major wine and spirits brands; and L'Atelier Food & Wine, a series of pairing demonstrations featuring renowned chefs partnered with leading sommeliers.

### **A prominent U.S. presence among buyers and exhibitors**

Held in Bordeaux every odd-numbered year, Vinexpo drew 48,500 professional visitors from 151 countries in 2015. American attendance grew by 15% over the 2013 edition, and Americans represented the second largest segment of international visitors, behind China. There were 2,350 exhibitors representing 42 producing countries. The U.S. once again figured prominently among the top 10, showcasing the wines of California, Oregon and New York.

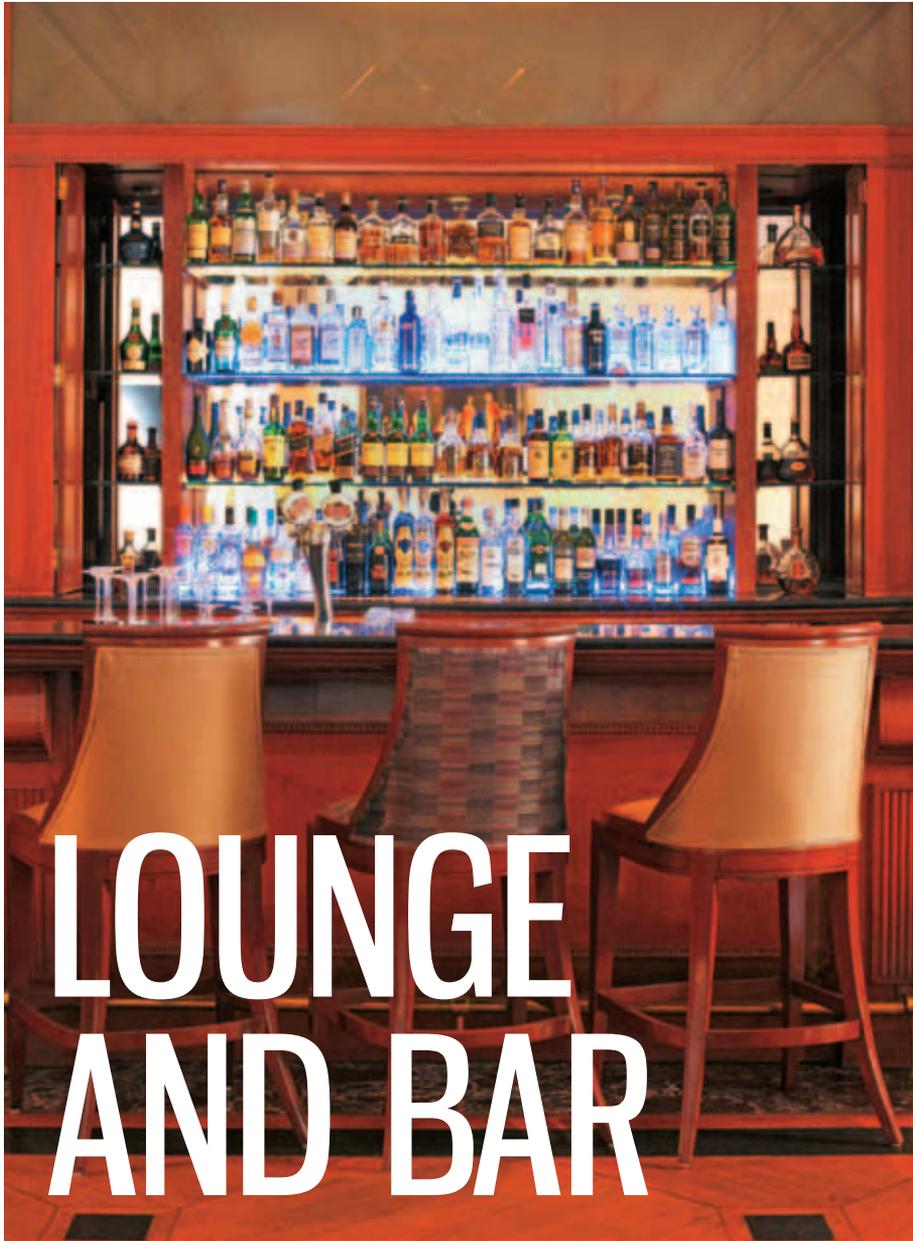
### **Destination: Bordeaux**

A historic city in full revival, cosmopolitan Bordeaux is full of attractions for attendees. Chief among these – and of great interest to Vinexpo visitors – is La Cité du Vin, a bold new architectural landmark that houses an extraordinary cultural facility devoted



to wine and culture. On permanent exhibit is “Wine Planets”, a tour showcasing the wealth of global wine talent and terroirs, and reflecting products presented at Vinexpo, one of the museum's builder patrons.

Tram service from the exhibition hall to Bordeaux's town center provides direct access, in just 15 minutes, to a wide array of other historic, cultural and gastronomic attractions. Highlights include the 17-arch Pont de Pierre bridge, Public Gardens, the neoclassical Grand Theatre, and numerous museums. There are great streets for strolling and gathering – the chic Cours de l'Intendance, trendy bar- and restaurant-lined Saint-Pierre, and the bohemian les Chartrons. Bordeaux is featured on the UNESCO World Heritage List for the “outstanding urban and architectural ensemble” of its historic center. Venturing beyond the city, visitors can tour the world's second-largest wine-growing region, whose legendary vineyards include, among others, Canon Fronsac, Saint Emilion, Médoc, Graves and Sauternes. 🍷



# LOUNGE AND BAR

The experience of picking up exclusive and premium brands would leave you yearning for more. The sophisticated lounge would be too hard to skip without an evening cocktail.

While there are many ways to relax at the end of the day, an experience worth savouring is an evening spent at the Lounge and Bar. Offering a delightful and chic experience that is unrivalled by other lounge, it offers an easy environment that pulls you in and leaves you feeling satiated. Based on colonial theme, the bar has a unique and rare collection of ancient paintings.

Besides, the bar organises theme nights like Milonga nights where Tango dancers and teaching experts give opportunity to the guests to learn this dance form.

Overlooking the crystal waters of Eros Hotel's poolside, this sitting lounge offers an indoor seating arrangement that can accommodate up to 64 guests. It also offers a pleasant outdoor setting where one can marvel at the exceptional and pristine

poolside. Set up near a spectacular and elegant landscaped garden, the delightful ambiance is accompanied by a service that is impeccable and customised to meet any demand or need. The Lounge and Bar also comes with special evenings and special moments that are reserved for all the ladies. Every week it offers a relaxing evening outing complete with delightful delicacies as well as free flowing cocktails.

Providing an exquisite blend of cocktails and delightful wine collections, Lounge and Bar balances the experience with a variety of appetising snacks, ensuring that no part of the evening is left wanting. The Lounge and Bar also offers live music and entertainment with its delectable treats. Standing as one of the premier lounges, it offers the guests a choice between a tasteful selection of extensive wine collection or a thrilling adventure in the form of a deliciously flavoured cocktail.

Amrodtini, which is Vodka based cocktail with hint of burnt cumin gives local flavour to make it more popular. The bar also serves Hawaiian Sangrias, Fruit Sangrias, and Flavoured Margaritas. Time to time the bar organises beverage promotion. Also, special menus are designed for New Year and Christmas as well. 🍷

**Toprit Saifi**



# India Bistro

- a delicious desi tadka for epicurean Delhi-ites, opens its doors in upscale Chanakyapuri

**F**oodlink Restaurants (India) Pvt. Ltd. - a pioneer in the catering and restaurant industry announced the launch of its contemporary restaurant India Bistro, a quality driven eatery serving delectable and authentic Indian cuisine in a refreshing modern avatar.

With an expertise built on catering high end events for decades, the team of talented chefs at India Bistro traversed the length and breadth of the country to create a distinct menu which blends modern elements seamlessly into the best of Indian culture. Chefs at India Bistro are amping it up by mixing science with food, coupled with theatrical presentations to create a spectacular dining experience.

Speaking on the occasion, Sanjay Vazirani- MD & CEO, Foodlink Restaurants (India) Pvt. Ltd. said "This is our flagship restaurant in the capital after two immensely successful outlets in Mumbai. Delhi has an exceedingly vibrant and robust food and nightlife scene. It has an eclectic mix of people who are well-travelled and yet Desi at heart. It is also home to many expats who love to experiment with Indian cuisine. India Bistro has a thoughtfully curated menu with traditional dishes and drinks presented in a contemporary style to effectively



cater to restaurant goers in the city. We want to create a niche, with memorable dining experiences, warm hospitality and wonderful flavours."

A celebration of diversity and flavours, India Bistro appeals to those who love traditional Amritsari chhole kulchas just as much as those who would savour an inventive Panko crusted Jodhpuri Chilli. To satiate varied taste buds, the menu comprises Tandoor Grilled Stuffed Bombay Potatoes, Firangi Chicken, Murgh Chandi Tikka, Railway Mutton Curry, the

Traditional Paneer Makhani, Hinglish Bhaji, Matka Mutton, Fish Rahra Masala, Kerala Vegetable Stew, Desi Fish 'n' Chips and much more. The restaurant also offers an assortment of healthy breads such as appams and multigrain rotis in addition to the classic naans & parathas. You simply cannot miss the innovative Indian cuisine that truly satisfies the palate of most demanding guests always on the lookout for novel experiences!

The innovation extends well beyond the kitchen with bartenders' skillful use of finest ingredients blended into a range of interesting thirst-quenchers. From a zesty Pacific (served in a Tiki glass), Kala Khatta Mojito to a sweet Rose Roz (served in a traditional chalice) and the unique Coconut Lychee Mocker, the signature cocktails and mocktails are delightful pick-me-ups sure to help you kick back and relax after a long day.

**Location:** Ground floor, Hotel Diplomat, Chanakyapuri, New Delhi

**Operating Hours:** Open all 7 days from 7.30 am to 11.30 pm (including breakfast from 7:30 am to 10: 30 am and high tea at 4 pm - 7 pm)

**Meal for Two:** ₹1,200 (without alcohol), ₹2,000 (with alcohol) 🍷

- Toprit Saifi





## Delhi Duty Free Alcobev Products

Brand/Article	RSP	Mechanics
JW Blue Label 1ltr100CL	258	Buy 1 Get Blue Label 20CL Free or 10% Off
JW Blue Magnum175CL	470	
JW Blue Label-TheCasks Edition100CL	328	
JW Blue Label Glimpse 100CL100CL	258	
JW Blue Delhi Skyline100CL	258	
JW Blue Label Alfred Dunhill100CL(LE)	258	
John Walker & Son XR21 YO100CL	178	
JW Blue Label20CL	69	

Brand/Article	RSP	Mechanics
JW Black Label 100 CL	40	PROMOTION: BUY JW Worth \$89 get 20% OFF or Gift With Purchase Buy Any 2 Save 20% or Gift With Purchase
JW Double Black 40%100CL	49	
JW Double Black Shadow2100CL	49	
JW Island Green100CL	60	
JW Select Cask 10Yo Rye Cask100CL	52	
JW Gold Label Resv Bullion-2100CL	70	
JW Gold Reserve100CL(DL)	60	
JW Platinum Label 75 CL	75	
JW Platinum Label100CL	112	
SINGLETON Signature 100 CL	47	

Brand/Article	RSP	Mechanics
The Singleton GlenOrd -Liberte	63	PROMOTION: BUY JW Worth \$89 get 20% OFF or Gift With PurchaseBuy Any 2 Save 20% or Gift With Purchase
The Singleton GlenOrd -Trinite	90	
Singleton Artisan	163	
Oban Little Bay 100CL	90	
Talisker Skye	72	
Talisker Dark Storm	83	
Ciroc French Vodka	48	
Ciroc Coconut	48	
Ciroc Red Berry	48	
FREE GIFT JW Black/DBL Bstrolley		
JW Black Label 100 CL	40	Buy 2 get a Gift With Purchase -(PROMOTION: BUY JW \$80 and get a Gift With Purchase)
FREE GIFT JW Black/DBL Bstrolley		
JW Black Label 100 CL	40	PROMOTION: BUY JW Worth \$80 get 20% OFF or Gift With Purchase Buy Any 2 Save 20% or Gift With Purchase
JW Double Black 40%100CL	49	
JW Double Black Shadow2100CL	49	
JW Island Green100CL	60	
JW Select Cask 10Yo Rye Cask100CL	52	
JW Gold Label Resv Bullion-2100CL	70	
JW Gold Reserve100CL(DL)	60	
JW Platinum Label 75 CL	75	
JW Platinum Label100CL	112	
SINGLETON Signature 100 CL	47	
The Singleton GlenOrd -Liberte	63	PROMOTION: BUY JW Worth \$80 get 20% OFF or Gift With Purchase Buy Any 2 Save 20% or Gift With Purchase
The Singleton GlenOrd -Trinite	90	
Singleton Artisan	163	
Oban Little Bay 100CL	90	
Talisker Skye	72	
Talisker Dark Storm	83	
Ciroc French Vodka	48	
Ciroc Coconut	48	
Ciroc Red Berry	48	
FREE GIFT JW Black/DBL Bstrolley		

Brand/Article	RSP	Mechanics
JW Red Label 100 CL	22	Buy Any 3 Get 1 Free
JW Red Export Blend 45.8% ABV100CL(LE)	22	
JW The Adventure 100 CL	30	
JW Red Label 100 CL	22	Buy Any 2 get \$4 or a Gift With Purchase
JW Red Export Blend 45.8% ABV100CL(LE)	22	
JW The Adventure 100 CL	30	
FREE GIFT JW STANDARD CABIN BAG		
Oban 14YO	77	Buy 2 get a Gift With Purchase
Talisker 10YO	58	
Lagavulin 16YO	97	
FREE GIFT JW STANDARD CABIN BAG		Buy Any 2 Save 10%
100 Pipers100CL	18	
Passport100CL	18	
Kahlua100CL	24	
Malibu100CL	22	
Beefeater100CL	19	Buy Any 2 Get Any 1 Bag Free or Save 10%
Jameson 100CL	32	
FREE GIFT Jameson Sling BagBag		
FREE GIFT Jameson Laptop BagLaptop Skin Bag Bonded		Buy (Royal Salut + Mumm) for \$150
Royal Salute 21YO IBC7OCL	133	
Mumm Cordon Rouge75CL	51	Ballantines finest + Ballantines 12 YO at \$50 or bag
Ballantines Finest100CL	22	
Ballantines Gold 12YO100CL	37	Buy any 1 get Gift With Purchase(Martell Cabin Bag)
FREE GIFTBallantine ShlderBag Shoulder Bag		
Martell VSOP100CL	80	Buy 1 Save 10% or bag
FREE GIFT Martell Bag		
Ballantines Finest200CL	42	Buy any 2 get \$5 off or bag free
FREE GIFTBallantine ShlderBag Shoulder Bag		
Ballantines Finest100CL	22	
Ballantines Finest Tin Pack100CL(LE)	22	Buy any 2 get \$5 off or bag free
FREE GIFTBallantine ShlderBag Shoulder Bag		

Brand/Article	RSP	Mechanics
Royal Salute 21YO IBC70CL	133	Buy any 1 get 2 bottles of 5CL free + (10% or Bag)
Royal Salute Eternal Reserve70CL	180	
Royal Salute 38YO stoneofDest50CL	399	
Royal Salute Diamond Tribute70CL	288	
Royal Salute 21YO IBC100CL	183	
Royal Salute 21 YO 5CL	14	
FREE GIFT TGL Premium Bag		
FREE GIFT Chivas 18 Bag		
FREE GIFT Royal Salute Bag		
Chivas Regal 18 YO175CL	190	
Chivas Regal 18 YO20CL	23	
FREE GIFT Chivas 18 Bag		
FREE GIFT Royal Salute Bag		
Ballantines 30YO70CL	383	Buy Any 1 Get 10% or Gift With Purchase
Ballantines 21YO 70 CL	122	
The Glenlivet 21YO IBC70CL	215	
The Glenlivet MDR -Small Batch100CL	111	
Chivas 18 Cask Collection	128	
The Glenlivet Nadurra Oloroso	90	
The Glenlivet Cipher Malt	120	
The Glenlivet NadurraFirstFill	85	
Aberlour 18 YO70CL	115	
Jameson Gold Reserve IBC	93	
The Glenlivet 25YO IBC70CL	380	
The Glenlivet 18YO IBC100CL	130	
Chivas Regal 25YO	315	
Martell Cordon Bleu70CL	160	
Martell Extra Creation70CL(ADL)	580	
Martell XO70CL	193	
FREE GIFT Chivas Regal Trolley Bonded		
FREE GIFT TGL Premium Bag		
FREE GIFT Royal Salute Bag		
FREE GIFT Chivas 18 Bag		

Brand/Article	RSP	Mechanics
Chivas Regal Extra Scotch 43%	54	PROMOTION: BUY Worth \$89 get 20% OFF or Gift With Purchase Buy Any 2 Save 20% or 1 -Gift With Purchase
Chivas 18YO IBC75CL	77	
Chivas Brothers Blend 100CL	49	
Martell VS	51	
The Glenlivet MDR SoleraVetted100CL	73	
Aberlour A'Bunadh IBC70CL	85	
Ballantines 17YO	73	
Aberlour 16 YO Double Cask100CL	75	
Scapa Skiren Malt 70CL	68	
The Glenlivet 15YO IBC100CL	81	
Chivas Regal 2015 Lstn Tin	40	
Chivas 18 Pinnifarina	77	
Mumm Cordon Rouge75CL	51	
Ballantines Gold 12YO100CL	37	
Absolut Elyx100CL	59	
Chivas Regal 12YO 100CL	40	
The Glenlivet MDR100CL	53	
The Glenlivet 12YO Can.	51	
Aberlour 12 YO Double Cask - 100CL	60	
The Glenlivet Founders Reserve	48	
FREE GIFT Chivas Regal Trolley Bonded		
FREE GIFT Royal Salute Bag		
FREE GIFT TGL Premium Bag		
FREE GIFT Chivas Extra		
FREE GIFT Chivas 18 Bag		
FREE GIFT Chivas Generic Bag		
FREE GIFT Martell Bag		
Chivas Regal 12YO200CL	80	
Chivas Regal 12 YO Cabin Bag2X100CL	80	
FREE GIFT Chivas Generic Bag		
FREE GIFT TGL Premium Bag		
FREE GIFT Chivas Regal TrolleyBag (Bonded)		

Brand/Article	RSP	Mechanics
Chivas Regal 12YO200CL	80	Buy Any 1 Get 20% off Or Bag Free
Chivas Regal 12 YO Cabin Bag2X100CL	80	
FREE GIFT Chivas Generic Bag		
FREE GIFT TGL Premium Bag		
FREE GIFT Chivas Regal TrolleyBag (Bonded)		
Chivas Regal Extra Scotch 43%	54	PROMOTION: BUY Worth \$80 get 20% OFF or Gift With Purchase Buy Any 2 Save 20% or 1- Gift With Purchase
Chivas 18YO IBC75CL	77	
Chivas Brothers Blend 100CL	49	
Martell VS	51	
The Glenlivet MDR SoleraVetted100CL	73	
Aberlour A'Bunadh IBC70CL	85	
Ballantines 17YO	73	
Aberlour 16 YO Double Cask100CL	75	
Scapa Skiren Malt 70CL	68	
The Glenlivet 15YO IBC100CL	81	
Chivas Regal 2015 Lstn Tin	40	
Chivas 18 Pinnifarina	77	
Mumm Cordon Rouge75CL	51	
Ballantines Gold 12YO100CL	37	
Absolut Elyx100CL	59	
Chivas Regal 12YO 100CL	40	
The Glenlivet MDR100CL	53	
The Glenlivet 12YO Can.	51	
Aberlour 12 YO Double Cask - 100CL	60	
The Glenlivet Founders Reserve	48	
Chivas Regal 18 YO20CL	23	
FREE GIFT Chivas Regal Trolley Bonded		
FREE GIFT Royal Salute Bag		
FREE GIFT TGL Premium Bag		
FREE GIFT Chivas Extra		
FREE GIFT Chivas 18 Bag		
FREE GIFT Chivas Generic Bag		
FREE GIFT Martell Bag		

Brand/Article	RSP	Mechanics
Glenmorangie Signet75CL (LS)	200	Buy Any 1 Save \$15 Or Get Bag Free
FREE GIFT Hennessy VSOP/XO BagBag		
Glenmorangie 25YO75cl (LS)	587	Buy Any 1 Save 10% Or Get Bag Free
FREE GIFT Hennessy VSOP/XO BagBag		
Hennessy XO70CL	210	Save \$20 OR Strolley on purchase of Single btl
FREE GIFT Hennessy VSOP/XO BagBag		
Glenmorangie 18YO75CL (LS)	143	Save \$12 OR a travel bag free
FREE GIFT Belvedere Laptop Bag		
Belvedere Pure100CL	54	Buy 1 Save \$5
Belvedere Cytrus100CL	55	
Belvedere Intense100CL	66	
Belvedre Pure W/ Cap175CL	95	Save \$12 OR Travel bag
FREE GIFT Belvedere Laptop Bag		
Hennessy VS100CL	54	But One each of Hennessy VS + VSOP : Save \$20 or Strolley
Hennessy VSOP100CL	88	
FREE GIFT Hennessy VSOP/XO BagBag		
Glenmorangie Original 10YO100CL	60	Buy Any 2 Save \$15 Off Or Bag Free
Glenmorangie Duthac100CL (LS)	91	
Glenmorangie Tayne 100CL	70	
Ardbeg Uigeadail70cl	98	
Ardbeg100CL	69	
Hennessy VS100CL	54	
Hennessy VSOP100CL	88	
Belvedere Intense100CL	66	
Belvedere Pure100CL	54	
Belvedere Cytrus100CL	55	
FREE GIFT Belvedere Laptop Bag		

Brand/Article	RSP	Mechanics
Moet & Chandon Brut Imperial75CL	58	Buy Any 2 Get 10% Off
Moet & Chandon Brut Imperial150CL	130	
Moet & Chandon Rose Imperial75CL	75	
Moet & Chandon Rose Vintage75CL	99	
VCP Yellow Label Brut75CL	65	Buy Any 2 Get 10% Off
VCP Yellow Label NV Rose75CL	86	
FREE GIFT Belvedere Laptop Bag		
Glenmorangie Original 10YO100CL	60	Buy Any 3 Get 1 Free
Belvedere Pure100CL	54	
Hennessy VS100CL	54	
Hennessy Richard70cl	3920	Hennessy Richard + Hennessy XO 70cl at USD 3500
Hennessy XO70CL	210	
Hennessy Paradis Extra70CL	950	Hennessy Paradis Extra + Hennessy XO 70cl at USD 950
Hennessy XO70CL	210	
Hennessy Paradis Extra70CL	950	Buy 1 Get 10% Off
Hennessy VSOP100CL	88	Buy 2 Get \$20 Off or get strolley free
FREE GIFT Hennessy VSOP/XO BagBag		
Belvedere Intense100CL	66	Buy Any 4 Get Bag Free
Belvedere Pure100CL	54	
Belvedere Cytrus100CL	55	
FREE GIFT Hennessy VSOP/XO BagBag		
Glenmorangie Original 10YO100CL	60	Buy 4 Get 20% Off
Belvedere Pure100CL	54	Buy 4 Get 20% Off
Glenmorangie Original 10YO100CL	60	Buy 6 Get 25% Off
Belvedere Pure100CL	54	Buy 6 Get 25% Off
Glenmorangie Original 10YO100CL	60	Buy 3 Get 1 Free
Belvedere Pure100CL	54	Buy 3 Get 1 Free
Macallan Select Oak100CL	77	Buy 1 Get Bag Free
FREE GIFT Macallan Hand Bag		

Brand/Article	RSP	Mechanics
Macallan Estate Reserve70CL	268	Buy Any 1 Get Bag Free
Macallan Oscuro70CL	880	
Macallan Whisky Maker's Editn70CL	145	
FREE GIFT Macallan Hand Bag		Buy any 1 get a Bag Free
Highland Park Vintage1990/199170CL (DL)	180	
Highland Park Loki 48.7%70CL(LE)	275	
Highland Park Leif Eriksson70CL(DL)	102	
Highland Park Harld 40%70CL(DL)	110	Buy any 1 get a Bag Free
FREE GIFT Highland Hand Bag		
Highland Park Svein 40%100CL	50	Buy Any 1 Get Bag Free
Highland Park Einar 40%100CL	68	
FREE GIFT Highland Hand Bag		
The Famous Grouse 100 CL	22	Buy any 2 get 10% off
Famous Grouse Smoky Black	30	
The Black Grouse Alpha Editn	48	
The Famous Grouse 16YSpIEdt40%	100	
The Famous Grouse 12YO	42	
Cutty Sark Original IND GX2011	20	
Cutty Sark Storm 40%	30	
Cutty Sark Prohibition 50% GX	48	
Cutty Sark 18yo 40%70CL	80	
The Famous Grouse 12YO	42	
The Famous Grouse 16YSpIEdt40%	100	Buy 2 get \$8 off
Six Isles Blended Malt70CL	48	Buy 2 get \$25 off
Shieldaig Speyside Single Malt100CL	48	
FREE GIFT Sling BagBag		

Brand/Article	RSP	Mechanics
King Robert II Deluxe Scotch100CL	22	Buy 2 Get Bag Free
FREE GIFT King Robert Backpack		
King Robert II Deluxe Scotch2X100CL	42	Buy 1 Get Bag Free
FREE GIFT King Robert Backpack		
Smokehead Extra Rare100CL	64	Buy Any 1 Get Bag Free
Smokehead Rock Edition100CL	82	
Glengoyne 12yo cask strength100CL	80	
Glengoyne 15YO100CL	88	
Glengoyne Highland SMW 18 YO7OCL	115	
FREE GIFT Duffle Bag		
Smokehead Extra Rare100CL	64	
Smokehead Rock Edition100CL	82	
Glengoyne 12yo cask strength100CL	80	Buy Any 2 Get Bag Free
Glengoyne 15YO100CL	88	
Glengoyne Highland SMW 18 YO7OCL	115	
FREE GIFT Trolley BagBag		
Whyte & Mackay Special100CL	21	Buy 2 Save \$5
Dalmore 15 YO100CL (LS)	100	Buy Any 2 Get 10% off
The Dalmore Valour100CL (LS)	87	
Dalmore Highland Malt 12YO100CL (LS)	79	
Jura Superstition Single Malt100CL (LS)	69	
Jura Single Malt 10YO100CL (LS)	53	
Jura Single Malt Scotch 16YO100CL (LS)	100	
Jura Turas - Mara100CL (LS)	79	
Dalmore 18 YO7OCL (LS)	166	
Dalmore Cigar Malt100CL (LS)	125	Buy 1 Save \$10
Dalmore King Alexander III7OCL (LS)	229	Buy 1 Save \$15
Jura 21YO Single Malt7OCL (LS)	206	Buy 1 Save \$15
Jura Prophecy SingleMaltWhisky100CL (LS)	105	Buy 1 Save \$10

Brand/Article	RSP	Mechanics
Dalmore 18 YO7OCL (LS)	166	Buy Any 2 Get Bag Free and Save \$20
Dalmore Cigar Malt100CL (LS)	125	
Dalmore King Alexander III7OCL (LS)	229	
Jura 21YO Single Malt7OCL (LS)	206	
Jura Prophecy SingleMaltWhisky100CL (LS)	105	
FREE GIFT Dalmore Trolley BagDalmore Trolley Bag		Buy Any 2 Save \$20(if Bag NA)
Dalmore 18 YO7OCL (LS)	166	
Dalmore Cigar Malt100CL (LS)	125	
Dalmore King Alexander III7OCL (LS)	229	Buy Any 2 Save \$20 (if Bag NA)
Jura 21YO Single Malt7OCL (LS)	206	
Jura Prophecy SingleMaltWhisky100CL (LS)	105	
FREE GIFT Dalmore Trolley BagDalmore Trolley Bag		
Dalmore 15 YO100CL (LS)	100	Buy Any 2 Get Bag Free and Save 10%
The Dalmore Valour100CL (LS)	87	
Dalmore Highland Malt 12YO100CL (LS)	79	
Jura Superstition Single Malt100CL (LS)	69	
Jura Single Malt 10YO100CL (LS)	53	
Jura Single Malt Scotch 16YO100CL (LS)	100	
Jura Turas - Mara100CL (LS)	79	
FREE GIFT Dalmore Trolley BagDalmore Trolley Bag		
Dalmore 15 YO100CL (LS)	100	Buy Any 2 and Save 10%(If Bag NA)
The Dalmore Valour100CL (LS)	87	
Dalmore Highland Malt 12YO100CL (LS)	79	
Jura Superstition Single Malt100CL (LS)	69	
Jura Single Malt 10YO100CL (LS)	53	
Jura Single Malt Scotch 16YO100CL (LS)	100	

Brand/Article	RSP	Mechanics
Jura Turas - Maral00CL (LS)	79	Buy Any 2 and Save 10% (If Bag NA)
FREE GIFT Dalmore Trolley Bag		
Dewars 12YO100CL	40	Buy any 2 get any 1 Trolley Bag free
Dewars 15YO100CL	50	
Dewars 18YO100CL	100	
Aberfeldy 12YO Sp100CL	59	
Royal Brackla 12100CL	89	
Royal Brackla 16 70CL	130	
Glen Deveron 16YO100CL	78	
Glen Deveron 20 YO100CL	125	
Dewars 18YO100CL	100	
Otard VSOP100CL	70	
Aberfeldy 18 YO100CL	125	
Grey Goose Original Usg100CL	56	
Grey Goose Citrus100CL	56	
Grey Goose Original175CL	99	
Grey Goose VX100CL	120	
Grey Goose Ducasse70CL	100	
FREE GIFT Otard Trolley Bag		
FREE GIFT Dewars Trolley		
Free Gift Dewar/Es Transactional Trolley bag		
Aberfeldy 12YO Sp100CL	59	Buy Any 1 Get Bag Free
Royal Brackla 12100CL	89	
Royal Brackla 16 70CL	130	
Glen Deveron 16YO100CL	78	
Glen Deveron 20 YO100CL	125	
Dewars 18YO100CL	100	
Aberfeldy 18 YO100CL	125	
Dewar's 12yo Twin Shoulder Bag2X100CL	80	
Free Gift Dewar/Es Transactional Trolley bag		
Dewars 12YO100CL	40	Buy Any 2 Get 15% Off
Dewars 15YO100CL	50	
Dewars White Label100CL	22	
William Lawson100CL	19	
William Lawson13 Year100CL	27	

Brand/Article	RSP	Mechanics
Dewars Signature75CL	190	Buy Any 1 Get Bag Free
Dewars Ne plus Ultra 30 YO70CL	500	
Aberfeldy 21YO IBC75CL	211	
Royal Brackla 2170CL	230	
Glen Deveron 30 YO70CL	450	
Aberfeldy 28 Year75CL	450	
Otard XO70CL	150	
FREE GIFT Otard Trolley Bag		
FREE GIFT Dewars Trolley		
Grey Goose Original Usg100CL	56	Buy any 2 Grey Goose Original / Flavours Get GG Travel Bag free
Grey Goose Citrus100CL	56	
Grey Goose Original175CL	99	
Grey Goose VX100CL	120	
Grey Goose Ducasse70CL	100	
Free Gift Grey Goose Trolley á		
FREE GIFT Grey Goose Bag		
Grey Goose Original Usg100CL	56	Buy 1 VX/Ducasse + GG 100cl Get a trolley Bag free
Grey Goose Citrus100CL	56	
Grey Goose Original175CL	99	
Grey Goose VX100CL	120	
Grey Goose Ducasse70CL	100	
Free Gift Grey Goose Trolley á		
FREE GIFT Grey Goose Bag		Buy 3 Get Bag Free
Grey Goose Original Usg100CL	56	
Free Gift Grey Goose Trolley á		
Bacardi Limon Gex100CL	21	Buy Any 2 save 15%
Bacardi Mojito100CL	22	
Bacardi Cocktail Daiquiri100CL	22	Buy 2 Get Gift Free
Bacardi Superior100CL	21	
Bacardi Black/ Carta Negra100CL	27	
Bacardi Gold / Carta ORO100CL	25	
Bacardi Oakheart100CL	25	
Bacardi Gran Reserva Maestro Del Ron 100CL	29	
FREE GIFT Bacardi		

Brand/Article	RSP	Mechanics
Bacardi 8YO10OCL	40	Buy 1 Get Gift Free
FREE GIFT Bacardi		
Dewar's 12yo Twin Shoulder Bag2X10OCL	80	Buy 1 Get 12% Off
Jack Daniel'S10OCL	35	Buy Any 2 Get Bag Free (on POS -Spend \$81 and Get Bag Free)
Gentleman Jack10OCL	46	
Jack Daniels Single Barrel75CL	57	
Jack Daniel'S Honey10OCL	37	
JD Single Barrel Select75CL	65	
FREE GIFT JD Stroller Bag		
Jack Daniel's Sinatra Select10OCL	162	
Jack Daniel'S No.27 Gold7OCL	99	
FREE GIFT JD Stroller Bag		
Russian Std Vodka Original10OCL	21	Buy 1 Save 10%
Russian Standard Gold10OCL	31	Buy 1 Save 15%
Russian Std Vodka Platinum10OCL	36	Buy 1 Save 20%
Remy Martin Cellar Master 1610OCL	76	Buy 1 Save \$4
Remy Martin Cellar Master 2810OCL	261	Buy 1 Save \$10
Cointreau 40%10OCL	37	Buy 1 Save \$2
Cointreau Noir7OCL	43	
Cointreau Blood Orange7OCL	37	
Piper Heidsieck Brut Rose Sauv75CL	69	Buy 1 Save 10%
Piper Heidsieck Brut75CL	61	
Courvoisier XO7OCL(DL)	160	Buy 1 Save \$25
Sauza Gold Tequila10OCL	23	Buy Any 2 Save \$4
Sauza Silver Tequila10OCL	23	
Teacher's Highland Cream10OCL	21	Buy 2 Save \$4 and get a Foldable bag free
FREE GIFT Teacher's OvernightCollapsible		
Jim Beam Ky Dram Exclu10OCL	42	Buy any 2 and get 10 % Off and a Foldable Bag Free
Knob Creek Bourbon7OCL	55	
JB Signature Craft7OCL	36	
Jim Beam Black10OCL	29	
Jim Beam White10OCL	22	
FREE GIFT Teacher's OvernightCollapsible		

Brand/Article	RSP	Mechanics
Auchentoshan Springwood10OCL	55	Buy any 2 get 15% Off And a Duffle Bag Free
Auchentoshan Heartwood10OCL	70	
Bowmore Black Rock 10OCL	69	
Bowmore Gold Reef10OCL	85	
Laphroaig 10YO10OCL (LS)	68	
Laphroaig Quarter Cask10OCL	79	
Laphroaig Select7OCL	60	
Ardmore Triplewood10OCL (LS)	70	
FREE GIFT Generic Overnight		
Jim Beam Devil'S Cut10OCL(DL)	49	
Teacher's 25YO7OCL(DL)	289	Buy 1 Get 50% Off
William Grant's Family Reserve10OCL	19	Buy 2 get 1 Free
William Grant's Family Reserve10OCL	19	Buy 2 Save \$5
Glenfiddich Select Cask10OCL	59	Buy Any 2 Get 10% Off
Glenfiddich Reserve Cask10OCL	76	
Glenfiddich Vintage Cask7OCL	110	Buy 1 Get \$12 Off
Tullamore Dew Irish whiskey10OCL	25	Buy 1 Get 10% Off
Glenfiddich 18YO SML BATCH RSV7OCL	95	Buy 1 Get Any 1 -2OCL Free
Glenfiddich 25 Yr7OCL (LS)	435	
Glenfiddich 19YO-AOD I(Madeira Cask) 7OCL	140	
Glenfiddich 19YO-AOD II(Bourbon Cask) 7OCL	140	
Glenfiddich 19YO-AOD III(Red Wine Cask) 7OCL	140	
Glenfiddich 21 YO Gran Rsr7OCL(DL)	174	
Glenfiddich Select Cask2OCL	20	
Glenfiddich Reserve Cask2OCL	22	
Glenfiddich 18 Yo2OCL	27	Buy 2 Get Gift Free
Monkey Shoulder 10OCL10OCL	46	
FREE GIFT William Grants Bag		

Brand/Article	RSP	Mechanics
Drambuie Original100CL	39	Buy Any 2 Save \$5
Drambuie 15 Yo100CL(DL)	60	
Roberto Cavali Ultra Premium100CL	56	Buy 1 Get Gift With Purchase Free
Roberto Cavalli Vodka Orange100CL	60	
Roberto Cavalli VodkaRosemarry100CL	60	
Roberto Cavali Ultra Premium150CL	110	
FREE GIFT Glass		
Bunnahabhain 12Yo Mini5CL(DL)	6	Buy 1 Get 1 Free
The Famous Grouse Finest5CL(DL)	5	Buy 1 Get 1 Free
Cutty Sark Original5CL(DL)	4	Buy 1 Get 1 Free
Chivas Regal 12 YO5CL(DL)	10	Buy 1 Get 1 Free
Beefeaters Gin5CL(DL)	4	Buy 1 Get 1 Free
Grants Family Reserve5CL(DL)	3	Buy 1 Get 1 Free
Hendrick's5CL(DL)	8	Buy 1 Get 1 Free
JW Black Label5CL(DL)	10	Buy 1 Get 1 Free
Smirnoff Red5CL(DL)	4	Buy 1 Get 1 Free
Baileys Original5CL(DL)	6	Buy 1 Get 1 Free
Gordons Dry Gin5CL(DL)	5	Buy 1 Get 1 Free
J&B Rare5CL(DL)	4	Buy 1 Get 1 Free
JW Red Label5CL(DL)	4	Buy 1 Get 1 Free
Dewar's White Label5CL(DL)	5	Buy 1 Get 1 Free
Dewar's Special Reserve 12 YO5CL(DL)	8	Buy 1 Get 1 Free
Bacardi Superior5CL(DL)	5	Buy 1 Get 1 Free
King Robert II Finest Scotch100CL(DL)	20	Buy 1 Get 50% Off
King Robert White Rum100CL(DL)	18	Buy 1 Get 50% Off
King Robert Vodka100CL(DL)	18	Buy 1 Get 50% Off
Finlandia Platinum100CL(DL)	60	Buy 1 Get 50% Off
Danzka Vodka Blue100CL(DL)	32	Buy 1 Get 50% Off
Gautier XO Gold & Blue70CL(DL)	250	Buy 1 Get 50% Off
Hardys Stamp Chard Sem75CL(DL)	14	Buy 1 Get 50% Off
Hardys Riddle Chardonnay75CL(DL)	14	Buy 1 Get 50% Off

Brand/Article	RSP	Mechanics
Ginseng Vodka70CL(DL)	50	Buy 1 Get 50% Off
Dirty Hussy Blended Whisky100CL(DL)	25	Buy 1 Get 50% Off
Matarromera Ribera CrianzaDel Duro 75CL(DL)	71	Buy 1 Get 50% Off
Matarromera Ribera ReservaDel Duro 75CL(DL)	120	Buy 1 Get 50% Off
Sauvignon BlancPuertoViejo 201175CL(DL)	25	Buy 1 Get 50% Off
Syrah Cabernet Sauvignon 2010Toro De Piedra 75CL(DL)	38	Buy 1 Get 50% Off
Matarromera Prestigio 75CL(DL)	185	Buy 1 Get 50% Off
Jack Daniel'S No.27 Gold70CL	99	Buy 1 Get 50% Off
Tigre Blanc Vodka -Premium Dst75CL(DL)	80	Buy 1 Get 50% Off
Tigre Blanc Vodka-Classic100CL(DL)	60	Buy 1 Get 50% Off
JW SPICE ROAD20CL	15	Buy 1 Get 50% Off
HAIG CLUB 70CL	62	Buy 1 Get 50% Off
Jim Barry Lodge Hill Riesling12.5%75CL(DL)	36	Buy 1 Get 50% Off
Chateau LaáHargue Blanc 2007AOC Bordeaux Blc 2007 75CL(DL)	30	Buy 1 Get 50% Off
Gato Negro Chardonnay13% 75CL(DL)	21	Buy 1 Get 50% Off
Villa Maria - Private BinMerlot Cabernet 13.5% 75CL(DL)	45	Buy 1 Get 50% Off
Peter Lehmann WildcardChardonnay Peter Leh75CL(DL)	20	Buy 1 Get 50% Off
Jose Cuervo 1800 Reposad75CL(DL)	54	Buy 1 Get 50% Off
Jose Cuervo 1800 Silver75CL(DL)	52	Buy 1 Get 50% Off
Louis Lat Macon Villa75CL (DL)	28	Buy 1 Get 50% Off
Bouchard Puligny Montrch75CL (DL)	90	Buy 1 Get 50% Off
Jose Cuervo 1800 Silver75CL(DL)	52	Buy 1 Get 50% Off
Ravenswood V Blend Chardonnay75CL(DL)	26	Buy 1 Get 50% Off
Dr Loosen Riesling75CL(DL)	26	Buy 1 Get 50% Off
Highland Park Harld 40%70CL(DL)	110	Buy 1 Get 50% Off
Cutty Sark 18yo 40%70CL(DL)	80	Buy 1 Get 50% Off



★  
THE REAL XXX MATURED RUM





MAKE THE MOVE  
**KICK THE BORING**

