

WINE NEWS

to be more responsible consumers



MUMBAI

Editor : Sidd Banerji | Chief Adviser : Hans Raj Ahuja

For limited and private circulation only

5K Cr (650m) by 2026

Report by Indian Council for research on International Economic Relations,
on future of Alcohol demand in India



Rs 3.9 lakh Cr alcohol beverage market to grow at 6.8 pc: ICRJER. India is one of the fastest growing alcoholic beverages markets globally with an estimated market size of 52.5 billion dollars (about Rs 3.9 lakh Cr), as per Indian Council for Research on International Economic Relations (ICRIER). The market is expected to grow at a CAGR of 6.8% till 2023. ICRJER said over 70% of the growth in alcoholic beverages consumption in India in the next decade will be driven by the lower middle and upper middle-income groups, and there is a growing trend towards product premiumisation. The number of people consuming alcohol increased from 21.9 Cr in 2005 to 29.3 Cr in 2018 and is projected to increase to 38.6 Cr by 2030. The share of the upper-middle income group in alcohol consumption has increased steadily from 7% to 21% and is expected to increase to 44% by 2030. The governance and pricing models for alcoholic beverages vary widely across the states. The states, through their excise policies, control the entire supply chain of alcoholic beverages from manufacturing and distribution to registration and retail. ICRJER said there are frequent and ad-hoc changes in these policies, creating uncertainty and preventing manufacturers/distillers from planning their investment. Hence there is a need for adopting clear and predictable policies, developing data-driven models and technology interventions. - **Atul Khosla, Mumbai**

In midst of vineyards and rustic flavour around, wine's though slightest, tinge in the surrounding atmosphere, it's a dawn of different hue. **Soma Vine Village!!**

What an amazing work in last 6/7 years. Out of a barren land, the prestigious winery, proudly and confidently, reaching to their patrons, within Maharashtra today. The reputation already in the rise, thru their well attended quality wines, researchers and standardised by no other than the veteran wine personality to be reckoned with, the owner, **Pradeep Panch Patil** recently aided by his qualified, young and spirited son, **Omkar**, has been planned to go a long way. Promises are well expressed thru their expansions and innovations to improve quality and to increase quantity.

Added to their achievements in their perfect **Chennin Blanc, Shiraz, Cab. Sauv, Reisling and Chardonnays**, Somas have been taking long and confident strides, in **wine tourism**, as well. The only other wine producer, amongst just the few in the run to uphold the indispensable part of the industry.

A strong participation to reach the target, **5K Cr(650m) by 2026**.

- **Sidd, Editor**



CHAPTER- 8

The Jargon used in Wine Tasting



Vintage: Vintage in winemaking means the year in which the grapes were harvested. The vintage is generally mentioned on the front label. The date of bottling is mentioned on the back label.

Verticle and Horizontal Tasting: This has no relation to the verticle or horizontal position of the taster.

Vertical Tasting: Vertical wine tasting means different vintages of the same type and same varietal of wine from the same winery.

Horizontal Tasting: A horizontal tasting compares wines of the same varietal and style of the same vintage but different producers. Generally, the wines chosen are from the same region.

Acidity: Crispness or refreshing taste at the end of wine. Acidity is generally more commonly detected in white wines than red wines.

Astringency: Commonly associated with red wines. It can show increasing levels if you are consuming more wine. (So if you have had a couple of glasses of red wine, on the 3rd glass you may find more astringency so best is to keep quiet (difficult on 3rd glass but worth a try)

Balance: Balance is when a wine is smooth and easy on your palate. Different flavours should balance each other, for example, acid should balance against sweetness.

Body: Is referring to the weight of a wine in your mouth, how thin or thick does the wine feel in your mouth like the difference between a cola and a milkshake. (A little crude example but forthright to bring in focus the difference) Things that affect the body of a wine: grape varietals, alcohol content, and age of the wine.

Bright: It may seem as though bright is about sight, but it has to do mainly with how the wine tastes in your mouth. Similar to crispiness. (But some persons become bright after a too many and hence this term was coined.)

Corked: Sometimes the cork is bad and it leaves a musty flavour in the wine. If you have tasted cardboard during school days, then you can't miss identifying a corked wine. (I have experience in tasting cardboard, not corked wine—wrong to presume anything before reading till the end)

Earthy: This is used to describe wines that do not have "fruit-forward" flavours. So flavours such as soil and wet grass. These flavours are typically found in red wines.

Finish: This can also be referred to as the aftertaste a wine leaves in your mouth. The better quality wines tend to have a longer finish, that is rich, complex, and flavourful.

Flabby (Flat): Generally this the word we give to a wine that is lacking 'acidity'. The flat is a better-understood term, (I don't know why to complicate the simple words, as if wines are not complicated enough.)





RICE WINE & ITS BENEFITS

Rice wine is an alcoholic beverage fermented and distilled from rice, traditionally consumed in East Asia, Southeast Asia and Northeast India. Rice wine is made by the fermentation of rice starch that has been converted to sugars. Microbes are the source of the enzymes that convert the starches to sugar.

Rice wine is a traditional alcoholic beverage in many parts of Asia. It is produced by microbial fermentation of steamed rice with yeast and water. Different versions of this drink exist and they are locally known by different names; for instance: sake in Japan, makgeolli or takju in Korea and brem in Bali. Although rice wine has been introduced to many other countries through trade and globalization, research into its characteristics and health benefits is still predominantly conducted in the regions of its origin.

Rice wines are often sweet and sometimes spicy also, to know more about the wine taste its better to take look at the different types of the wines, like Chinese Rice Wines Shaoxing gives citric flavours, few rices wines are sweet and some are little spicy also.

Alcohol Percentage in Rice Wines are also more than that of the other wines, they normally range from 18-28%, whereas the other wines range from 10-20% of alcohol content in the wines.

Rice Wines are also beneficial for the body in different forms, if taken in less quantity it can also help in cases of cancer, also it has antioxidants which increases the immunity power, also it helps in fighting the bad bacteria in the body with helps in digestion.

List of the best and most popular varieties of rice wine in Asia:

- 1). Sake – Japan
- 2). Tapai or Brem – Indonesia / Bali
- 3). Tuak and Lihing-Malaysia
- 4). Makgeolli – Korea
- 5). Lao Lao – Laos
- 6). Shaoxing Wine – China
- 7). Handia – India
- 8). Rượu cần – Vietnam

Although rice wine is purported to have many recognizable health benefits, medical experts also warn that using rice wine as a home remedy can sometimes have a detrimental effect.

Source: Abkari Times, Wikipedia, michaelrucker.com, kayak.co.in

rice wine



Wine World Journey - Sidd Banerji (Editor)

My days in the Wine World...



(A layman's narratives, how he entered, experienced and got enchanted, mesmerized and committed to the noble beverage.)

Milan press lunch, late '80s

My first encounter with foreign wine, and that was red with roasted, well done, soft and succulent Turkey. Though I don't recall the label details, I carry the enchantment of my first encounter. A very sweet, often repeated story, of the beginning of my journey with wine.

On aircraft while travelling to West. '2001

Soon after my weeklong Tahiti trip, I experienced a strange physical condition which got me weak but not inactive, in different to what's happening around but not lazy, for almost a fortnight. Finally after few rudimentary rests, our family doctor suggested red wine on board, as was to be away soon for a week, on a business trip to Basel, Switzerland. I follow my doctors, generally, like a good boy. This time I followed him more sincerely. I had few French wines, reds, and Italian Prosecos. I've since then, never looked back on that peculiar and confusing physical weakness, though painless. While on flight and thereafter amidst Europeans mostly, wine took my care. I was born a wine fan. For the first time I experienced, wine's contribution in making foods more enjoyable. It was always a positive contribution first, right within my mouth AND then the comfortable ease felt inside too, as the food with wine entered my system. A formidable experience, how wines marry food. An experience of a synergy of different type. You enjoy wine, always with an extra sensory perception. Wine comforts your heart too.

Las Vegas, USA. '2002-12

Yearly visits, to the international gems and jewellery fairs held at the glamorous city, renowned for her 24hrs., gambling offers, opened my eyes on international crowd.

One of the most frequented tourist cities which specially on its 5kms long Strip, the broad road, which is always crowded with traffic, pedestrians and holiday makers had night long gambling at the sprawling ground floors' of almost all Super Deluxe, huge 7 star Deluxe properties along both sides of The Strip. .

I used to invariably be entertained at almost all European booths, at any time of the day. Within the centrally air conditioned halls, at a cosy booth, a glass of cool Champagne or Proseco, Chenin Blanc or Chardonnay used to create a different business atmosphere. Be that Merlot or Shiraz, Chardonnay or Chennin Blanc, Reising or Gewurztraminer, the very fact that you are with a glass of wine, amidst international crowd used to be an experience to cherish, a stage to learn and committ. Such moments used to uplift the mood, energy and fun within. A courteous gesture in that part of the world.

If it's lunch, generous pours were served specially, to Press members. I used to be always the lucky one.

I remember most of the wines there used to be local Californian. At times South African and even from Spain and Portugal.

New York

On Hudson River, the main river of New York state, as well of the city hosts, a large number of wine parties on boats and barges. Well equipped, well arranged with music desk, dance floor and wide spread bar.

The wine party I attended was of Martin's invitation. Then our GM, Perles de Tahiti, the Govt. Of Tahiti's pearl co. Our daughter, Tina accompanied that evening. One of the most memorable wine parties ever I had. We laughed, danced and enjoyed at our peak, after a heavy 8-10 hrs toil at the fair.



Next parts to cover: Manhattan, Italy, London, Switzerland, Bahrain, Colombo, Bangkok, Hong Kong, Tokyo, Papettee.

(To be Contd...in Sept. '21 Issue)



News from Regions

Arunachal Pradesh, North East



#WomenEntrepreneurs #ChaseYourDreams
An agricultural engineer from Arunachal's Ziro Valley, Taje Rita is India's first kiwi wine brewer. With her boutique winery, Taje has found a unique solution to not only use local produce – kiwis grow in abundance in her valley – but also to showcase them as the hero ingredient. She has been honoured at the Women Transforming India Awards, organised by the United Nations and NITI Aayog.
India's First Women Kiwi Wine Brewer

An agricultural engineer from Arunachal's Ziro Valley, Taje Rita is India's first kiwi wine brewer

From Press



Fratelli wins...

It's 2 more Gold medals for India ! Proud to share that **TILT Bubbly Rose** by **FRATELLI** wines wins a Gold in the Sparkling Rose category, at the prestigious "International Canned Wine Competition", USA. Tilt wines also bagged the Gold medal for its innovative packaging.



N Delhi, North



s.delafont_barrels Our stainless steel barrels allow us to highlight our cellar. Indeed, they are aesthetic, original and innovative, they are part of a wine tourism approach and attract curiosity.

Stainless steel barrels, that's something new. - Mukul Manku

Guwahati, North East



Rajesh Swarnakar

Telangana, South

The journey of Asav from Nashik to Telangana is inspirational! Born from the output of Kishan Pedhapally's passion, Asav embodies the unique amalgamation of rich fruits and flavours that has now become a household favourite across Hyderabad!

Buy your bottle of Asav today from your nearest store!

To know more logon to our website, www.asavwines.com

Born in Nashik, ASAV wines is the sweet result of Kishan Pedhapally's PASSION

ASAV Wines journey from #Nashik to Telangana is INSPIRATIONAL

Labour of Love, ASAV continues to be everyone's FAVOURITE

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Nasik, West



It was a Resvera evening, today, with the doyan of Indian wine history as my host, the humble, wine enthusiast, master viticulturist and history maker, Dr. Neeraj Agarwal, former VP, Sula, present Dir. Resvera, Nasik,

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Rediscovering, Nashik - Sidd Banerji (Editor)

(Behind the new emergence of India's brilliance!!)



It was **supreme confidence** re-established with absolute bold commitments, while had a short tete a tete, with Sula's young, foreign trained, Sr. VP, Karan Vasan, the brain behind Sula's wine making, at their multi vineyards and wineries.

Bold and Brilliant, Pradeep Panch Patil, owner, Soma Vine Village is a veteran wine maker with 360 degree expertise, in enterprise and customer service. Not only talked of expansion of his winery but also of his lofty, luxury wine tourism complex, presently aided by his just joined son, Omkar.



Entrepreneur par excellence.

Sanjay Trambak Kahandal, of Grape Berry just at outskirts of Nashik, a farmer, committed grape grower creates wines what his clients want, including cloudy whites, rare in India but much practiced in Europe for tasters at the wineries, wines with more protein. Sanjay's USP, he offers mini Wine Tourism in his property, along with simple village veg. foods in home cooked style.



The oldest wine shop in Nashik, may be in Maharashtra too. Mistry's, estd. 1847.



The Lucaris splendour at Sula, Nashik. The glass, costing around Rs. 3,500+ as imported, is used to serve the signature line label, Sula's, RASA Cab.Sauvignon.



That's Sula skill, one of the alert, attentive, right on time courteous young men in uniform serving guests.



Rediscovering, Nashik - Sidd Banerji (Editor)

(Behind the new emergence of India's brilliance!!)



*It was a Resvera evening, with the doyan of Indian wine history as my host, the humble, wine enthusiast, master viticulturist and history maker, **Dr. Neeraj Agarwal**, former VP, Sula, present Dir. Resvera, Nasik,*

At his lavish, out of the world resort villa, within Grape County, outskirts of Nasik, designed exquisite, on a slanting hilly base, with amazing architectural marvel.



Manoj Jagtap's unique furnitures made out of wine barrels, are expected any day, to add charm of wine atmosphere further.

*With shinning confidence, maintaining clarity, ethics and purity, **Dr. Ashwini Deore**, co-founder of Cerana Meads, confirmed their strong rooting in the industry. Thanked her partner **Dr. Yoginee** and international contacts, to lead in India soon with their meads.*



Entrepreneur par excellence.

Prabhakar P Wagh, Chem, Grad., former GM of local sugar plant, wine maker, vineyard owner, since 2004 at Niphad, Nashik,

*I was introduced to him by your good self way back in 2015. This gentleman is so ground to earth that he himself came at Railway station Neefad to meet me and gifted me couple of bottles of his wine. I find them very nice. Some lovely shall be visiting his winery. **Raj Ghuman, Akola, MH.***



5K Cr (650m) by 2026

First of its kind - Wine Park Experience Store!

Fine wine has a classy new home in Mumbai. Wine Park is excited to announce the grand opening of its brand new experience store. It showcases more than 300 wines as well as wine glassware and wine gift hampers. The store also hosts a wine community table.

Consider our experience store as your space to discover and buy your favourite wines. We look forward to welcoming you. Directions - <https://bit.ly/3fXrww3>. Cheers!

Wine Park safely home delivers wines, beers, meads, wine glasses, decanters and wine gift hampers across Mumbai, Khandala and Pune. Please order by 2 pm to get same day delivery.



It's a novel, unique so far, presentation, of extraordinary merit. A massive news of hope and confidence, hitherto absent, specially in India's wine world.

"While we from the club, are working in close proximity with All India Wine Producers Association, as well importers, to work towards attaining the target 5K Cr (650m) by 2026, your achievement shall be a landmark. Congrats!!

- Sidd, Editor

Grover's Now available in Jharkhand



"Enjoy Resvera Pure Jamun Wine at Harbour View Restaurant Radio Club Colaba Mumbai."

- Prakash Mirchandani, Radio Club, Mumbai.



SPIRITZ

SAHARA STAR
A Step Ahead

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Oakwood Vineyard's Reserve Tempranillo 2017



Indians love Tempranillo, a grape which is native to northern Spain. We have some good Tempranillo wines being made in India and the recent addition to this is Oakwood Vineyard's newly launched Oakwood Reserve Tempranillo 2017.

Made from Tempranillo grown at Vineyards near Dindori Nashik and aged for 24 months in new French Oak Barrels. This gives the wine time to develop both primary & tertiary notes.

On the Nose- Plums, Strawberries with hints of Vanilla.

On the Palate- Well rounded tannins with medium acidity and creamy texture as a result of malo lactic fermentation that the wine undergoes. Tertiary notes include Oak, dark chocolate & nuts with a lingering finish that leaves you wanting for more.

Pair it with smoked dishes, grilled vegetables, tomato based Indian gravies or hearty pastas.

So, what are you waiting for? Order this wine right away to add spark to your celebrations, It's available at a steal deal of INR 1600/- in Mumbai/ Thane/ Navi Mumbai/ Nasik/ Pune and soon to be available in other cities/ states.



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Wine World Personality - Sonal Holland (MW)



A charismatic collection of award-winning and fabulous-tasting wines from around the world, brought to you by SoHo Wine Consultants, a specialist importer of fine wines, founded by yours truly, Sonal Holland MW.

Our portfolio will represent internationally renowned brands with great reputation and long-standing legacy; wines made by family-owned producers who are immensely passionate about their craft and have unique stories to tell.

We are thrilled to launch in India, wines from the Buena Vista winery, which has a rich and unrivalled heritage as the first premium winery of California. Founded in 1857, Buena Vista winery is both historic and colourful, and ranks among the ten most beautiful wineries to visit in Sonoma, California. Buena Vista wines strike me as the finest expression of true varietal character, with great aromatics, balance and structure.

We bring you 5 amazing wines to choose from:

- Buena Vista North Coast Chardonnay 2018. Arresting, creamy and generous.
- Buena Vista North Coast Pinot Noir 2018. Fruit-driven, smooth and vivacious.
- Buena Vista The Legendary Badge 2018. Enticing, delicious and best-value in class.
- The Sheriff of Buena Vista 2016. Rich, polished and complex.
- Buena Vista Napa Valley. Cabernet Sauvignon 2017. Intense, structured and powerful.

These stunning wines are yours to grab at all premium retailers in Mumbai but for special/ bulk home delivery orders, call my colleague Farhad at Vine2Wine Retail on 9892311104.



We at Radha Marketing are proud to be associated with @SonalHolland, Master of Wines, as Distribution Partner, for Indian market for Buena Vista Wines and more to follow. Buena Vista Wines are currently available, in select Wine stores in Mumbai and soon to be in Pune, followed by major Metros in India. **Sudip Majumdar, 9892334488, Mumbai.**

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Launching

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Zoom Meeting ID: 966 448 7000
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Just launched...in the presence of around 90 invited guests, Chapter Chairmen and Committee members, brought in from the vast part of the world, US, UK, Far East, India, Thailand, Hong Kong and Singapore. World's first business platform gets its Wine, Spirit and Cigar committees initiated. The founder, Jimmy Mistry of Della group, Mumbai, the man behind the concept and operation worldwide, to integrate and join hands to encourage enterprises, ideas, co operate for creation and innovation in its multifaceted frontage, took hold of the hour long Zoom session primarily to bind the international team with the common bond of creativity and innovation, keeping in mind at every step of their progress, social responsibility to ultimately spearhead for peace and progress.

The global Chairman, Francois Chartier kept the other pillar of the session with his comments, admirations and suggestion. The session had the executive support, by the young and dynamic, Sam Avari. Amongst the guests were close associates of Apex Wine Club India members and Advisers, like from India, Subhash Arora, Jimmy Mathias, Abhay; Kewadkar, Chinmaya Raja, Versha Chawla, Sudhir Ahuja, Ajay Shaw, Kadambori Kapoor, Prarthona Pal Chowdhury, Sujata Patil, Sumedh Mandala, Suryaveer SinghSingh and from overseas, Alexis Caraux, France, Ravi Viswanathan, Singapore.

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and also on



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