

WINE NEWS

to be more socially responsible



M U M B A I

Editor : Sidd Banerji | Chief Adviser : Hans Raj Ahuja

For limited and private circulation only

Cerana Meads: An Indian take on history's oldest alcoholic beverage

Divyanshu Dwevedi, Head, Education & Training, AWCI

What is Mead?

Mead is a fermented beverage traditionally made from honey, water and a yeast or bacterial culture. Sometimes called "the drink of the gods," mead has been cultivated and consumed across the world for thousands of years. It's one of the oldest alcoholic beverages ever made, as it was consumed as far back as 4,000 years. There are references to it in the Bible. It's responsible for the term "honeymoon", served in excess at weddings, newly weds used to drink it a moon (so, a



month) after their wedding ceremony.

Though similar to beer, wine or cider, mead occupies a beverage category on its own since its primary fermentable sugar is honey. All you need to make basic mead is honey, water and a yeast or bacterial culture. However, ingredients such as fruits, herbs, spices, grains, roots and flowers are often included as well. Mead's alcohol content varies but is typically around 5–20%. Its flavor profile ranges from very sweet to very dry, and it's available in both sparkling and still versions.



The Cerana Story:

Every great love has a story behind it. Cerana's is a story that blends many passions.

Cerana's co-founder Dr. Yoginee learnt about meads she was intrigued not only by its rich history and diversity but also because mead brought together her myriad interests. It was a marriage of her love for nature, her fascination with the social behaviour of bees and her appreciation of alcohol.

Unable to find the drink locally she experimented with making some herself and after her initial experiments were appreciated by friends and family, she toyed with the idea of setting up a meadery. She knew just who she needed to help her achieve this and reached out to her friend and fellow Ph.D. scholar, Ashwini. Ashwini was always enthusiastic about creating an innovative, value-added product from agricultural resources and had a love for wines and spirits, jumped at the idea of this unique and exciting venture.

Both the founders are nature enthusiasts and ensure that Cerana's procurement and manufacturing practices are highly eco-friendly. Cerana has a seasonal as well as flagship range. Seasonal are limited edition high alcohol meads namely Pinot Noir Pymment (Honey combined with Pinot Noir grapes) and Yule spice (mead made with spices). The flagship range includes Jamun, Pomegranate melomels and Chenin Blanc pymment. Melomels (meads with fruits) are Cerana's forte.

Cerana's meadery is a little oasis in the middle of Malegaon industrial area in the Sinnar region of Nashik, Maharashtra that welcomes you to 'The Cerana Experience' - the meadery tour. The tour includes honey tasting, a lot of mead tasting, a bit about beekeeping and a lot about mead making and meads. The meadery is a treasure trove of information related to everything honey and meads.

To know more about these handcrafted meads, place an order (available in Mumbai, Navi Mumbai, Thane, Pune & Nasik) or book a meadery tour visit: www.ceranameads.com.



CERANA
MEADS



CHAPTER- 9 World Wines

Appellations, Regions and Varietals



France

Quote-

"I know that if a boat was sinking, there would be several cases of fine wines that would go into the lifeboat before you would."

Unquote

When we think of France, our mind immediately gets flashes fine wines but apprehensions about the wordings on label, which could be intimidating to unknown and yet inviting to persons who know.

Fine French wines of Bordeaux, Burgundy, Beaujolais, Chablis, champagne are not only the wines but names of places also.

The reason why France makes such beautiful wines is the heritage and also magical.

France wine regions

Alsace: Alsace is situated in eastern France and shares borders with Germany.

It is predominantly a white-wine and produces Riesling, Gewurztraminer, Pinot gris, Pinot blanc, and Muscat. Though some red, rosé, sparkling and sweet wines are also produced.

Beaujolais: Beaujolais is located in central East of France. It is a red wine producing region mainly from Gamay. The Beaujolais Nouveau is famous for vin de primeur, a red wine from Gamay which is fermented for only a few weeks and is released annually on 3rd Thursday of November and is famous for distributor races for release of wine. This wine is supposed to be drunk young.

Bordeaux: Bordeaux is a large region on the Atlantic coast, having a long history of exporting its wines overseas. This is primarily a red wine region. The red wines produced are usually blended, from Cabernet Sauvignon, Merlot and sometimes Cabernet Franc.

Brittany: Brittany is not an official wine region anymore. Yet it has a rich history related to grape growing and winemaking and has recently been demonstrating a revival of its viticulture. Several small recreational vineyards were established in the last two decades e.g. in Rennes, Quimper, Morlaix, Le Quillo, Cléguérec, Sain Sulliac, Le Folgoët, etc. **Burgundy:** Burgundy is in eastern France. A region where red and white wines are equally important. Probably more terroir-conscious than any other region.



(To be contd. in Jan. '22 Issue)





*S*parkling wine is a wine with significant levels of carbon dioxide in it, making it fizzy. While the phrase commonly refers to champagne, European Union countries legally reserve that term for products exclusively produced in the Champagne region of France.

Sparkling wine is usually either white or rosé. The sparkling quality of these wines comes from its carbon dioxide content and may be the result of natural fermentation,

either in a bottle, as with the traditional method, in a large tank designed to withstand the pressures involved (as in the Charmat process), or as a result of simple carbon dioxide injection in some cheaper sparkling wines.

Sparkling wine is usually white or rosé, but there are some red varieties too. And if you don't like too many bubbles in your glass, you can try the semi-sparkling type.

Types of Sparkling Wine:

- **Semi-sparkling wine:** semi-sparkling wine has a pressure between 1 and 2.5 atmospheres and is perfect if you want to take it easy on the bubbles.

- **Red sparkling wine:** Red sparkling wines are made with red grapes without removing their skins, which tints the wine red.

Sweet Sparkling Wines:

Sparkling wines have different levels of sweetness. Wine producers usually add some sugar after the secondary fermentation. Depending on how much sugar is added, sparkling wine has different sweetness levels, depending on the residual sugar left after fermentation.

They are split into seven categories:

- **Brut Nature or Brut Zero:** Sparkling wines with 0-3 grams of sugar per liter.

- **Extra Brut:** Sparkling wines with 3-6 grams of sugar per liter.

- **Brut:** Sparkling wines with 6-12 grams of sugar per liter.

- **Extra-Sec (or extra dry):** Sparkling wines with 12-20 grams of sugar per liter

- **Sec:** Sparkling wines with 17-35 grams of sugar per liter.

- **Demi-Sec:** Sparkling wines with 33-50 grams of sugar per liter.

- **Doux:** Sparkling wines with over 50 grams of sugar per liter.





While the country's major players and upcoming wine producers are getting ready for the massive 2 days bonanza, the largest in the country, 8th year's Wine & Food festival of Nagpur Wine Club again the largest wine club if India, on 4th and 5th Dec. another largest so far, international wine show, Vinexpo India is ready to be held in N. Delhi, 9th -11th Dec.

In between, your Apex Wine Club India, Mumbai, standing beside the book launch of HR Ahuja's, Grape to Glass, the only of its type, authored ever by any Indian, on survey trips around Nasik, Narayangaon, Shreerampur as well down South Maharashtra to Akshaj. Their newly active Pune Chapter under guidance of Akalpit Prabhune, D.Datar, Abhisek Joshi," took bold steps forward to popularise 4 pillars of AWCI, education, training, news and culture.

Kolkata Chapter under guidance of Ashok Chandak, Gautam Banerjee and Sudhir Ahuja, launched in Feb end, is gearing up, while Goa Chapter is expected to join the national team soon.

VINEXPO INDIA
9-11 DEC. 2021



Good news on wines, have started coming from Governments of N.Delhi, UP, WBengal and of course to lead them all, State Govt. Of Maharashtra, initiated largely by All India Wine Producers Association came out with the industry friendly decisions. On the other hand, it's been learnt, foreign counterparts, producers as well as associations specially from France, Italy and Germany are watching most eagerly, to collaborate and increase bi-lateral wine trade.

(At India Grape Harvest (IGH) 2018', Vallonne, Nasik.)

All absolutely new signals, Jagdish Holkar, President, AIWPA, Nasik. It was your Clarion call with active participations with all State Governments, along with your team members. Kudos, Jagdish, Kudos Ashwin, Kudos Dr. Neeraj, Kudos to all seniors who are standing behind your determination, "India shall achieve".

VINEXPO INDIA
Pragati Maidan, Delhi
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News from Regions

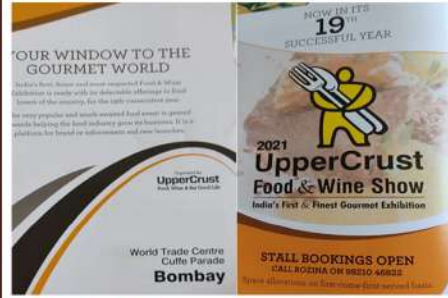
N. Delhi, North

In Provence, for 2000 years, an ancestral tradition of Saint-Jeanet has been perpetuated here: raising wine in the sun. Solar radiation gives wine orange notes and a unique taste.
- **Mukul Manku**,
N. Delhi



Mumbai, West

January
28, 29 & 30, 2022
World Trade Centre
Cuffe Parade
Mumbai



UpperCrust
India's First & Only Food, Wine & Travel Magazine



Nasik, West

Director of Wine Education for I IHM and Wine Guru **Keith Edgar** initiating the Great Indian Wine Tour. HOD for I IHM, Pune, **Kunal Mhetre** and HOD I IHM Kolkata, **Bhaskar Sengupta** mentored the students along with the wine guru. The educational tour is to familiarise with Indian Wine Industry, this mission is a landmark achievement of a formidable, student friendly national Institute, India International Institute of Hotel Management, headquartered in Kolkata wither branches in 6 major other cities pan India.
- **Sidd**, Editor, AWCI, Mumbai



Mumbai, West



Being funded by us – the two Co-founders (**Amit Sharma** & **Ali Abbas Hitawala**) the major struggle we face is to gain the initial market share with limited investment. Since we have started a new product segment significant number of efforts are required to help people understand the product and its capabilities. - **Amit Sharma**, Co-founder at Outer Woods



News from Regions

Pune, West

Wine and Cheese event, Sat. 18th Dec. at Hippie Heart, Deccan Gymkhana.
Photos courtesy- AWCI Chapter Head, Pune Mamata Bharadwaja.



Hyderabad, South

Ambassador of the Year
Gold award goes to
Kishan Pedhapally
Founder – Asav Vineyards



New Delhi, Delhi

Thank you for making the 1st edition of ProWine Mumbai 2021 a huge success. We are happy to announce that the 2nd edition of ProWine Mumbai will be taking place at Jio World Convention Centre (JWCC) on 17-18 October 2022. We look forward for your continued support and active participation.
- Amit Sharma, N. Delhi



Thank you for making the first edition of ProWine Mumbai a huge success.

See you Again in
MUMBAI

17 18 OCTOBER 2022
Jio World Convention Centre (JWCC)

Supported by:



www.prowine.in

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MUMBAI

10 - 12 MAY 2022
Bombay Exhibition Center

APEX WINE CLUB INDIA

One of our active, participating student members, founder member, Kolkata Chapter as St. Chapter Head, **Mr. Arman Hossain** qualified IIFHM, Kolkata, is now in Radisson Blu Yas island Abu Dhabi UAE, with his first job assignment. He was awarded and appreciated by AWCI in occasions. He is our first CH overseas. AWCI wishes him all the best.
- Sidd, Editor

One day visit to Nashik with AWCI team ~ Sailesh Harani

Nashik tour: 24th September 2021



During the planning of the 3rd Anniversary of the Apex Wine Club of India, A visit to either Nashik or Bardi was part of the agenda.

Sidd Banerji and his team were tied up with a lot of work for coordinating for 22nd and 23rd programmes at Hotel Sahara Star, which consumed a lot of energy.

The Nashik/Bardi visit fell on the back burner. With two days of continuous wine drinking, who will be ready for a visit, to do what? drink more wines!

I was fortunate enough to share the company of two outstation guests on this trip who are also sr. advisers of AWCI.

Ramesh ji Krishnan (Ex-Executive chef and someone who has travelled across the globe and mastered the art of French cuisine but passionately pairs Indian food with wine.)

And

Ashok ji Chandak, a genuine lover of wine who even after handling 70 plus wine zoom meetings, many of which were technical; still wants to keep wine drinking simple: You drink wine because you like it! Live the jargon, keep you snooty-snobbish things to yourself: I am here to enjoy my wine.



He oversees the AWCI's Durgapur chapter and has accomplished a truly great marvel – got 22 couples as part of the wine club (meanwhile there's me, trying to get my wife beyond vodka/cocktails, so I am yet to go beyond couple number 1)

Morning:

We leave by 6.20am (after our guests are picked up from Vile parle and Santacruz) and on our way stop at Shivsagar to have simple idli + south Indian filter coffee.

I have already spoken to Firoz at Vallonne winery for the first slot at 12pm.

Jaydeep ji Kudale (author, agricultural consultant and wine tour operator) calls me and soon we decide to change the itinerary!

One must be very careful if you are trying to do only one day tour from Mumbai. Nashik ideally needs minimum 3 days, that also dedicated to wineries and vineyards.

We meet Jaydeepji after crossing over a number of flyovers (including one of the longest one) and soon follow his car as we take the Aurangabad road.)



Grape Berry vineyards: Sanjay ji kahandal has an infectious smile, positive approach and down to earth attitude. He is affable and is very passionate about his subject.

Soon we settle on the wooden benches next to vineyard and have our tasting session.



(To be Contd...in Jan. '22 Issue)

Nagpur Wine & Food Festival 2021



... from a page of history, at Nasik, with late wine enthusiast, trainer, sommelier, John, Manoj, the wine friend, Clive, the other Sr. Trainer and our favorite, no other than, the other Indian Wine Guru,
- Sharad Phadnis



Few moments of the first, 4th day. Unexpected enjoying guests, youngs, olds and of different mood and temperament. Bottom line, they all enjoyed.

My Best Wishes to all friends at Nagpur Wine Club on this very happy occasion! Sidd Da have a good time there! To all @ Nagpur have a super celebration!
Jai Ho!
Best regards
- D K Sensharma, AWCI



Pleasure meeting Sid at the Nagpur Wine Festival...
Sheetal Kadam, Pune/-Mumbai



Wishing All the Nagpur Wine Club members & their Sincere Happy Friends a Very Happy Nagpur Wine Day-remain Blessed
Bodi Kampani
-Amchi Mumbai. Bodi Kampani, Mumbai



Yes it's always a pleasure to meet such a positive character Sid, bubbling with so much energy n full of Josh. god bless him
- Girish, Nagpur



That's the great, former student member, AWCI, Shubham, Nasik



Nagpur Wine & Food Festival 2021



First time the Mini Class , a new concept, to be taken to wider regions, curated by joint effort with Sebastiano Romello, Adviser Int., AWCI, Piedemont, Italy, was conducted within the booth of AWCI at the Wine and Food fest. of Nagpur Wine Club Nagpur.

Raj Ghuman, Akola, assisted Sidd Banerji to undertake an hours class on Fundamentals of wines.



Few moments at Booth, 01 of Apex Wine Club India, Mumbai.



HATS OFF TO MR SHARAD PHADNIS & HIS TEAM OF NWC FOR THEIR CONSISTENT EFFORTS TO PROMOTE WINE CULTURE IN THE CENTRAL PROVINCE. HEARTIEST CONGRATULATIONS BEING A SUCCESS STORY .. 3CHEERS JAGDISH HOLKAR, PRESIDENT AIWPA



A Very Big Congrats to the Mighty Sharad Phadnisji..... Great Man with a Vision to Forge ahead & Create a very Healthy environment for all to taste Indian Wines & appreciate its growth. A Great Forum for Indian Viner-ies to Display their Wines & get public to taste..... Great going Nagpur..... You all Rock - Ramesh Ramakrishnan





Bengaluru



Greetings to AWCI, Mumbai in their 4th year.

WINE, CHEESE



BITE

... over a glass of wine with Sidd.

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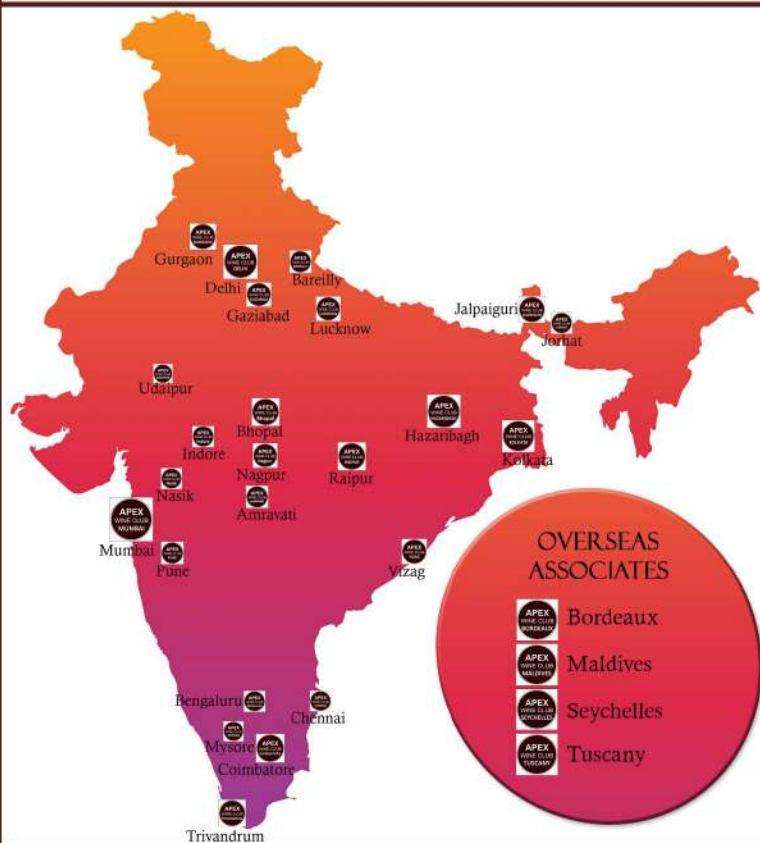
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Food and Wine show,
World Trade Centre, Mumbai
28, 29, 30th Jan '22



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 - Nasik
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- Bordeaux
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 - Seychelles
 - Tuscany

AWCI has spread so far, with support, cooperation, advise and active participation, from 1700+ and growing, well wishers, positive thinkers, patrons and sponsors. ... We look forward to many more, in our 4th year.

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