



EDITORS TABLE

These times are anything but easy and you are anything but weak.

No country has been left untouched by #Covid-19, impact.

No industry has been left untouched by #Covid-19, impact.

Wine & Spirit Industry too has felt the impact.

For countries like USA, Canada, France, Belgium, Netherlands, Germany, UK, Sweden, China, Russia, Brazil, Japan which are strong with economy and commerce have shown potential shift in trend in alcohol consumption and life style. While we have seen an acceleration in E-commerce, there has been considerable decline in Trade as well as Wine Tourism. Today, the customer is safely sticking to popular brands, and not taking chances trying out new brands / lesser known brands. While virtual Wine tasting sessions have become the norm of day, the desired conversion to the brand is not happening

Trends have moved from BOTTLES to CAN. Demand has also severely been impacted due to reduced business and leisure travel. Work from home has resulted in alteration in buying behaviours globally.

We have forecast a good growth in cards for the segments like organic and bio-dynamic wines as well beverages with low alcoholic and non alcoholic content. Consumers today are wellness as well as health consciousness and there has been an increase in awareness pertaining to environment.

There has been a very large shift to E-commerce. Pre covid the total market size was US\$21 bn which is roughly twice the size of global travel retail. China is by far the biggest online market for alcoholic drinks and had a turnover of almost US\$8bn in 2018. Looking at the ration due to #Covid19 it won't be a surprise if the total turnover will increase to US\$45.5 bn by 2024.

If forecast is to be believed for the above mentioned countries, the wine and spirits business will be normal or equivalent to the business of year 2019 only by last quarter of 2022. However, the forecast of wine business is impressive for Asia Pacific countries including India. The negative business numbers majorly are reflection of big blow in China's domestic wine business. We are positive that except beer category, rest of the segment will close the year with no negative growth.



Reveilo Domestic Wine

Reveilo' is a brand of Vintage Wines Private Limited (VWPL); a family owned and managed company. The company has a 32,000 sq. ft. state of the art winery at Gitakunj, Tal: Niphad, Dist: Nashik. VWPL leverages efficient Italian technology with traditional winemaking craftsmanship and the use of exclusively estate-grown grapes to create the finest quality wines. It can be classified as a boutique winery that produces small quantity but excellent quality wine.



Products:

Regular range: Chenin Blanc, Syrah and Merlot,

Italian range: Grillo, Nero d'Avola and Sangiovese.

Premium range: Chardonnay and Cabernet Sauvignon.

Reserve range: Chardonnay Reserve, Syrah Reserve, Cabernet Sauvignon

Reserve and Late Harvest Chenin Blanc.



Facilities: Integrated production facilities at Niphad, Nashik with own vineyards, 40 acres under plantation, which can be extended to 70 acres. Facilities like testing lab, pressing, bottling and maturing facilities and a temperature controlled storage area. All equipment has been sourced from the world's leading wine making equipment manufacturers in Italy. Currently the only winery in India to be FSSC 22000 certified for establishing a quality management system in accordance with the international quality systems.



The Vegan Approach:

Reveilo has always followed a consumer centric approach; so keeping the end consumer and the environment in mind we pursued the Vegan approach, as wine ultimately is a plant based derivative.

One of the most effective things an individual can do to lower their carbon footprint is to avoid all animal products thereby preventing the exploitation of animals. Today's consumer is increasingly health conscious, research has linked vegan diets with health benefits.

Though we were producing Vegan wines since 2017 our wines were labelled "Vegan" only in 2019 since the new FSSAI labelling norms came in force.

Diplomatico Rum

Diplomático is a super premium rum from Venezuela. In 2018, Diplomático was awarded Wine Enthusiast's prestigious "Spirit Brand of the Year," the first-ever rum to win in this category. The Diplomático distillery is located at the foot of the Andes Mountains and is a family-owned brand inspired by the character of Don Juan Nieto Melendez, whose portrait is illustrated on its labels. Having produced top-quality spirits since 1959, Diplomático's distillery combines traditional methods with modern technology to produce the finest of rums. The production area boasts great conditions for sugar cane and rum production including fertile lands, abundant water and a Caribbean climate. The team of award-winning Master Blenders works diligently to create unique and complex rums. The distillery employs 3 types of stills, pot still, Barbet Column still and a batch kettle still, to create the perfect



blend for each of their variants. In India we can find the Diplomático Mantuano (aged upto 8 years) and the flagship Diplomático Reserva Exclusiva (aged upto 12 years). The lovely taste and depth of flavour of the Diplomático rums make it a favourite across the top bars in the world. It is also amongst the top 5 trending rums in the world. Enjoy a taste of these complex tasty rums and become a diplomat of the world.

