



Complete the uncompleted moments with a lot of excitement, joy and craziness and if possible with a glass of wine.

Alcohol is a multiple dimensional personality and we tend to glimpse at one of the characters and conclude our view point and miss the complete horizon. At WSCI we always try to bring attention towards the holistic approach. Myths are an integral part of the alcohol industry across the globe and many a time without trying to understand the reality we treat the myth as reality. The myths are huge around BIB - Bag In Box but reality is something completely different from these myths which we tried to highlight. In the 23rd edition of WSCI Newsletter we covered the story of Nicholas Hammeken, the founder of Hammeken Cellars, a modern winery from Spain and its journey and vision for India.



**From the Editor's Desk
Cheers - Malay Kumar**



Product of the month

Don't Settle for boring wines - Hammeken Cellars, the modern Spanish Wines

Nicholas Hammeken has such a passion for wine that he has dedicated and is still dedicating his time and energy to the world of wine growing. That adventure started in 1996 when established Hammeken Cellars in Alicante, in the province of Alicante, overlooking the Mediterranean Sea.

One of the biggest challenges, when Nicholas established Hammeken Cellars, was finding modern Spanish wines. The respect for the traditions of Spanish wines is there, but he always seeks to interpret this tradition with a modern focus, take advantage of the characteristics and richness of Spanish territories, and keep in mind the international consumer accustomed to drink wines with different profiles and from different parts of the world. One of his best experiences was working at ODDBINS, a chain of specialized stores in England. There, he had the opportunity to deal directly with consumers.

Currently, his company HAMMEKEN CELLARS is focused on sustainability and 50% of its portfolio are organic wines. Spain is an exceptional country to produce organic wines; the climatic conditions are excellent, and this is something that he wants to take advantage of. He and his team are working so that their products become increasingly organic and have implemented various projects to reduce CO2 impact as producers. For example, recently a new line of products was launched - I'M YOUR ORGANIC with which, via Trees for the Future, a Non-Profitable Organization. HAMMEKEN CELLARS is committed to plant a tree for every container sold, either bag-in-box or bottled formats, thereby eliminating much more CO2 than it is produced during production of the wines.

Hammeken Cellars exports 97% of their wines, with presence in over 40 countries, specially in Nordic countries they have extensive presence- Denmark, Norway and Sweden. Also, Central and Eastern Europe are key markets for their products. In China, and Asia in general, brands such as Allegranza and Creencia are doing very well. Currently the company produces over 18 million bottles a year with successful brands all around such as Radio Boka, Allegranza or Pasas.

One of the best-sellers in the annual production is Radio Boka. This brand was created to connect with a younger generation of wine lovers, those passionate about music, and the special moments friends share. Everything about Radio Boka, the packaging, the brand, and the wine profile is focused to target millennials. We can find three types:

Red Wine: Call it ripened fruits, cinnamon, vanilla or just call it simply pure Rock and Roll, tattoos and experience! A powerful chorus for demanding palates only!

White Wine: All accompanied by the most refreshing, fruity wine, with citric notes and hints of peaches. Perfect for conversations with friends or enjoy the beautiful sunset.

Rosé Wine: Taste of strawberries, ripe fruits and blossoms, is the best for jumping, shouting, laughing hard with friends in a club or just wandering around on your own, surrounded by Spring, with your favourite music in your ears.



Radio Boka gets the best rate amongst BIBs according to the newspaper The Star from Toronto. This 3Lts format sales are growing incredibly worldwide due to the current price wise situation. Besides this format it's eco-friendly, easy to carry and keep and stays fresh for weeks once open.

The pandemic devastated the HORECA sector. Many clients of the company were affected. However, Hammeken Cellars's business model is solid and diversified, and the company has adapted and learned to find answers to current needs. Hammeken Cellars is always focused on looking to the future, the Department of Innovation led by Nicholas Hammeken, is constantly aware of consumers' needs worldwide.



**Marcelo
Winemaking Director**



**Sailé Ramirez
CEO**



**Arundeeep Singla
CMD - Alcastar Distillers**

Nicholas Hammeken - The Idea always was to have a young and vibrant brand and when we thought about the concept of Radio Boka it clicked instantly with the picture of Radio in mind with music, fun, get together, friends and family and so on. India is a potential market with the majority of young end consumers and as a culture they believe in togetherness and the institution called joint family so I am sure our Radio Boka will be a perfect fit for all their celebrations especially with the BIB - Bag In Box concept.

Marcelo Morales - Director of Wine Making

An agricultural engineer by education and a wine maker by profession are mutually complementing two sides of mine. At Hammeken Cellars, we are known for modern style of Spanish wine making balancing both the heritage of Spanish wine and making it modern to be preferred by the young generations. Radio Boka is the iconic wine from our portfolio and we are very sure that a young country like India is going to love this modern Spanish wine which is uniquely fresh and different.

Sailé Ramirez - CEO

Being a modern Spanish wine house we believe in bringing the best wine from the consumer perspective. We believe in our long standing Spanish wine heritage and at the same time we value the next generations where wine is part of all kinds of celebrations. Radio Boka is an attitude, a lifestyle, where friendship and the passion for music meet. We are very sure about our wines and it is going to be liked by a dynamic country like India.

Arundeeep Singla - CMD - Alcastar Distillers

As an import and distribution house at Alcastar Distillers we give the first preference to the needs of the consumer and we do our best to bridge that expectations. The success story of Hammeken Cellars and the brand Radio Boka is very interesting and perfect for the growing wine culture in India. We are delighted to be the exclusive partner of Hammeken Cellars in India and we are sure that the brand Radio Boka will be soon the favourite of many young wine consumers across India.



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