



# Newsletter

# WSDI

Wine & Spirits Club of India

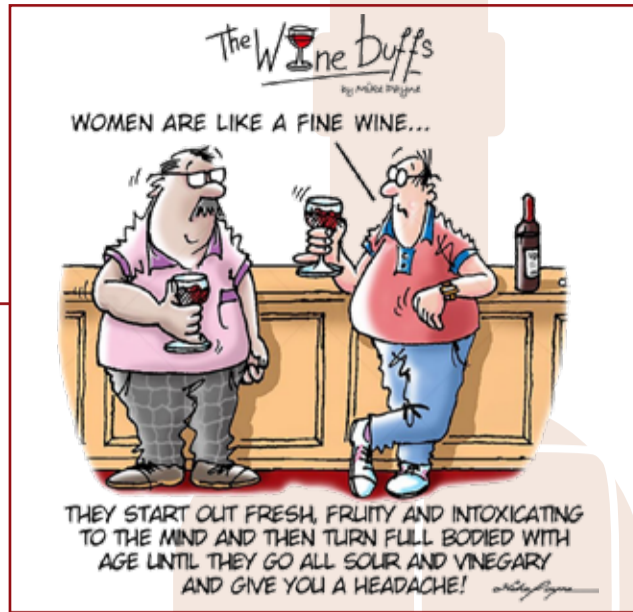


**Drink tastefully and enjoy responsibly.**

**April 2020, Vol-2**

"We are delighted as always to bring you all the second edition of the WSCI newsletter. The focus this time is on a much admired French wine and its makers, along with the enormously renowned 'Goan Spirit', which we are sure you all would love to read. Times may have changed. The industry may be lying low for a while. But, we will get back on our feet again very soon. We at WSCI will keep bringing you interesting pieces from across the globe, and meanwhile stay home, stay safe and stay with us on our newsletters."

**From the Editor's desk  
Cheers - Anurima**



## Most Admired French Wine Brand – M. Chapoutier building a strong footprint across India since its launch with VBev

M. Chapoutier has been producing iconic wines from Rhone Valley since 1808. Michel Chapoutier, a true visionary with a deep understanding of the terroir, cultivates and harvests the vineyards organically and biodynamically to ensure the wines are the purest expression of the terroir and region.



M. Chapoutier's pioneering spirit is best represented through two significant contributions that Rhone Valley has made to the industry. To begin with, they were the first to adopt biodynamic farming techniques in 1991. Today, Michel Chapoutier is a renowned leader in biodynamic viticulture.

Secondly, they were also the first to introduce braille on their wine labels in 1996, a tribute to Maurice Monier of La Sizeranne. Maurice, a member of the Chapoutier family is credited for inventing the first abbreviated version of braille. M. Chapoutier believes this effort is a symbol of openness and tolerance, a unique feature that continues to be a point of distinction for them even today.

Their passion for winemaking and the pride they carry for the Rhone Valley region have been recognised the world over. They hold the title for the most awarded winemaker and the record for a 100-point rating from Robert Parker over 40 times with top ratings from all other major wine critics. Their Hermitage wines and white wines from Rhone are some of the most highly rated in the region. They were most recently awarded the "World's most admired French wine brand" for the fifth time in the last 10 years by Drinks International Report 2019!

Today, they have vineyards in Australia, Portugal and Spain and exports to over 130 countries around the world. M. Chapoutier is the preferred French wine brand for worldwide travel retail and airline carriers like Air France, Emirates, Etihad and Air India to name a few.



India is seen as a big opportunity for leading International brands like M. Chapoutier; they see the potential with an increase in spending power and the sheer strength of the Indian population. Younger Indian consumers identify more as global citizens and aren't governed by traditional views anymore. Wine and spirits are no longer seen as a taboo but more a part of their lifestyle and aspirations. With focused efforts to induct new wine drinkers and increase consumption in developing markets like India they have made introductions like the Marius range to make French wines more approachable. They continue to evolve and innovate to cater to ever changing consumer preferences and progressive market demands. Since the launch of M. Chapoutier wines in India, over a year ago, the brand has seen a consistent rise and a growing demand through its aggressive efforts resulting in a rapid growth of its footprint in existing markets while they launch new markets with continued focus.

M. Chapoutier is exclusively imported, distributed and marketed by VBev across the Indian subcontinent. VBev's portfolio boasts of iconic brands like: The Dalmore Highland Single Malt, Jura Single Malt, Stolichnaya Vodka and the first & only premium baijiu Jiangxiaobai Pure to leading wine producers from around the world like Santa Margherita and Zenato from Italy, Codorniu, Vina Pomal and Veranza from Spain, and Ventisquero from Chile, to name a few. VBev continues to add brands to their growing portfolio while fast developing its footprint across the sub-continent through channel partners in HORECA, premium retail and travel retail segments.

"Feni can be truly international now" - Mr. Mac Vaz (MD, Madame Rosa Distillery) Madame Rosa Distillery, Goa's oldest 'Feni' brand, which is guarded and deeply rooted in its heritage and culture, and has been a pioneering brand that has stood strong since 1933. Their fenis have been loved by Goans and foreigners alike. As a family-run company, under the able guidance of patriarch, Late Valentino Vaz, their management ethos transcend into a passion for the heritage spirit and the goan flavor, over mere commerce and profit. Feni, with its geographical Indication in Goa, is deeply rooted in the Goan culture. This spirit of Goa, and indeed India, can stand shoulder to shoulder with the Cognacs, Tequilas and Cachacas of the world due to this beautiful spirit.



Their flagship brand, Big Boss, is recognised globally as being synonymous with the 'Goan Spirit'. Big Boss Premium is produced in cashew and coconut flavours and is led strongly under the able guidance of the actual big boss behind this successful brand, who also promises to keep his passion for Heritage Spirits and Goan Flavours sturdy, Late Valentino Vaz. On the other hand, their high-end feni brand, Lembranca, designed by Mario Miranda, which literally translates to 'memory' in Portuguese, is gracefully stored in oak barrels to mature for more than 3-5 years, giving it an exquisite oaky flavour. Madame Rosa Distillery not only caters feni but also distributes global spirits in GOA.

