

Going by the world's scenario today, one of the things that perhaps most humans find solace in is a good drink. This pandemic is the time to acquire new skills, appreciate the things we have, and also be creative! The WSCI newsletter this month brings to you a super-premium, luxury, 4-grain vodka from Poland and the journey of a traditional wine-growing family of Germany. Since many of our alcohol enthusiasts and connoisseurs are sharing wonderful and innovative cocktail recipes with ingredients available at home, we want to complement it with some spectacular vodka cocktail recipes all the way from Poland!

We are hopeful of the liquor industry's revival very soon and we assure you that till then we will continue to bring you some of the most brilliant and amazing stories from the alcohol industry around the world. Meanwhile, do try some of these vodka cocktail recipes and share your pics and experiences with us on our Facebook page!

We understand this lockdown is limiting in many ways, but it is our endeavour to try and keep our spirits high!

From the Editor's desk
Cheers - Anurima

A milestone in German wines - House of Einig Zenzen, serving quality wines since 1636.

The Zenzen family is a traditional wine-growing family, which has been providing the best wine quality since 1636, for 13 generations now. As a child Peter-Josef Zenzen was already able to learn the art of making wine from his father, by helping in the steep Mosel vineyards and the wine cellar. It is no surprise that he also inherited the love for wine from the previous generations. In the 70s times were changing and the family turned to new international markets.



In 1971 they started by importing bottled and bulk wine from Australia, followed by Chile and many more. Today they are proud to say that they have established deep friendships with business partners from all around the globe, like **Pashupati Agencies** from India. "Wine is our passion. Wine connects. Wine means friendship with many people in the world. Wine flows through our veins." Peter-Josef Zenzen However, the family not only looks back on a long-standing experience in viticulture, but also focuses on new, modern methods of vinification, as well as constant quality improvements. Grape production has a fine tradition in Germany. On their conquest the romans did not want to abstain from their exquisite wine so they brought the vines to Celtic territories. Today we have 13 official wine regions which are mostly in the southwest of Germany but all produce

wines with a regional characteristic, which is caused by the different landscapes and climate. Most German wines grow along rivers because the river valleys work like natural greenhouses. That is why it is possible to grow wine in this relatively cold country. The largest wine-growing region in Germany with 26,563 hectares of vineyards is Rheinhessen. It is not only localized by the river Rheine but also a second one called Nahe. Due to its size there are multitude of different terroirs in Rheinhessen. That is why winemakers from this region are able to grow a big grape variety. The most important grape is Müller-Thurgau, followed by Riesling and Dornfelder. Another very well-known wine growing region in Germany is called the Mosel. Actually the history of Einig-Zenzen started many years ago in a small village encircled by the steep Mosel vineyards.



It is said that the wines which grow next to the river Mosel are one of the best wines worldwide. That is because of the extremely steep vineyards like the Bremmer Calmont that with over 65° slope is the steepest vineyard in Europe. Everything needs to be done by hand so the winemakers are able to handpick the best grapes to turn them into the best wine. These exceptionally good wines are usually Riesling which is a classic German white wine. What's more, it is considered to be one of the world's finest white wines. This is not only due to its noble rhenish origins, but above all to its enormous, exquisite variety of flavours. It is cherished for its delicious balance between fruity sweetness, stimulating freshness and delicate minerality. Riesling wines can be combined with almost all dishes and are also particularly suitable for storage. Both beginners and gourmards will find this highlight of German wine culture to be a delightful experience.

Reason enough to enjoy a bottle of Dr. Zenzen Riesling yourself to have an authentic German Riesling experience. The most prominent red grape variety in Germany is Dornfelder or Vino Noire. It yields deep-coloured wines with powerful berry aromas like blackberry, elderberry and currant. Its subtle sweetness makes the Dr. Zenzen Vino Noire the perfect companion for spicy dishes. If you prefer Cuvees you should try their Peter Bott white wine and the Peter Bott red wine, both wines are a melange of European wines which were vinified in sunny Spain. Riesling wines can be combined with almost all dishes and are also particularly suitable for storage. Both beginners and gourmards will find this highlight of German wine culture to be a delightful experience. Reason enough to enjoy a bottle of Dr. Zenzen Riesling yourself to have an authentic German Riesling experience.



The most prominent red grape variety in Germany is Dornfelder or Vino Noire. It yields deep-coloured wines with powerful berry aromas like blackberry, elderberry and currant. Its subtle sweetness makes the Dr. Zenzen Vino Noire the perfect companion for spicy dishes. If you prefer Cuvees you should try their Peter Bott white wine and the Peter Bott red wine, both wines are a melange of European wines which were vinified in sunny Spain. The Germans are especially proud of their popular sparkling wine. It is mostly made out of the Riesling grape because the subtle acidity works really well with the vivid bubbles. The German sparkling wine called "Sekt" is made by fermenting wine. The carbon dioxide bubbles in "Sekt" have to form as a natural by-product of the second fermentation. Why not toast with the Dr. Zenzen sparkling wine next time? All of the wines mentioned are exclusively imported to India by **Pashupati Agencies**. Today even in the Mosel valley climate change is noticeable so the owners of Einig-Zenzen make sure to do their part in turning our earth into a slightly greener place by offering a big variety of organic wines. Because thinking about future generations is key for a family that can look back 13 generations of wine production and trade.

Rediscover the spirit of true genius

It is our pleasure to introduce U'Luvka, a super premium Polish Vodka this week- Created with Friendship, made with Love, drank with Pleasure

U'Luvka represents the height of the modern distiller's art, while owing its inspirations to the alchemical traditions of the 16th century Polish Royal Court.

U'Luvka is a super-premium, luxury, 4-grain vodka which is distilled in small batches, from the finest Polish rye, wheat, barley, and oats grains. It is fresh, clean, and elegant on the nose, with distinct floral notes. It is creamy and lightly buttery in character, with impressive savoury and spicy flavours, aniseed freshness, and a long vibrant grain finish. Each batch is produced under the supervision of U'Luvka master distiller. The inspiration was to use the Polish tradition of producing vodka from the polish noblest raw material, which is grain. Our most important goal was to produce delicate vodka based on only raw materials, without any additives.

The contemporary recipe was developed and put into operation by our master distiller, Elzbieta Goldyka, who has been associated with the Polish spirit industry for more than 35 years. U'Luvka Vodka is distilled three times and filtered twice. In our production process, we do not use carbon filters in order to keep the character of the raw material giving it a smooth taste, we have perfectly harmonized vodka. It is an ideal main ingredient for a cocktail, an excellent & "partner" for food pairing in particular with unique desserts, a perfect combination of white chocolate, coconut or sweet rice with slightly creamy U'Luvka a divine dessert.

U'Luvka has won over 80 international gold medals for taste and packaging.



Recipes of signature cocktails served across

FAR EAST

U'luvka Vodka shaken with shochu, cinnamon infused agave nectar, lime juice, egg white, kaffir lime leaves & coriander.

MARTINI LUV

U'luvka Vodka infused with dry figs, homemade oregano tea shaken with a freshly squeezed grapefruit juice .

RED MARTINI

U'luvka Vodka infused with dried oranges, home-made cardamom "nalewka" shaken with freshly squeezed pomegranate juice and finished with Campari.

PODLASIE

U'luvka Vodka, passion fruit mousse, freshly squeezed lemon juice shaken with vanilla syrup and finished with lemon verbena foam.