

4th Anniversary Newsletter

WSCI
Wine & Spirits Club of India

Drink tastefully and enjoy responsibly.

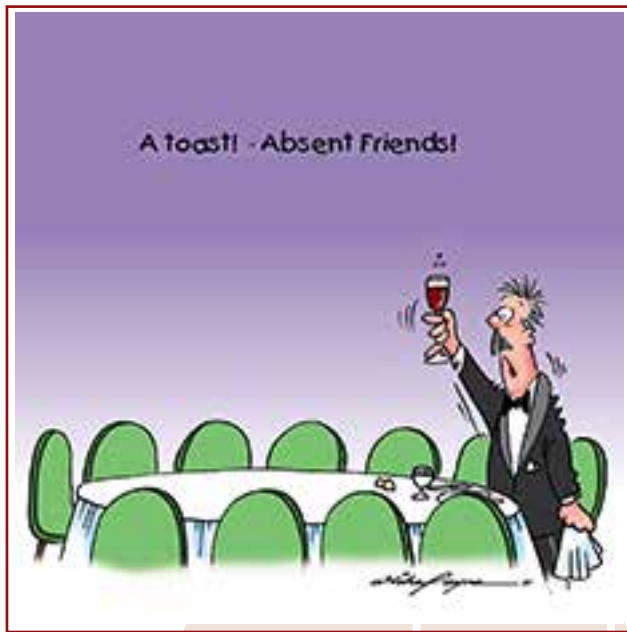
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The Journey of Wine & Spirits Club of India

My love affair with wine and spirits is not really a secret, and I admit I have always been fascinated by wine-producing countries! Hence my travel itineraries have always included the leading alcohol-beverage producing countries.

It was year 2016 at Istanbul Airport that an idea stuck me while exploring the wonderfully stocked Duty free shops to create a platform that would give more exposure about alco-bev world. Only a lucky few thousands get the opportunity to roam around the producing countries to try their local alcohol, so I thought to create a platform that will transcend both language and for the anxious enthusiast. My frequent visits to Greece, France, Italy, South Africa, Germany, Dubai, Doha and Singapore made me realise how interesting such a platform will be to quench the thirst to learn about alcohol, not in an environment of serious learning, but through a more lively yet informative way with pictures and stories from different regions, sources of the product, production styles, myths around the alcohol industry and a lot more. This was how WSCI was conceived "Wine & Spirits Club of India", a platform dedicated to community of Wine & Spirit enthusiasts.

Today, we are on the 4th anniversary month of WSCI and this is another opportunity for me to revisit those memories. I am glad that we have this platform in the form of a newsletter where I pen down those spectacular moments and share with all my 15800+ virtual family members from 103 countries around the globe and counting! Post spending a decade and half with this industry of alcohol in both imported and domestic segment it was easier for me to choose this field to explore more.



In a world of social media platform keeping the quality and interest level of the readers are not as easy as it looks. The idea of newsletter was to connect between the alcoholic beverage company around the globe with the reader from all the walks of life including end consumers, importers and exporters, distributors, wholesalers, super and hypermarkets, sommeliers, mixologists, consultants, owners and food & beverage professionals of hotels, restaurants and retail outlets.



Many a time I came across friends suggesting me to keep an age restriction, but my logic always been that there shouldn't be any age bracket for awareness about alcohol. Me, an average Indian till half of my today's age, I was aware about national holidays, birthdays, valentine's day and anniversaries but never knew that many parts of the world celebrate World Whisky Day, International Shiraz Day and International Tequila day etc, but today I know them and many a time am instrumental in celebrating them too. Like in the month of June we have World Lambrusco day and International Rose wine day.



I am not a great supporter of adopting the culture of other countries but if a small adoption will make you more responsible and end-up making your day filled with Joy, I will definitely opt that adoption. Allow me to share with you one such experience called Oktoberfest, one of the biggest beer festival the world celebrates. Around 6 million people celebrate this festival in Munich city of Germany, which goes on for around 16 days, starting from mid to late Sept and ends with first Sunday of October. This is not all, exhibitions like Vinexpo, Prowein, Vinitaly, Capewine etc where professionals, traders, producers and end consumers attend to learn and squeeze the best out of it to make life better.



Grey is the colour in our mind for the world of alcohol and I am very sure this colour of myth is not going to help us in long run but for sure will make us alcohol blind one day. I myself is a front runner of drinking alcoholic beverages responsibly as our newsletter's tag line too is "DRINK TASTEFULLY AND ENJOY RESPONSIBLY". Being a need based drinker myself, I never shy away to taste around 150+ wines in a day while attending those international exhibitions, idea is not to get drunk but for sure to make my palate more mature with the number and variety of wines I taste.

For me priority is awareness, it doesn't come by regular drinking but for sure it enhanced by regular exposure to alcohol via magazines, social media platforms like YouTube, Instagram, Facebook, Google as well as being an active virtual member of WSCI too. Learning and awareness are the only solutions to that mental blockage. We at WSCI are working religiously, night and day to make you a person enjoying his or her alcohol responsibly, gracefully and tastefully. Cheers!

VALUABLE COMMENTS FROM SOME OF OUR FRIENDS

Lopamudra Dash - Alcohol Enthusiast and end consumer, Chicago- USA

I was introduced to Wine and Spirits club of India by Malay. My first impression was that this club has some fine connoisseur of Wine and Spirits from India. I always wanted a space where one can express herself, among others, who also share the same interest. It is a stage which gives people a chance to share knowledge, experiences and suggestions. From new drinks, to new places, some even share knowledge which was not easily available in a public domain. This group showcases what India has to offer to the world, from Indian based drinks to expertise in Wine and Spirits. And given our rich heritage, and a ever evolving society, we might well be the focus of the world when it comes to Wine and Spirits.

Mukul Manku - Wine Enthusiast

On the fourth anniversary of the Wines and Spirits Club of India (WSCI), my mind is drawn towards its core philosophy which states that..."the idea is to enjoy and not complicate our alcohol". It is this thought which attracted me to join the Club four years ago. With over 15000 members now, the WSCI serves as an active online forum which cuts across the global distance and language barriers to share knowledge, brand awareness and opportunities in the vast world of wines and spirits. The creator of the group is Malay Kumar, who with a deep understanding of the alco-bev industry ecosystems both in India and overseas, is the driving force behind it. I wish all the best to Malay - may the WSCI achieve the highest levels of success under your stewardship in the years to come.

Anilraj Kapur - Food and alcohol enthusiast

I received a message in my messenger from Malay asking me to pen down my experience n feelings about this wonderful group, Wine & Spirits Club of India, me not being a writer was wondering how would I be able to do so, puzzled I started browsing the group again n I realized why am I in this lovely group, I came across this group just by chance n joined it just as I did in many other groups but within few days I got hooked to the interesting posts shared by the members in the group, unlike most other similar groups on Facebook WSCI is a group with a seasoned n intellectual membership base. The posts shared here are not just informative n knowledge enhancing but quite funny and hilarious keeping our 'Spirit' in good humor specially in present scenario, in short as the groups motto too say the idea to be in WSCI is not to complicate our alcohol, be it any its to enjoy to the core, so keeping the WSCI tradition lets not just analyze but enjoy the journey of our 'Spirits'...

Ravi Joshi - Wine and Spirits passionate, presenter and writer.

It has been a delight for me to be a member of Wine and Spirits Club of India (WSCI)- a unique group of beverage professionals and enthusiasts from around the world. I feel continuously enriched by the group's valuable updates and stimulating discussions that are respectful of individual opinions.

It goes to the credit of Malay and his team that the group has maintained its integrity and relevance to its cause, thus ensuring content quality- a good reason why the group has seen its membership climb steadily over the years. I wish WSCI even greater success in the coming years.

Anna Anyfanti - Owner at The British Centre - Anyfanti, Greece

Wine and Spirits Club of India is celebrating its fourth year but, above all, the great many Indian and international fervent followers. Passion and devotion towards transforming wine and spirit adherents into connoisseurs, prompted all of us to travel to the four corners of the earth and relish what the world's fertile lands have to offer and spread this knowledge to maximise the ultimate experience. We all gain a deeper understanding of the explosion of aromas relayed on each sip along with the gastronomical combinations to enhance our flavour. We exchange our knowledge and celebrate our differences being honourable members of a society. In an interconnected world, distances are annihilated to the public's advantage, even to those among us lacking the opportunity to travel so as to be initiated into what is globally held as the ultimate pleasure: alcohol. Through this platform we promote traditions and customs the world over, we reduce xenophobia and boost our chances of harmonious coexistence and interconnectedness. Alcohol has been the emblem of nations for centuries and around it legends, stories, craftsmanship and culinary skill. This is the world we are exposing our members to: a world so different yet so much alike. We hope in the years to come to contribute even more and, from a variety of resources, to usher even the last one of us into the new era of togetherness, knowledge and palatable experience.

Ravi Sharma - Hospitality Educator - IIHM

Journey of perseverance named Malay Kumar. Humble start and predetermined focus to success took 4 years. Gradual hard work and SMART management by objectives paved

When industry experts look around to raise toast the brand which jingle in mind like a North Star. It gives me a great pleasure to appreciate this young company under Malay Kumar.

Shraboni Puri - An eloquent speaker, voracious reader, pragmatic educator - IHM

Fuel to the ignited soul, You brought the world to my window.

Unlike my fortunate travellers while I was stationed with domestic challenges, my world broadened with your passion for awareness. To be a part of the community with 15k enthusiasts and yet all of them being acknowledged and appreciated for their contributions, even mere presence is superlatively applaudable by this platform. I will be sounding partial if i fail to share my toast with "Wine & Spirit Club of India" as its flicker of information rises the flares of ignited soul, the attitude for knowledge. With my rudimentary and intriguing background on alcohol as subject, my passion for its dynamism, art, science and commerce accelerated when i came across this uniquely designed FB group headed by passionate, avid learner, educator, motivator and entrepreneur Malay. My journey with "Wine & Spirit Club of India" has enriched and envisioned my scope of thought process by its content, valuable informations, ethical approach and compassionate collaboration with the members. Heartiest congratulations and many warm wishes at the success that leads to mile stone.

Luisa Lino - Embassy of Portugal, New Delhi, India

I am relatively new to The Wine & Spirits Club of India and it has been a wonderful surprise. The exchange of ideas is frequent and enlightening. It is a great place to what is going on in the wine world in India and a wonderful opportunity to learn and exchange ideas as questions are not only answered but are answered with sympathy. It is wonderful to see people from all over the world exchanging ideas and experiences in such an open and friendly way! It is great to find Portuguese members I didn't meet before and discover how great Professionals they are and how well they are doing in the world of wine. It is with joy and hope for another four years and another 15000 members that I congratulate WSCI for this wonderful Club of wine enthusiasts and Professionals from all over the world! and for the friendliness and diplomacy I have witnessed from all its members. Cheers

Neelima Nitin - Food enthusiast and Home Chef

A person who is non alcoholic and had never tasted any wine so far, what she's doing in wsci? What she can get from here? Were the question on my mind when I joined this group. But I

stayed to find answers and now an active member of the group I believe. Earlier what attracted me is just the attractive different shapes of wine bottles which still fascinate me but now I also try and understand the details.. the origin of it. As a home chef I believe it's important to know how and which wines are paired best with foods... plus can we use them in cooking as well.. Well since I know Malay Kumar's motive behind starting this group is to bring awareness about wine and educate on responsible drinking I like his approach.. The group has good vibes .. posts not just about different wines but funny videos, quizzes to give more information is quite interesting. I would like to thank Malay for this initiative and I am really looking forward to gaining more knowledge in coming time.. congratulations.