



We, at WSCI - Wine & Spirits Club of India strongly believe the philosophy that, it is the journey that is much more crucial, integral and full of thrills. We encountered someone who experienced something similar and we happily covered him in this **22nd edition of our WSCI Newsletter**. This edition is beautifully different because it is about the Journey of a professional who became a first generation entrepreneur and is still working with the same passion.

We are very sure that the journey of **Mr. Vikas Gupta, Founder and Director of AWM Global** is going to remind you about your own dreams.



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



Product of the month

An inspiring story which will allow you to nourish your own dreams which you forgot somewhere in the path of daily life.

It has not been very long since I have known him. As a common phenomenon of the 21st century, I met him on a leading social media platform, as we both shared a common passion called Wine. Out of around 62 countries that produce wine across the globe, Australia is one of the countries which is well accepted by Indians. Mr. Gupta in the first few interactions seems to be a passionate wine person from the Adelaide wine region. With a few frequent discussions over chats and calls we became more vocal and I started knowing the wine enthusiast better. His skills about his passion is tremendous because he is well versed about his subject. He is not someone who calls himself a connoisseur of wine but with a few minutes talk he will impress you with the commercial side of production, International demand, grape varieties, wine producers and so on.



Mr. Vikas Gupta, the founder, and director of AWM GLOBAL, an Australian wine/spirit company, has an entrancing journey, which began in a small town in India. From a young age, he knew that moving forward he wanted to pursue having a business of his own and travel around the globe. After passing high school with soaring merit points, he completed an engineering degree from RV college Bangalore. To further gain more knowledge of business, he studied Marketing at IIM, a prestigious business college in India. While working in a renowned company, and closely with one of the most well acclaimed and accomplished Indian businessmen, he gained immense experience and skills that he still cherishes, and uses in his daily business operations. With his work, he got to live his dream, travel to 90+ countries, and experience different cultures. While traveling, he really started to appreciate and get into wine. And finally, after working in different sectors for a long time, he found his true calling in wines, while working in Asia in 2009, for a wine establishment. After working in Asia for 5 years, he decided to start over and moved to Australia in 2014. He worked with several wine enterprises/wineries, giving him more in-depth knowledge about the wine industry. In 2018, he finally decided to pursue his lifelong desire of owning a business and started AWM GLOBAL.

Started off with Australian wines, "Dudies", being the first range launched, and the one closest to his heart. Getting excellent feedback on Dudies, he further created Love in four seasons, Magic, Mayan, and the most in-demand Betheone series. To diversify his product range, and to do something other than wines, he came up with the idea to create a non-alcoholic beverage that popped and looked just like a bottle of champagne and could be enjoyed by people who just wanted to get the feel, but don't drink alcohol. That's when he launched Summer Of 88 sparkling dark grape juice, followed by Spring Of 88 white sparkling grape juice. Just before Covid hit, he took a trip to South America and discovered the growing wine market of Chile and Argentina. Connecting with the finest wineries and suppliers there, he started Chilean and Argentinian wines, followed by South African and Italian wines. In 2021, he released his all-time favorite spirit to the range, Scotch Whiskey, "The ON". Ogilhinn Nessia being his first range, consisting of a 12-year-old Macallan cask bottled at cask strength. As a special edition, he added Silent Secrets in the Betheone range, an Australian Single Malt.



Along with their own brands, AWM GLOBAL works in affiliation and partnership with the best wine-makers & whisky distillers around the globe to deliver the customers a complete solution, from sourcing the best wine and spirits, packaging, distribution, and trade. AWM GLOBAL's vision is to bring the most valuable products to the customers, with the best sourcing, efficient supply chain, and long-term relationships with the vendors. Reliability and Trust are the values that drive the mission to bridge joy and value to wine & whisky lovers around the world.



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