



## THE UNDERRATED TREASURE OF RAJASTHAN

# Maharani Mahansar Heritage Liqueur

Mahansar Heritage Liqueurs were originally started for Royal Gatherings and festivities across royal houses of Rajasthan. Commercial production of Mahansar Heritage Liqueurs was first done by Raj Shree Thakur Durjan Saal Singh Ji in the year 1890 AD. Famous for its meditational and aphrodisiac values, It gained popularity among all major Royal Households. It was transported in clay containers on camelback to the courts of Bikaner, Bahawalpur and Sindh, and across business hubs from Attock (now in Pakistan) to Cuttack (Odisha).



The vintage town of Mahansar, located in the Shekhawati region of Rajasthan, is famous for its heritage and captivating charm. Among its many treasures, Mahansar is renowned for its exquisite elixir. This elixir, crafted with meticulous attention to detail, embodies the essence of the town's rich history and cultural heritage. Sipped by discerning enthusiasts, this renowned elixir from Mahansar leaves a lasting impression with its unique blend of flavors and the legacy it carries. Shekhawati Heritage Herbal Pvt Ltd is the producer of Maharani Mahansar Heritage Liqueur, owned by the esteemed Mahansar royal family.



Mr. Surendra Pratap Singh, the Managing Director of the company, is dedicated to carrying forward the legacy and art of Mahansar Liqueur. Renowned as the "baap dada ki daru," this drink of the forefathers holds a special place in the hearts of connoisseurs. Mr. Singh's commitment to preserving the traditional recipe and crafting the liqueur with utmost care ensures that each bottle embodies the heritage and craftsmanship of Mahansar. With his visionary leadership, the brand continues to flourish, delighting discerning drinkers with a taste of the past in every sip.

Today's liqueurs aren't exactly the same as centuries ago, although recipes, ingredients and equipment are closely followed. For one, the spices and herbs were traditionally fermented with jaggery to make the highest category of alcohol called asaav that was reserved for royalty. Now, rather than making the alcohol with jaggery, extra neutral alcohol is sourced from Indian distilleries and the herbs and spices are soaked in it for days, following which it is filtered and distilled in a pot still.

For Maharani Mahansar Royal Rose, is made from rose petals from the farms of pushkar and then it is then distilled in the copper pot still to produce the finest gulab liqueur. Maharani Mahansar Som Ras is made of spices that include Saffron, Cinnamon, Clove, Pepper, Ginseng, Musli, Black Cardamom, Ginger, Mace, Nutmeg etc. Procured from different parts of India the ingredients are rich in flavor and have their medicinal value. For Maharani Mahansar Narangam fresh oranges and dried orange peel are acquired from Nagpur Maharashtra while green cardamoms are sourced from Kerala for Maharani Mahansar Cardamom.



They have created a specific character for Maharani Mahansar that is synonymous with Rajasthan and India's Heritage in order to stimulate a personal and emotional attachment for the consumer. Our only focus is to make this India's heritage and signature drink both nationally and internationally recognized, at the same time building a brand with enduring values. It also makes for a perfect gift for your friends who might be missing the flavors of india.



**UNCORK INDIA**  
24-25 November 2023  
Jio World Convention Center, Mumbai  
International Trade Fair for Wines and Spirits



**COMMUNITY OUTREACH PARTNER**



Wine & Spirits Club of India

Organised by:


