

New Calendar, beginning of a New Year with lots of positive & futuristic thoughts, learning's of last year and plans for the New Year 2022. Experiences of the last 2 years are so different and we also may look at the same situation as space for a lot more. At WSCI - Wine & Spirits Club of India, we wish to dedicate this first edition of 2022 to someone who not only stands strong with his thoughts but also spreads positivity by keeping the determination to grow both horizontally and vertically. This month we are happy to cover the story of Arundeeep Singla.



From the Editor's Desk
Cheers - Malay Kumar

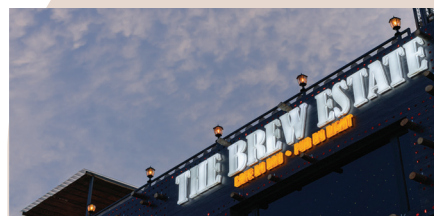


Beer, it's the best damn drink in the world - Jack Nicholson

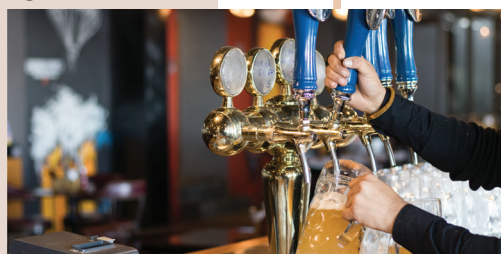
Arundeeep Singla, a Master in Finance from Melbourne, Australia, joined his family business and further started his own entrepreneurial venture in 2010. A curious professional grew up into a seasoned businessman today having many feathers to his hat. His family business was in finance, real-estate, gas filling stations, grain merchants, rice shellers etc. His journey of venturing into the liquor business started in 2010, when he was just 24. Today a well-known leading entrepreneur, his is an interesting and inspiring journey. His company "Rock & Storm" has been instrumental in producing a number of brands including a millionaire brand.



Arun speaks openly about his fascination towards the brew-pub culture back in Australia which pushed him further to materialize the mere thought into today's reality called "The Brew Estate". Dedicated years of research, market intelligence, visiting mature beer markets like Belgium, Germany and UK contributed a lot to bring a fruitful circumstance after the Brew-Pub law was instituted in Chandigarh in 2015. The Brew Estate was founded and its first branch inaugurated in January 2016.



Today "The Brew Estate" is one of the largest chains of brew-pubs in India with seven operational outlets in the states of Punjab, Chandigarh, Himachal Pradesh and Haryana, four upcoming and counting many more. With the motto "Brew with precision, Cook with passion and Serve with love, The Brew Estate is nest for more than 1000 employees and growing every day. CAFE BY DAY and PUB BY NIGHT is the mantra with some fabulous excellent quality craft beer. Till date The Brew Estate has served 100 kinds of flavors to its customers. A strict no tolerance with quality along with authentic ingredients from Belgium, Germany, UK and USA kept the quality as original as possible. Innovation got equal space so as the outcome like Red Ale, Hefeweizen, Wheat Ale, Citra Pale Ale, Hard Apple Cider, IPA, Premium Lager, Radler Beer as well as mini fruit oriented craft beers like green apple, mango, kiwi, peach, cranberry and guava. With a strong strategy to have 50 outlets by 2025, it is a perfect amalgamation of craft beer, craft cocktails, open kitchen with global comfort, live music and more.



With the on-going business of brew-pubs, in 2019 he started another wing of alcohol business called ALCOSTAR and introduced two whisky brands called Sherry Platinum Whisky and Royal General Whisky along with a triple distilled premium vodka brand called KIEV. Both the brands are available in the whisky centric markets of Chandigarh, Punjab and Himachal Pradesh with some unbelievable market shares, standing tall with the competitions. Keeping the finance qualification and a background of having three Bottling Units, more than 400 Retail Outlets and two Custom Bonded warehouses he was able to give 24 Carat quality at the price of 22 Carat.



An aspiring businessman, what Arundeeep Singla is today also has his successful distribution of international brands in Haryana, Punjab, Chandigarh and Himachal Pradesh. Last but not the least desire to create a successful imported brands portfolio as well as a branch of The Brew Estate in a foreign location is his current "MUG of Beer" as uncommonly phrased for "CUP of Tea".