

ProWine Mumbai 2023 buzzed as the drinks trade connected over fine wine and spirits

ProWine Mumbai successfully concluded its third edition with appreciation from the Wine & Spirits Community in India. Over two days, the well laid-out exhibition buzzed with tastings and conversations as the industry caught up with each other and facilitated business meetings.

Mumbai, November 2023: ProWine Mumbai wrapped up its third edition, held at the world-class Jio World Convention Centre on the 24th & 25th of November. ProWine Mumbai is a part of the globally iconic ProWein World and is jointly organised by Messe Düsseldorf India and All Things Nice.

The event rightly kick-started with the popping of Champagne *Laurent Perrier* and a ribbon-cutting ceremony, attended by the Deputy Mayor for Economic Development, City of Düsseldorf - Mr. Christian Zaum and his delegation, The Honorable Nick Champion MP, Minister for Trade & Investment, South Australia. In addition, significant dignitaries present included Consul Generals and Trade Investment Commissioners from Argentina, Australia, Chile, France, Ireland, Italy, Japan, Mauritius, Mexico, New Zealand, Northern Ireland, Peru, Portugal, South Africa, Turkey, United States.

On Point Target

It showed evidently that the interests of the market players are at the forefront of ProWine Mumbai. Trade visitors from relevant sectors ranging from large hoteliers, prominent restaurateurs and bar owners, importers, distributors, retailers, sommeliers, chefs, food & beverage teams and consumers were seen networking on the floor. Exhibitors expressed that they had the ideal opportunity to find the perfect buyer for their own portfolio, cementing the show's efforts and making it the largest platform in India for the wine and spirits industry. The exhibitors at ProWine Mumbai 2023 unanimously emphasized that they were impressed by the scale and quality of the event that provided a comprehensive professional platform for the wine and spirits sector and were overwhelmed by the high-quality footfalls and good business interactions.

“ProWine Mumbai 2023 has been essential for us to get a good sense about the Indian market and to establish contacts with potential distribution partners” said Arno Schmid-Egger, Managing Director - Perola GmbH.

ProWine Mumbai 2023 featured 164 companies showcasing over 1000 brands across 21 countries and 5059 attendees from 24 countries across a gross 5,000 sqm of exhibition space. The range of exhibitors and countries represented on the show floor reflected India's strong appeal to the global wines and spirits industry, including its key role as a gateway to do business in the region as seen by the growing participation of even lesser-known wine and spirits producing countries.

Participating countries included Argentina, Australia, Austria, Chile, Colombia, France, Germany, Greece, India, Italy, Japan, Mexico, New Zealand, Nicaragua, Northern Ireland, Peru, Poland, Portugal, South Africa, Spain and United States. The French Pavilion led by Business France as well as country pavilions from Argentina, Australia, Chile, Italy, Northern Ireland, Portugal and United States brought in their country wine makers to network with visitors throughout the day. In the Spirits section, visitors were able to taste and meet producers of gin, vodka, single malts, rum, tequila and mezcal.



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Thomas Schlitt, Managing Director of Messe Düsseldorf India states: "I am thrilled that ProWine Mumbai has created a comprehensive platform for the AlcoBev industry in just 3 years of its launch. The 2023 edition brought in more international flavour as well as diversity from Indian wine and spirits industry. The visitors enjoyed a diverse showcase of wines, spirits, craft beverages as well as learned about their taste, flavour, making procedure and more from experts at the Masterclasses. The show also gave recognition and a platform to talented bartenders and spirit brands through the newly launched ProWine Bartenders' Competition and ProWine Spirits Challenge. The success of the show is reflected in the enthusiasm of the satisfied attendees who are already looking forward to the next edition of ProWine Mumbai."

"Year on year, ProWine Mumbai exceeds our expectations. We are immensely proud of putting together this platform and humbled by the support of various governments and trade bodies and the eagerness to showcase their brands from importers and producers. We strongly believe that this is India's moment and we look forward to organising elevated editions of ProWine Mumbai in the future. The goal has always been to promote wine, spirits and craft beverage businesses and help new brands enter the Indian market. This year, I'm particularly proud of the ProWine Bartenders' Competition and the spotlight that it throws on bartenders who are an integral part of the beverage industry", says Nikhil Agarwal, Founder – All Things Nice and Co-organiser of ProWine Mumbai.

More Than A Trade Show

The **Masterclasses** that took place over the two days of ProWine Mumbai - alongside the exhibition - were well executed through interested tasting sessions and discussions led by industry experts. The sessions were well attended by visitors with a keen interest to learn in-depth about wines and spirits.

The highlight for visitors seemed to be **The ProWine Spirits Challenge** and **The ProWine Bartenders' Competition**. The blind-tasting and detailed scoring of spirits ranging from Whiskey, Vodka, Rum, Gin, Tequila and Liqueur led to an interesting revelation to the brands participating of what consumers actually like and look out for when making a purchase.

List of Winners of The ProWine Spirits Challenge is towards the end of the document.

The ProWine Bartenders' Competition presented an exceptional platform for talented bartenders in the country to showcase their skills. Bartenders are the backbones for best showcasing spirits and winning cocktail competitions is one of the fastest ways to become well known. Auditions for Round 1 took place earlier this month and finalists included Guruprasad Tripathy (Slink & Bardot), Ranjith Poojari (The Table), Raviraj Shetty (Masque), Priyanka Mondal (ZLB23), Mohan Basnet (Whisky Samba) and Rutik Matkar (PCO) who competed onsite.

Judges include Aneesh Bhasin, Co-founder of Svami, an eminent Wine & Spirits Commentator and also voted as GQ India's 30 Most Influential Young Indians; Priyanka Blah, Founder of The Dram Attic and One of Bar World's 100 Most Influential Figures in the Industry Worldwide and Yash Bhanage, Founder of Hunger Ink that runs The Bombay Canteen, O Pedro, Bombay Sweet Shop and Veronica's who had much to deliberate on as they conducted Round 2 and Round 3 of the competition.



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The winning bartender, Priyanka Mondal (ZLB23, The Leela Palace Bengaluru) received the prestigious title 'ProWine Bartender of the Year', an all-expense paid guest shift at the historic 'The Bar - The House on Sathorn', Bangkok (On The World's 50 Best Discovery) and a cash prize besides recognition in the trade and media.

The Craftsmen Discussion

Trade visitors witnessed a vibrant and insightful panel discussion on 'The future of international craft spirits in India and taking Indian craft spirits globally'. The panellists included Keshav Prakash - The Vault, Angad Gandhi - Glenfiddich, Shatbhi Basu - Bar & Beverage Consultant, Pritish Matai – Aspri Spirits, Rakshay Dhariwal - Maya Pistola Agavepura, Bharat Bhagnani - Living Root Distilling Company, Malay Rout – Wine & Spirits Club of India, Michael Hussey - Bord Bia and Rahul Mehra - Third Eye Distillery.

The **ProWine Mumbai Night** took place in the très élégant Lotus Ballroom and was a major networking event bringing together luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons, and key exhibitors from across the world under one roof, making this the most prominent wine and spirit event of the year.

The **India Wine Awards** (the country's most prestigious competition that sets the benchmark in excellence by rewarding the best wines, both domestic and international, available in the Indian market) was featured during the ProWine Mumbai Night and was put together by the Sonal Holland Wine Academy. The list of winners of the India Wine Awards can be found at www.indiawineawards.com

The positive response and great appreciation of the industry stakeholders and sponsors paired with the sector's growth forecast promises that ProWine Mumbai will once again be well-received and well-attended. The 4th edition of ProWine Mumbai will take place on 8th & 9th November, 2024 at the Jio World Convention Centre, Mumbai.

For more information, visit www.prowine.in

Winners of the Prowine Spirits Challenge

1. VODKA

Gold Medal: SMOKE LAB ANISEED

Silver Medal: SMOKE LAB CLASSIC, SMOKE LAB SAFFRON

2. WHISKY

Gold Medal: THE GLENWALK BLENDED SCOTCH WHISKY, MCCONELLS IRISH WHISKEY

Silver Medal: HINCH IRISH WHISKEY

3. GIN

Gold Medal: BARRISTER BLUE GIN, BARRISTER MUMBAI GIN, HAPUSA HIMALAYAN DRY GIN



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Silver Medal: HAYMAN'S LONDON DRY GIN, OREGIN GIN, GREATER THAN LONDON DRY GIN, SECTOR LONDON DRY GIN, BAAGH

Bronze Medal: COLOMBO NO. 7, SOCHI

4. RUM

Gold Medal: SHORT STORY WHITE RUM, DAKU SILVER RUM, SITARA SPICED RUM

Silver Medal: FLOR DE CANAS 4YR WHITE RUM, DAKU GOLD RUM, RHEA DARK RUM

Bronze Medal: VIVA EL RON WHITE RUM, MAKAZAI GOLD RUM

5. TEQUILA

Silver Medal: 1800 SILVER, CODIGO 1530 BLANCO

6. LIQUEUR

Gold Medal: TEQUILA ROSE

About the Organisers:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair-related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India and ProWine Mumbai. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

All Things Nice is reputed for its events and consultancy services that directly engage with consumers and trade. Additionally, All Things Nice is founded by Nikhil Agarwal, India's leading wine and spirit expert, writer, and international wine and spirits competition judge. The company also hosts the Indian Wine Consumer's Choice Awards. Nikhil Agarwal also concurrently runs companies involved in the importing and retailing of wine and spirits and is the Campaign Ambassador for The Distilled Spirits Council of the United States in India.

ProWein: Over the past 30 years, ProWein – with its more than 90,000 visitors worldwide – has become the most important market place for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging. You can book your "Ticket To The World" for your company's success today in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai and in Tokyo from 2024.

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