

BRAND PROMOTION OF INDIAN WINES IN LONDON
MILLENNIUM CONFERENCE CENTER, CENTRAL LONDON
06-08 NOVEMBER 2015, LONDON

Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce, Government of India organised “Brand Promotion of Indian Wines” in London, to promote Indian Wines to global audience, particularly in the UK market. The 3-day event was held at the “Millennium Conference Center”, Harrington Gardens in Central London from 06-08 November 2015. The 1st day was open to Media and Trade and the 2nd& 3rd days were open to general consumers as well. The event saw 6 leading Indian Wine companies namely Sula Vineyards, Grover Zampa Vineyards, Fratelli Wines, Charosa Vineyards, York Winery and Soul Tree Wines presenting their products to UK Audience, besides the presence of some of wine industry’s leading trade and media representatives, bloggers, key influencers from hospitality industry and customers. The 3-day event also attracted more than 500+ consumers spread over 2 days.

Publicity for the Event



The Event was themed – Ancient Sura in Vogue and a logo was created well in advance which was used in various online and printed media promotion. Save the date emailers were sent to media and trade 20 days in advance which was followed by Press releases with quotes from Master Sommeliers, Indian Wine Industry and APEDA including the pre event interviews. Special tie-up was made with BBC to for Radio and TV coverage. Major coverage of on 6th November that was telecasted on all BBC Channels around the world. The news was run all through the day on 07th November and reached across to approximately 5 million viewers. The story was translated and played in Hindi too on all Hindi and Urdu channels. Given below is the link for the same. <http://www.bbc.com/news/world-asia-34759303>. Post event, BBC once again did a 5-minute story and this was also run all through the day on 11th November in UK (Diwali day). The story was also translated to Hindi. BBC Radio 4 did a 6 minute piece on the ‘You and Yours’ programme about consumer affairs. A focussed media promotion campaign was also carried out to create awareness and promote the event amongst the target audience in London, UK.



A special campaign was also continuously hosted on Social media such as facebook and other social networks such as tweeter and instagram. A total of **5,898** likes at the end of the month. Average Weekly Total Reach is **19594**.



A quarter page advt appeared in The Times, London's most read paper.



Publicity at the Venue and Individual Stall Design



Inaugural Day Sessions

The inauguration session was co-chaired by Mr. Mile Beale, CEO, The Wine & Spirits Trade Association (WSTA), Mr. Steven Spurrier, Decanter Magazine's consultant editor and Mr. Sunil Kumar, General Manager, APEDA.

"We are excited to be a part of this event and welcome Indian Wines showcase in London. Indian Wines are beginning to establish themselves in UK market and events like this will go a long way in establishing a significant presence in the UK market. We would like to thank APEDA for taking this initiative and hope this will be an annual affair

in years to come”, remarked, Mr. Miles Beale, Chief Executive Officer of the Wine & Spirits Trade Association (WSTA).



Mr. Sunil Kumar, General Manager APEDA mentioned that this is the first time we are showcasing Indian wines on a large international platform, but we plan to make this an annual event which wine connoisseurs as well as leading wineries look forward to each year. This inaugural session was well attended by trade, press & media and also participation from leading Indian wineries including Sula Vineyards, Grover Zampa Vineyards, Fratelli Wines, Charosa Vineyards, York Winery and Soul Tree Wines.

The inaugural session was quickly followed by a masterclass from the world renowned Master Sommelier, Mr. Steven Supurrier on Wine Culture in India. Famous Indian Sommelier Mr. Magandeeep Singh of Wi-Not Beverages Pvt Ltd made an emphatic presentation on The Emergence of Indian Winemaking: the Story.

This was followed by a presentation from Mr. Peter Csizmadia-Honigh, author of *The Wines of India, a Concise Guide* alongwith the masterclass. This was followed by Ms. Karishma Grover of Grover Zampa Vineyards in conversation with Peter Csizmadia-Honigh on Subtropical Winemaking.



Leading names from the International Wine Industry including Mr. Steven Spurrier, Consulting Editor, Decanter Magazine, Ms. Emma Dawson of Marks & Spencers, Mr. Steve Daniel of Hallgarten Druitt & Nouvum, Mr. Jane Parkinson of BBC Food & Kitchen, Mr. Adam Wyatt of Square Meal, Alister Morrel, the Wine Inspector, Asma Khan, Darjeeling Express, Charles Metalfe, International Wine Challenge, Chris Walkey, Glass of Bubbly, Darren Smith, The Drink Business, Jilly Gooden, The Wine Room, John Ducker, AWE, Jude Kind, Hannibal Brown, Kathleen Burk, Karen Jaen Decanter, Michael Whiteside, Neville Blech, Wine Behind the Label, Pamela Gregory, Hannibal Brown, Tanya Mann, Glass of Bubbly Victoria Moore, Telegraph, Alison Dillon, Dillon Morral, Anthony Stockbridge, Anthony Stockbridge & Associates, Christopher Wyld Foreign Press Association Lond, Eduardo Flores, IWSC Group, Hari Ghotra, Hari Ghotra, Jeremy Kamaludin, Hari Ghotra, Kelly Conveyh, IWSC, Prashant Rana DrochaiD, Tony Murphy, DrochaiD, Andrea Rinaldi, UK Sommelier Association President



Networking Dinner at Taj Quilon

APEDA also organised a specially curated dinner at “TAJ QUILON” – a Michelin star restaurant located in Central London, on 06th November 2015 for wine enthusiasts, media and trade representatives at the fair, giving them a chance to pair Indian food dishes and wine. More than 80 influencers from the UK wine industry including the trade and media attended this curated dinner.



On the genesis of the fair, a spokesperson for the APEDA commented: “With a rich and colourful history dating back to ancient civilisations, wine has always been an integral part of Indian hospitality and culture.

“In the recent years India has experienced a boom in wine tourism and exports and has been appreciated for good quality wines. This initiative is a definitive step in the direction towards building bridges between India and International wine scene”.

On the 2nd and 3rd of the event i.e. on 6th and 7th November there were presentations, discussions, master classes on various topics such as sparkling breakfast, Spices up Indian flavours & wines, a workshop with James Parkinson of BBC1 Saturday Kitchen. A round table was also held with Emma Dawson of Marks & Spencer, Steve Daniel of Hallgarten Druitt and Alok Mathur of Soul Tree Wines. Another special session was held on Kebabs and Spicy Indian Red Wines by Joe Wadsack of BBC’s Food and Wine on the closing day.

Providing insight on the rising popularity of Indian Wines in international markets, Alok Mathur, co-founder of Soul Tree Wine, said: “From our vantage point, in the UK we are witnessing first-hand the rapidly rising popularity of Indian wine in the country.” “Put the quality of the current crop of Indian wines with the sheer popularity of Indian cuisine and the integration of popular Indian art and culture in the fabric of society here, and it is easy to see why this is happening.”

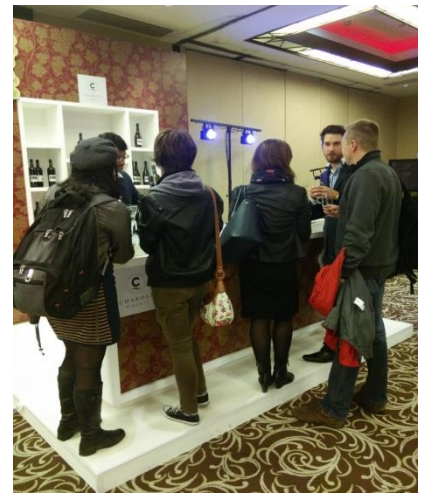
Conclusion

- World renown wine masters, media, hoteliers, trade, etc namely, Mr. Steven Supurrier, Mr. Peter Csizmadia-Honigh, Ms. Emma Dawson of Marks & Spencer, Mr. Steve Daniel of Hallgarten Druitt, Mr. Jane Parkinson of BBC Food & Kitchen & Spencers, Mr. Adam Wyatt of Square Meal, Alistair Morrel, the Wine Inspector, Andrea Rinaldi, UK Sommelier Association President, Ms. Asma Khan , Darjeeling Express, Mr. Chris Walkey, Glass of Bubbly, Mr. Charles Metalfe, International Wine Challenge, Mr. Darren Smith, The Drink Business, Ms. Jilly Goolden, The Wine Room Mr. Magandeep Singh, Wi-Not Beverages, Mr. John Ducker, AWE, Jude Kind, Hannibal Brown, Kathleen Burk, Karen Jaen, Decanter, Michael Whiteside, Neville Blech, Wine Behind the Label, Pamela Gregory, Hannibal Brown, Tanya Mann, Glass of Bubbly Victoria Moore, Telegraph, Alison Dillon, Dillon Morral, Anthony Stockbridge, Anthony Stockbridge & Associates, Christopher Wyld Foreign Press Association Lond, Eduardo Flores, IWSC Group, Hari Ghotra, Hari Ghotra, Jeremy Kamaludin, Hari Ghotra, Kelly Conveyh, IWSC, Prashant Rana DrochaiD, Tony Murphy, DrochaiD and many others.

They all talked very positive about Indian wine.

- The event was widely publicized in UK and world over through BBC which provided greater visibility to Indian wines at International forum.
- Therefore, it is recommended that similar promotion programmes for the wine promotion should be continued to boost Indian wine industry in the international markets.

Glimpses of the Brand Promotion of Indian Wine



PR & Media Coverage

The event got widespread coverage in mainstream media in the UK, with BBC World covering the event widely on its channel, thereby reaching across to more than 10 million viewers in the UK. The event was widely covered by the following media vehicles

BBC Asian Network

<http://www.bbc.com/news/world-asia-34759303>

<http://we.tl/DCrIJeqwPc>

The Drinks Business

<http://www.thedrinksbusiness.com/2015/11/london-gears-up-for-first-indian-wine-fair/>

<http://www.thedrinksbusiness.com/2015/11/indian-wine-more-than-just-a-novelty-in-uk-retail/>

Indian Wine Academy

http://www.indianwineacademy.com/item_4_670.aspx

Harpers

<http://www.harpers.co.uk/news/major-indian-wine-fair-to-launch-in-london-next-month/526822.article>

Sommelier India

<http://www.sommelierindia.com/indian-wine-fair-opens-in-london-november-6-8-2015/>

Offlicence

Newshttp://www.offlicencenews.co.uk/news/fullstory.php/aid/15244/Major_Indian_wine_fair_to_launch_in_London_next_month.html

Anticawines.com

