

# Diageo to launch Bar Academy programme in India

International wines, beers, and spirits conglomerate, Diageo is poised to follow up one bartending watershed with another, with the establishment of the "Diageo Bar Academy" programme, for which India is the launch country. Diageo held the third edition of the "Diageo Reserve World Class Bartending Competition" at The Imperial, New Delhi in July, which saw the world's best bartenders from over 39 countries compete in a series of rounds under the watch of global bartending gurus. The Diageo Bar Academy programme contains two training modules, and is intended for a worldwide rollout in 2012.

Diageo Reserve Brand Ambassador, Tim Etherington-Judge, who will front the training for bartenders across hotels and standalone bars in main and tertiary cities, said this academy was as much about raising the standards of this profession in India as it was about educating the country's consumers at large about cocktails. "What the 'Diageo Reserve World Class' did for the Indian bartending community is bring home both, the importance of the bartender in the overall scheme of things, and just how much this profession has changed over time. What the Diageo Bar Academy will further do, is expose several bartenders across the country, not just in the main metros, but tier-two cities to the art and innovation of bartending. This will help them gain not just the knowledge of the product and requisite skills but also the respect



of guests, some of whom sadly still perceive the bartender as a waiter of sorts."

Abanti Sankaranarayanan, Marketing and Innovation Director, Diageo, India said, "Programmes like 'Diageo Reserve World Class' allow us to work together with our partners and bartenders to deliver fine drinking experiences that are aligned to the tastes and preferences of consumers. Diageo Reserve World Class has been instrumental in accelerating an evolution, helping to raise the profile of Indian bartenders, elevate their craft, and nurture new talent. Now, the imminent launch of the bartending academy in India will go a long way, both towards raising the standards of the profession

of bartending, and also making consumers more aware about cocktails, particularly in the case of whisky."

The competition to find India's best bartender to represent the host country in July ended in mid-May in Mumbai with Delhi-based mixologist, Hemant Kumar Pathak (Blue Bar, Taj Palace Hotel), winning the title of "Indian Bartender of the Year". Hemant subsequently went on to win "Classic and Vintage Drinks" with a twist for a Balakia and Scotch Star. Manabu Ohtake from the Tower's bar Bellovisto, Tokyo, Japan, was the overall winner of the "Diageo Reserve World Class 2011".

~ Bhisham Mansukhani

# The Oberoi Melting Pot 2011

The Oberoi Hotel, Mumbai, hosted "The Oberoi Melting Pot 2011" with 25 participating countries. The Consulate Generals came together in the Regal Room for an evening of food, fun, culture, and giving.

The evening was hosted by The Consular Corps in Mumbai, The Rotary Club of Bombay, and The Oberoi, Mumbai. This event brought together Australia, Belgium, Canada, China, France, Japan, Korea, The Netherlands, India, Indonesia, Ireland, Israel, Malaysia, Mexico, Singapore, South Africa, Spain, Turkey, United Kingdom and the United States of America, along with first time participants, Argentina, Brazil, Ethiopia, the Russian Federation, and Sri Lanka, to showcase their rich culture and culinary traditions.

The evening witnessed a mesmerising ballet performance, courtesy of the Bella Academy, and the Russian Centre for Science and Culture, who performed the 'Swan Lake'. Schubert and his band kept Consul Generals and guests dancing to contemporary and classic tunes.

But the food was the real winner — empanadas from Argentina; barbequed prawns with mango salsa and lamingtons from Australia; chocolates, fries, and a variety of flavoured beers from Belgium; chicken drumsticks with Caipirinha and black bean soup from Brazil; spicy tuna koftas and salmon wraps from Canada; steam fish with soya ginger sauce along with chinese tea from China; mutton masala chilli curry, and coffee from Ethiopia; traditional Madeleines tièdes and assorted canapés



Gul Kripalani with partners of The Oberoi Melting Pot 2011 - Antonio Bullon, Paul George and Devendra Bharna



The Russian ballet performance

from France; khotto idli from India; Nasi Goreng and Satay Kambing from Indonesia; chicken Cashel 'blue style' and Bailey's Irish cream mousse with rhubarb compote from Ireland, regaled palates as Consul Generals donned the chef's toque and encouraged visitors to sample from the multitude on offer.

Devendra Bharna, Executive Vice President, Oberoi Hotels and Resorts, Mumbai said, "The Oberoi Melting Pot is unlike any event seen in the city of Mumbai. The evening provides guests the opportunity to sample the world on a platter. It is an event filled with great bonhomie, where Consul Generals, the Rotary Club and The Oberoi,



Sanju Soni, General Manager, Trident with Malti Jain

Mumbai, come together to present a multitude of traditions, culture and cuisine to our guests, all while raising money for some incredible organisations"

The money collected this year will be donated to Cancer Patients Aid Association, which works towards the welfare of cancer patients in India; Pratham, which encourages primary education among underprivileged children; and Salaam Baalak Trust, which nurtures and ensures the well being of street children.

~ Team Liquid

# Hardys' and Sula launch premium sparkling wine in India

One of Australia's biggest wine producers launched one of its premium sparkling wines at an intimate sit-down dinner at Mumbai's Pali Village Café in late September. Hardys, whose sparkling wine is being imported by Sula to India, flew down their grand ambassador himself, Bill Hardy, to meet with India's media and hospitality industry, and make them aware about one of Australia's foremost wine producers.

The new sparkling wine launched in India is the Hardys' Stamp Sparkling Chardonnay Pinot Noir NV. The wine has been launched in Maharashtra, Delhi and Bangalore. In Maharashtra, this wine will be priced at ₹1450.

Bill Hardy launched the sparkling wine along with Rajeev Samant, CEO and Founder, Sula Vineyards. They hosted a six-course dinner, which was paired with Hardys wines, which included



Cecilia Oldne with Bill Hardy

their Cabernet Sauvignon, Shiraz, Chardonnay, and the recently launched, interesting white blend of Riesling and Gerwutztraminer. It was incidentally Bill Hardy's first day in India.

Cecilia Oldne, Head – International Business, Sula, said, "Hardys is one of Australia's biggest and most visible wine brands, producing a staggering range of wines that different profiles of wine drinkers can relate to. Launching the sparkling Pinot Noir Chardonnay is only further testament both to Hardys' reading of the Indian market, and Sula's commitment towards offering a fuller import range to go along with its domestic portfolio. The timing of the launch could not be better with Bill's maiden visit to India welcoming the wine. It is a good timing also with the festival season coming up."

Samant added, "Nothing tops the prospect of Bill Hardy himself

launching his sparkling wine in the Indian market. The choice of Hardys in our portfolio was a good one from the onset. The range of wines is large and representative of fine Australian wines, which Indians have taken well to." Bill Hardy added, "This might be my first time in India but it's especially heartening to see the sort of response my company's wines have received. It's indicative, both of increasing discernment for wines in India, and commonality of tastes of Australians and Indians."

The winemaker for the Hardys Stamp sparkling, Ed Carr, a veteran of 33 years in the industry, won the "Gourmet Traveller Winemaker of the Year Award 2011". Hardys was established in 1853 and is Australia's largest wine producer, based in McLaren Vale but at the same time produces wines across several regions in Australia.

~ Bhisham Mansukhani

# Olivier Leflaive big on India with Aspri Wines

Aspri Spirits added another great label to its growing arsenal of wines in India with the recent launch of Burgundian great, Olivier Leflaive. Burgundy's wines are much sought-after, particularly the whites, which have been embraced by India's wine connoisseurs.

Jean Soubeyrand, Managing Director, Olivier Leflaive, was there to witness the launch of his label in India, which also included extensive tastings with the trade and the media. Olivier Leflaive, one of the largest wineries in the Burgundy region of France, has around 26,500 hectares of vineyards under production.

The history of Olivier Leflaive dates back to the year 1945, when young Olivier came to this world as the fourth child of Anne and Joseph Leflaive. In October 1984, he decided to create a new recognition for the wines of Burgundy with the help of his brother Patrick and his uncle Vincent. His ambitious objective was to apply all the understanding acquired from the Province Leflaive to the vinification of different red and white Burgundy labels.

The wines of Olivier Leflaive are the most highly regarded and iconic in Burgundy because of their ability to purchase grapes at the time of the harvest. This allows Olivier Leflaive to handle their wines with the same care and respect as any traditional cultivator. The technical director

has complete control and responsibility for the vinification and ageing of each and every cuvee.

Soubeyrand said, "Our wines are highly characteristic of their terroir and the village they hail from, rather than conforming to a house style. A great wine can only be produced from an impeccably situated and meticulously well-cared vineyard."

Olivier Leflaive, Bourgogne Blanc "Les Setilles", Chardonnay is priced at ₹ 3,420 while the Olivier Leflaive, Bourgogne Pinot Noir, a red wine, is priced at ₹ 2,925. Olivier Leflaive Wines are solely

imported and distributed by Aspri Spirits in India.

Sumedh Singh Mandla, CEO (Core Brands), Aspri Spirits Pvt. Ltd. said, "Aspri always believes in bringing the best and premium quality wine brands to India from across the world. The premium wine segment in the country is dominated by imported wines. Hence, we decided to introduce one of the most premium wine brands, Burgundy Olivier Leflaive, in India, to give wine lovers here wines of the finest quality."

~ Bhisham Mansukhani



# Zwiesel Kristallglas enters the retail market

Schott Zwiesel, a part of the German Zwiesel Kristallglas brand, presents beautifully crafted crystal glasses. Already a favoured brand among leading international hotels and restaurants, the company is now looking to make a foray into the retail market.

Dr. Andreas Buske, Chairman, Zwiesel Kristallglas said, "Asia has always been a huge market for us. We're well-positioned on the hotel and restaurant front, and going into retail is a natural progression. We set-up a flagship store in Singapore and Tokyo, and we're looking to spread it out step-by-step. India has always been a profitable

market, and we're sure that retail will now be the next step."

In fact, Zwiesel Kristallglas is one company that has successfully combined handmade perfection and state-of-the-art modern technology for the last 130 years. They were one of the first companies to discontinue production with lead crystal. Zwiesel Kristallglas went on to develop the internationally patented Tritan technology to create beautiful crystal glasses without the use of lead oxide. Besides being environment friendly, this technology is break- and scratch-resistant.



Zwiesel Kristallglas has three brands — Zwiesel 1872, Schott Zwiesel and Jenaer Glas. Zwiesel 1872 offers mouth-blown, handmade crystal glass for gourmet and daily use; Schott Zwiesel is the international market leader for crystal glass in the hotel and restaurant segments; and Jenaer Glas covers heat-resistant glassware.

Earlier this year, Scott Zwiesel unveiled its new range. The products include the 'Audience' range that has five wine glasses and accessories; the 'Vina' that's noted for its classic Burgundy form; the 'Party', which has the 'dancing tumblers'; and the 'Snow' range with glass accessories for serving.

~ Team Liquid