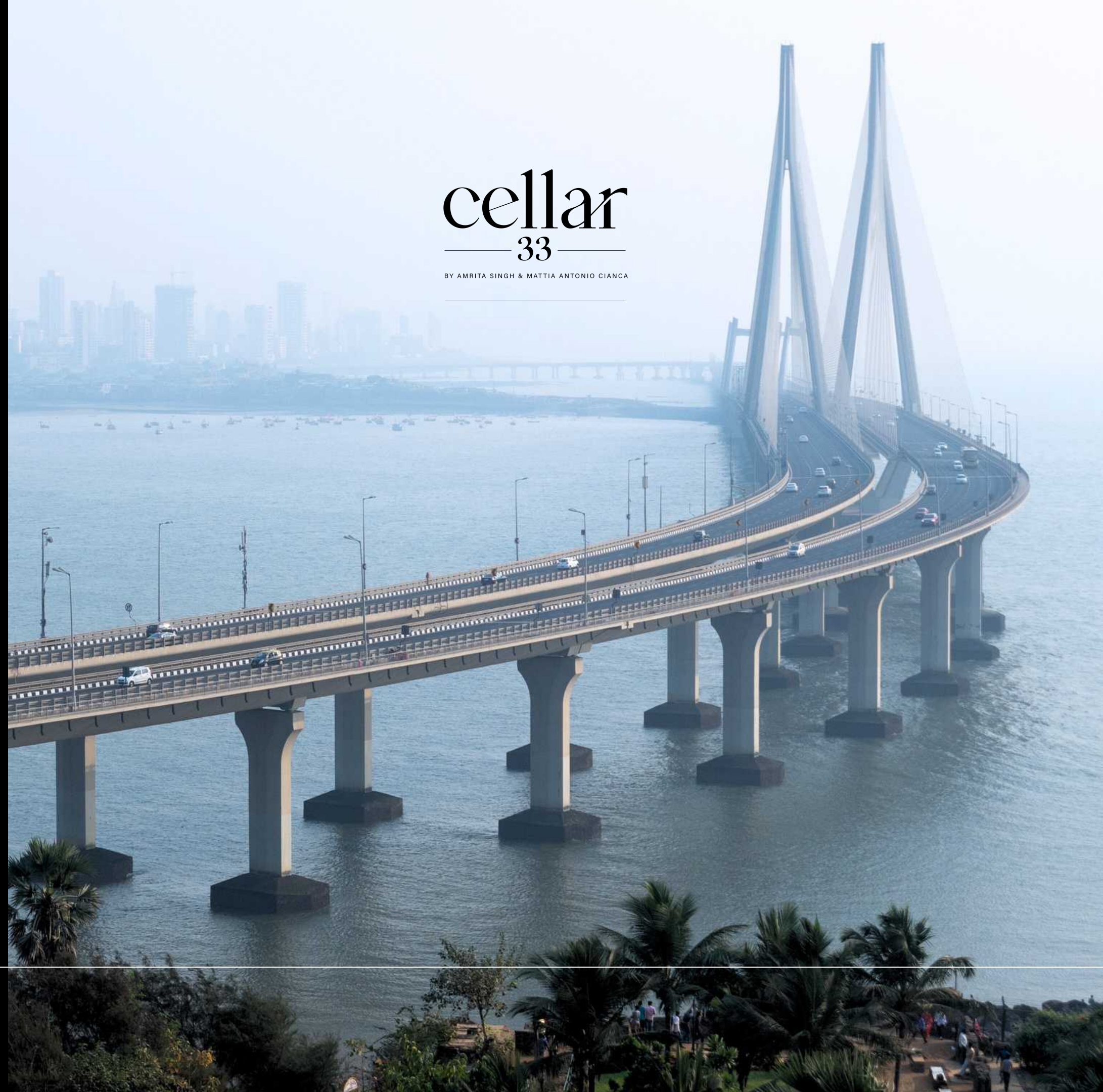


Cellar 33 Returns to India

Bringing the world's top
sommeliers and exceptional
wine producers to **ProWine
Mumbai 2023.**

PROWINE MUMBAI 2023 REPORT



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BY AMRITA SINGH & MATTIA ANTONIO CIANCA

INDIA

India's Growing Thirst for Wine

India's wine consumption is on the rise, with 10 million Indians regularly enjoying wine. This surge has led to a 29% increase in 2022, elevating the wine market valuation to \$238 million.

India Wine Insider (IWI) Report



The growth of the International Wine Trade has led to profound changes in the geography of production and consumption and the direction of export flows. The modern wine trade is becoming increasingly globalized and a major consequence of the increasing importance of the international wine trade is the strong export orientation of the world's large producing countries and the dependence of the profitability of the wine industry on the expansion of International Trade.



Wine is finding new customers in countries with large populations. In an emerging market like India, there is a growing thirst for wine among the youth, women, and well-traveled and health-conscious customer segment. The market trend establishes a growing affinity towards wine culture. The evolution of the wine market is changing the market dynamics and since it is at an embryonic stage in India, the importance of strategic partnership with the key stakeholders of the industry becomes crucial for market entry.

India remains a very challenging market for wine because of national and local duty rates. The regulations around alcohol sales, distribution and marketing are complex and all imported alcoholic beverages, including wine, are substantially taxed. This skews the market towards inexpensive wines. However, there is a considerable shift projected based on the current consumer trends and policy changes. The India-Australia Economic Cooperation and Trade Agreement (ECTA) came into force in December last year and this has significantly brought down the price of Australian wines in India. Similar results are expected from the ongoing free trade agreements with the UK, US, and EU as well.

PROWINE 2023

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



Held at the world-class Jio World Convention Centre on the 24th and 25th of November, 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 and the United States.

UNCCORIK INDIA

24-25 November 2023
Jio World Convention Centre, Mumbai, India

Organised by





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.

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 and beverage teams, and consumers were seen networking on the floor.

ProWine Mumbai 2023 with 5,000 sqm of exhibition space, featured 164 companies showcasing over 1000 brands and 5059 attendees from 24 countries. 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.

CELLAR 33

Cellar 33 is a story about the passion for wine shared by two friends. In 2020, Amrita and Mattia met through a common friend in Bordeaux and, after collaborating on various projects, decided to create a company in partnership. In 2023, they co-founded CELLAR 33, an Import-Export and Marketing Agency based in Bordeaux, with INDIA as a special project. The agency is dedicated to Champagne, Wine, and Spirits and establishes a business network in global markets while providing comprehensive branding and marketing support.





cellar
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Our approach is rooted in a deep understanding and knowledge of products, processes, and people. Our team blends decades of branding and marketing expertise with in-depth wine and sommelier knowledge to provide brands with unparalleled insights and solutions. Partnering with Cellar 33 amplifies your company's influence within the wine and spirits community.





As wine professionals with advanced industry certifications and qualifications, we leverage our expertise to carefully select the most suitable importers for each producer. Entering a new market is not solely about making sales; it's about finding the right partner for establishing a lasting and mutually beneficial collaboration. We provide comprehensive support to producers throughout their export journey and assist importers at every stage, from pre-import preparation to post-import support. Our Europe-based location ensures that importers worldwide have a professional and accessible point of contact in this part of the world.





THE INDIA STORY

“For Amrita is origin and vision,
and for Mattia is inspiration and
opportunities”

PROWINE MUMBAI 2023 REPORT



India is a unique and special project for us; it represents a country with unparalleled growth potential. The exceptional level of professionalism, hospitality, and humility in India is truly unmatched. The determination and passion of wine professionals here, who aim to make a significant impact on the industry, are both inspiring and motivating.



The absence of many international brands in India presents a unique opportunity for us. Our focus is on promoting lesser-known, artisanal approach producers as a top priority. This presents the potential for a historical shift where a market can be influenced by non-mass-produced wines and spirits.

Our vision is to see high-quality small to medium producers represented in the finest hotels, restaurants, and bars across India. We aim to foster a community of sommeliers who learn and grow alongside our work, ultimately positioning India at the forefront of the global wine industry. We aspire to see this country shine with a world-class status.



KEY HIGHLIGHTS





THE STAND

An impressive 51 sqm stand at G-18, Pavilion 3.



THE CHAMPAGNE LOUNGE

The guests were welcomed with a glass of Champagne Gaston Révolte



THE PRODUCERS

21 Producers across 6 European Countries



6 WORLD CLASS SOMMELIERS

FIRST TIME EVER in the history of India, 6 top award-winning sommeliers were flown in from different parts of the world to professionally present the curated selection of wines.



THE MASTERCLASSES

There was a dedicated special section of the stand for Masterclasses.



WINE EDUCATION

During the concluding day of ProWine, a session was conducted for wine students, sommeliers, wine enthusiasts, and aspirants.

Behind the Scenes

#WeAreHere



The producers and sommeliers arrive in Mumbai.

Behind the scenes

Our Social Media and Communication Team covered the entire event

Sneak Peaks – What to Expect at ProWine 2023 –
Producer Introductions – Sommelier
Introductions – Event Details – Live Coverage and
Interviews



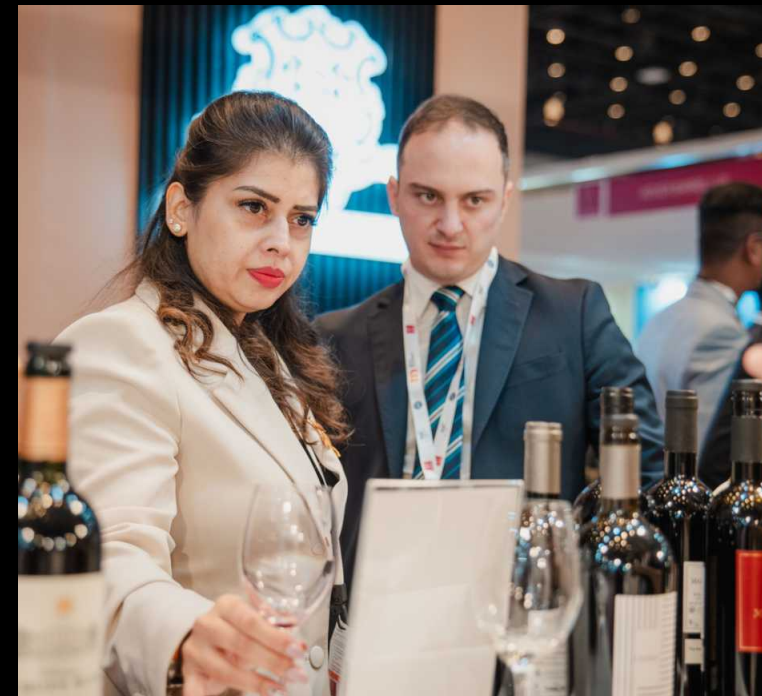
I. The Stand

An impressive 51 sqm stand at G-18, Pavilion 3. The stunning presentation of celebrated wines from our 21 iconic producers from 6 European Countries was the highlight of the event. It was a platform to meet and interact with our producers, sommeliers, and experts. The producers who were present in person not only poured their wines but also shared stories and anecdotes of their wine journey. The guided tasting was professionally managed by our team of World Class Sommeliers from France, Italy, the Netherlands, and Kazakhstan.





Gallery



2. THE CHAMPAGNE LOUNGE

The guests were welcomed with a glass of Champagne Gaston Révolte

A perfect way to commence the tasting experience was to designate a section of our stand exclusively for Champagne. Here, each participant could formally register and acquire their tasting glass from our Champagne Bar, engaging directly with the esteemed owner and producer, Nicolas Révolte. This strategic approach not only allowed us to establish elevated standards right from the start but also ensured that we maintained valuable connections with all our visitors.





Le Don de la Mer

PAR
CHAMPAGNE
GASTON RÉVOLTE
PREMIER CRU



Gallery





PRODUIT DE FRANCE



CHAMPAGNE
GASTON RÉVOLTE

PREMIER CRU

BRUT


CUVÉE SPÉCIALE

3. THE PRODUCERS

21 Producers across 6 European Countries

FRANCE | ITALY | SPAIN |
GERMANY | AUSTRIA | HUNGARY





Our extensive global network and diverse backgrounds helped us forge strong relationships with high-quality producers worldwide. Our selection criteria prioritize traditional producers who authentically represent their regions, often with a strong commitment to sustainability and exceptional value for money. The passionate individuals behind these fine wines and spirits are eager to tap into new markets and rely on our professional support to do so. We meticulously curate our portfolio to ensure a balanced harmony where each product complements the others, avoiding any overlap in styles.



The showstoppers with their celebrated wines: Lydia & Claude Bourguignon (Domaine Laroque D'Antan, Cahors, South West France), Nicolas Révolte (Champagne Gaston Révolte, Champagne, France), Yulia Zhdanova and Aleksei Tretiakov (Château de Birazel, Bordeaux, France), Michele Ciani (Aquila del Torre, Friuli, Italy), Cristiano Pighi (Orione, Veneto, Italy), Alfonso Nuñez-Arenas Blat and Fernando Nuñez-Arenas Blat (Heredad de Atencia, La Mancha, Spain), Ivan Saldaña (Murviedro, Spain), Daniel Kiowski (Weingut Markus Molitor, Mosel, Germany).

Producers who could not make it in person but provided incredible support. Château De Pressac, Château Jacques Blanc, Château Maison Noble Saint Martin, Bordeaux Families, Les Vignobles De Maxime. All of them are from Bordeaux, France. La Lomellina di Gavi (Piemonte, Italy), Dieci Prese (Veneto, Italy), Colle Petrito (Puglia, Italy), Tenute Luspada (Puglia, Italy), Capichera (Sardegna, Italy). Bodegas Balbás (Ribera del Duero, Spain), Weingut Jurtschitsch (Kamptal, Austria), Feind (Balaton, Hungary).

Gallery



Gallery



Gallery



OUR 21 PRODUCERS



4. THE WORLD CLASS SOMMELIERS

FIRST TIME EVER in the history of India, 6 top award-winning sommeliers were flown in from different parts of the world to professionally present the curated selection of wines.

Salvatore Castano, Lukas Wiegman, Thibaut Broussier, Rianne Ogink, Marie Corbelle, Anel Alibayeva



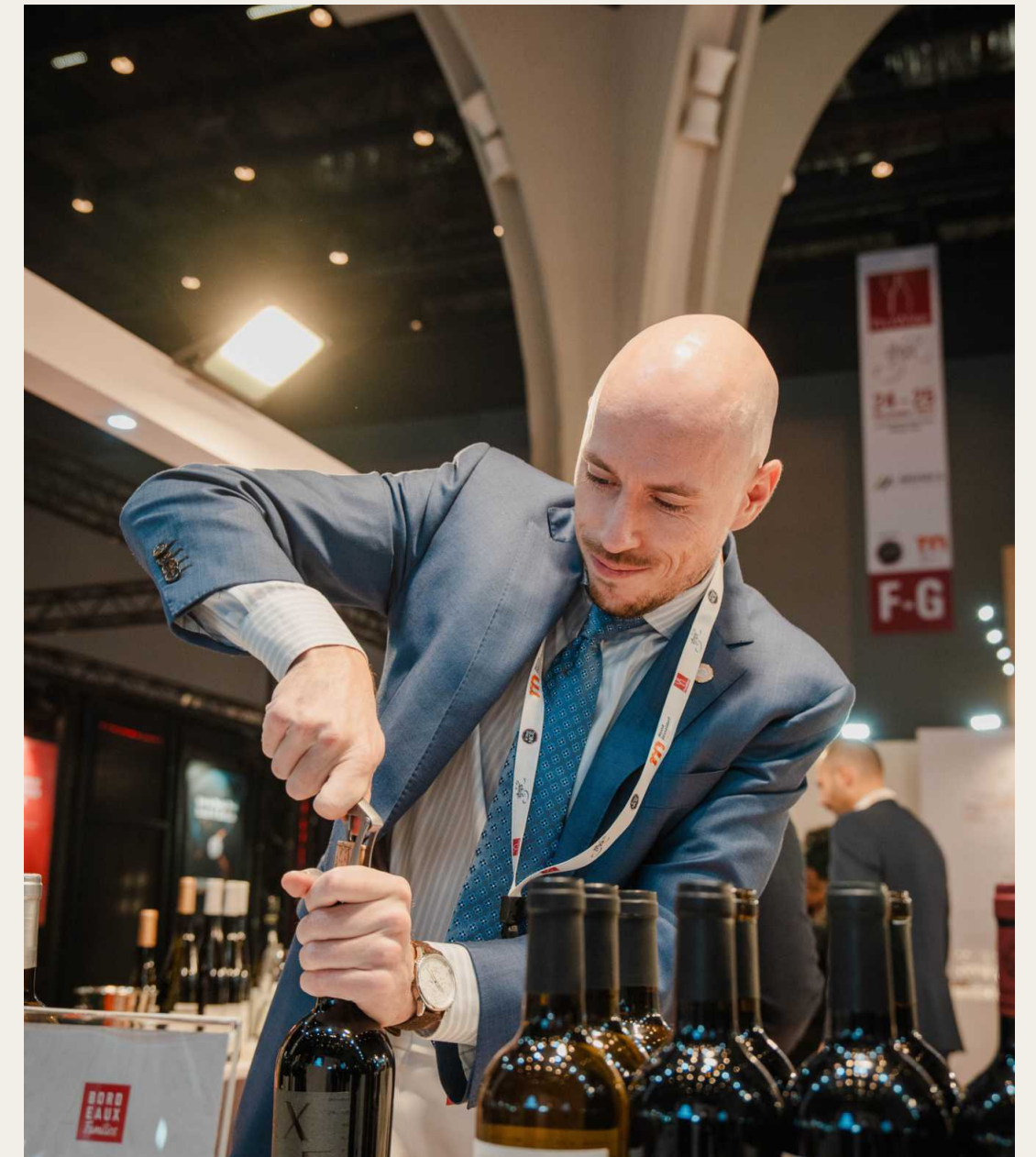
Salvatore Castano

A Sicilian native, started as a sommelier at "The Dorchester" in London and is now the On Trade Advisor and Wine Buyer at Friarwood Fine Wines. Awarded the title of Best Sommelier of Europe and Africa in 2021, Salvatore is a notable figure in the wine industry.



Lukas Wiegman

Has a diverse global background in the wine industry, serving as a sommelier, winemaker, and wine teacher. Notable roles include working at Domaine Lise et Bertrand, prestigious restaurants and wineries worldwide. Achievements like the ASI Diploma with gold in 2022 and second place at the National Sommelier Championships showcase his commitment to excellence.



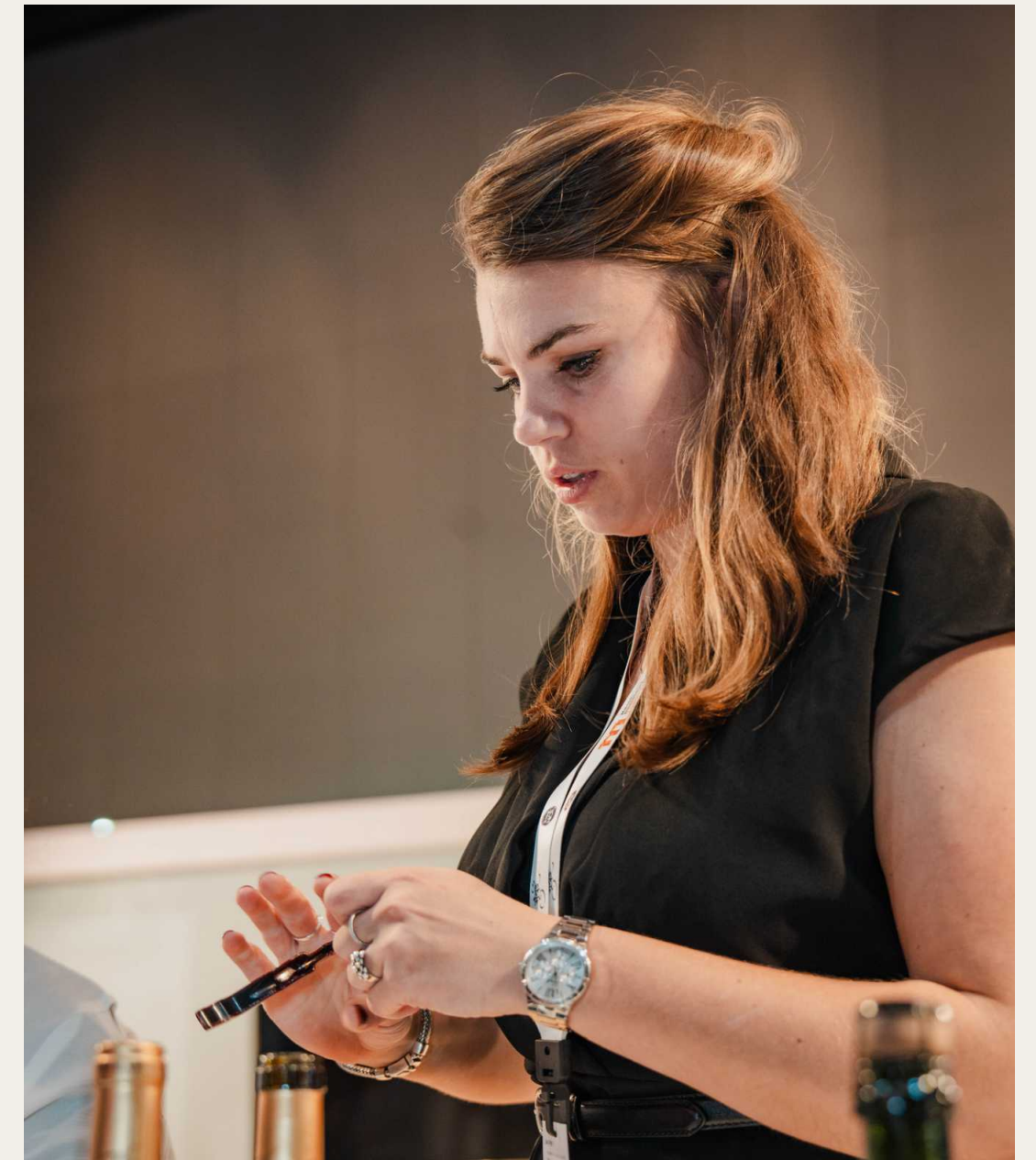
Thibaut Broussier

Originally from La Rochelle, France, has an extensive sommelier career in top restaurants across France, Ireland, and Australia. His experiences include collaboration with influential figures, specialization in natural and biodynamic wines, and recognition with awards like Best Young Sommelier of Australia.



Rianne Ogink

A Dutch sommelier, who transitioned from sports management to wine and hospitality. Notable roles at Zoldering in Amsterdam, earning the DipWSET and ASI diploma, and serving as a columnist and Bordeaux Ambassador highlight her influence in the Dutch wine industry. Her recent pursuit of viticulture and enology in France reflects her ongoing passion for wine.



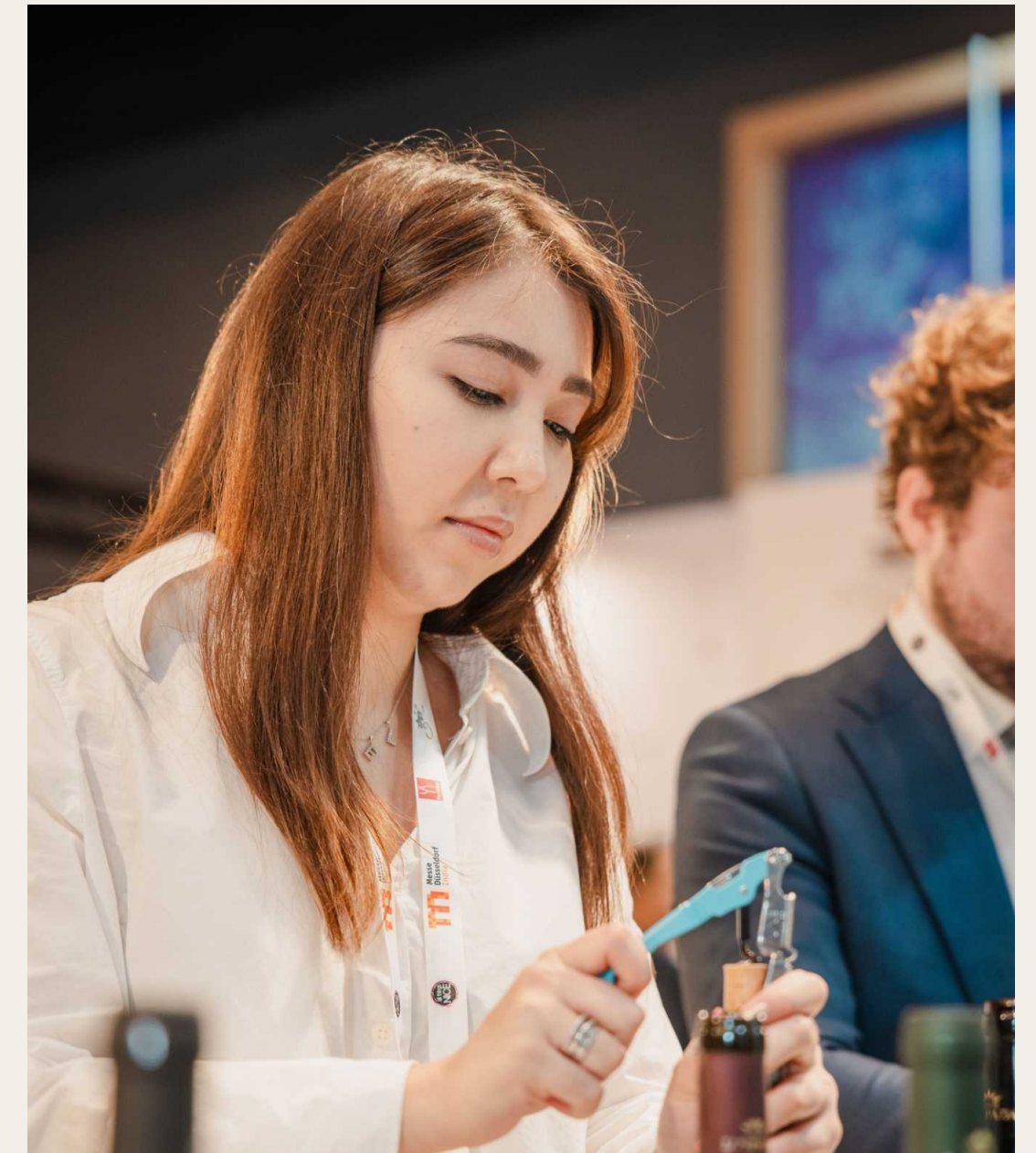
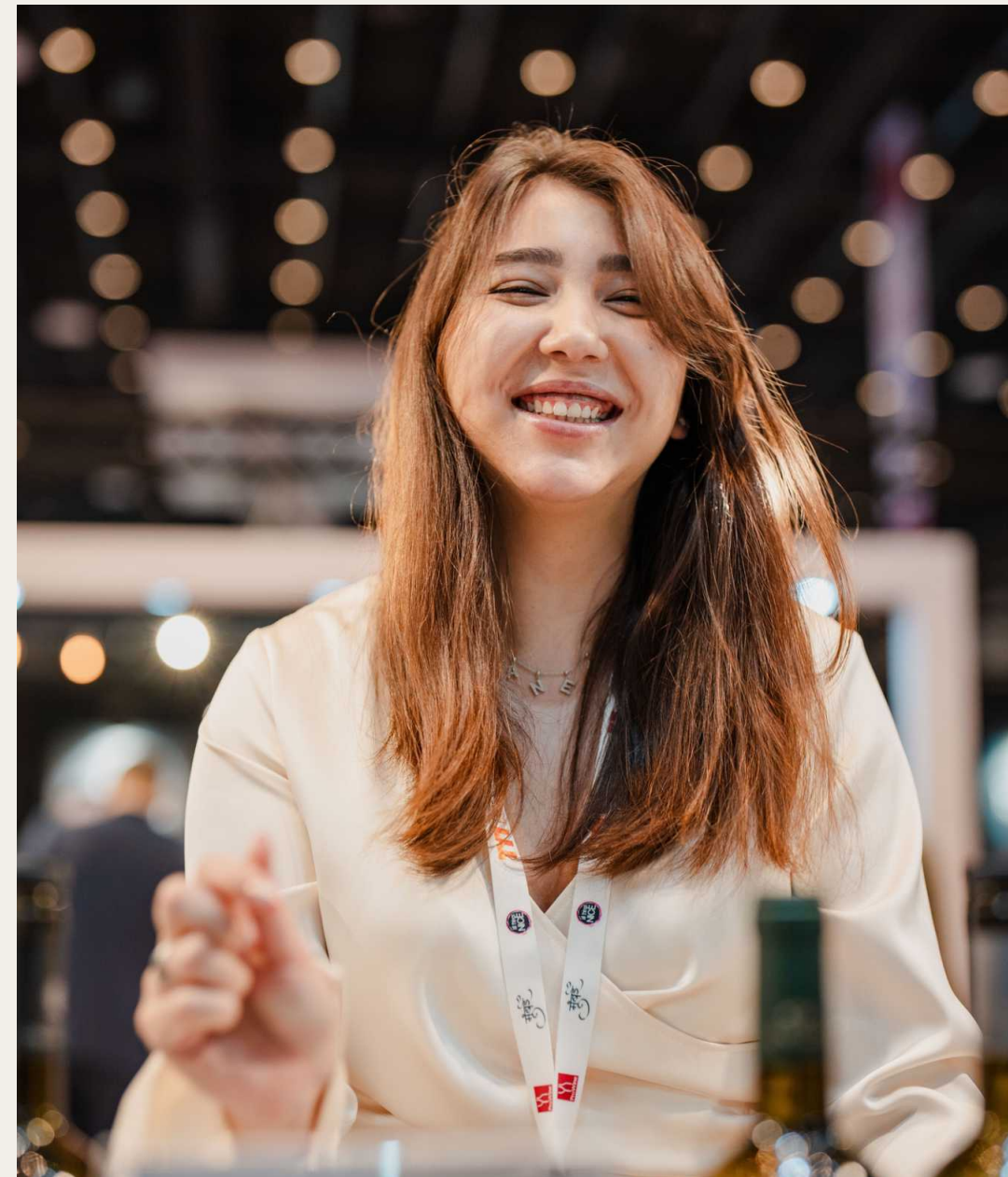
Marie Corbelle

Originally from La Rochelle, shifted from law to a passion for Cognac in 2017. After enrolling in the MSc Wine & Spirits Management program in Bordeaux, she discovered her focus on the wine industry. With roles as a caviste/seller and Operations Assistant, Marie's career showcases a dynamic trajectory in the wine industry.



Anel

Originally from Kazakhstan. She worked in the field of Marketing and in 2018 completed a beginner sommelier course in Kazakhstani wine school o'Vino. Her passion for wine took her to Bordeaux in 2021 where she continued to study further and advanced her sommelier skills. In 2022, she relocated to Doha, Qatar to join Marriott International Hotels as a multi-property sommelier. She was an integral part of the hotel's project in opening the first and only wine bar in Qatar.



5. THE MASTERCLASSES

There was a dedicated special section of the stand for Masterclasses, which proved to be a resounding success. Masterclass by the world's celebrated microbiologists and soil consultants, Lydia and Claude Bourguignon's (Domaine Laroque D'Antan) session on viticulture choices drew an eager crowd. It was a rare opportunity to hear from the masters of terroir. This was followed by Michele Ciani's (owner of Aquila del Torre) captivating exploration of Friulano and Sauvignon Blanc. Daniel Kiowski's (Export Director, Weingut Markus Molitor) deep insights into Riesling were deeply appreciated while the session on the irresistible rise of grower Champagne by Nicolas Révolte was met with enthusiasm. The event was a hit, with diverse and captivated audiences making each interaction a memorable success.



Gallery



Gallery



6. WINE EDUCATION

Cellar 33 proudly asserts that wine education is at the core of the company's vision, and both Amrita and Mattia are dedicated to sharing knowledge and providing a platform for learning.

During the concluding day of ProWine, a session was conducted for wine students, sommeliers, wine enthusiasts, and aspirants by Salvatore Castano, Mattia Antonio Cianca, and Amrita Singh. The session, titled "The Road to Wine Industry Success," delved into various wine education paths and institutions, highlighting their respective pros and cons, career opportunities, and available scholarships.



Gallery



THE FOUNDERS OF CELLAR 33

AMRITA SINGH DipWSET

Passion for Wine, Travel, Fashion and Art

After having significantly contributed to the evolution of women's fashion in INDIA clubbed with experience in launching and establishing Global Luxury, Designer, Lifestyle and Beauty brands for 17 years, she decided to pursue her Passion for Wine.



WINE AND SPIRITS INDUSTRY

Master of Wine Candidate (Stage 2)

2023 Winner Taylor's Port Golden Vines Diversity Scholarships

2022 Winner Golden Vines WSG Scholarships

2021 Awarded WSET Diploma in Wines

2018-2019 MSc Wine and Spirits Management from Kedge Business School, Bordeaux, France

FASHION INDUSTRY

Launched and Established many Fashion Brands in India

Vice President: Jabong.Com, Flipkart-Walmart Group (2014-2018)

Aditya Birla Fashion & Retail Ltd. (2004-2014)

Omega Designs (2001-2004)

Masters in Fashion Technology from National Institute of Fashion Technology, Hyderabad, India (1999-2001)

INDIVIDUAL AWARDS

Final Nominee List at the 2nd CMO Asia Awards for Excellence in Branding and Marketing 2011.

Final Nominee List (Distinguished Achiever) at the Aditya Birla Awards for Outstanding Achievement 2011.

MATTIA ANTONIO CIANCA DipWSET

Originally from Rome-Italy; Mattia has spent over 10 years of his life working as a Sommelier in some of the best restaurants in Australia working with influential chefs like Ben Shewry and Heston Blumenthal. In 2018 he moved back to Europe and after collaborating with Alexander Gusto Antico in Cortina d'Ampezzo, Italy, he chose to settle in the Wine Capital of the World, Bordeaux.



Over the years, Mattia has developed an extensive network in the wine and spirits industry around the world thanks to events, competitions and exams in the UK, Austria, Italy, Australia, China, Japan, Canada and the United States.

His passion for wine and desire to continue learning throughout his career has led to several awards listed below

2024 - CANDIDATE FOR THE PRESTIGIOUS COURT OF MASTER SOMMELIERS EXAM

2023 - REPRESENTED ITALY AT THE BEST SOMMELIER OF THE WORLD COMPETITION, PARIS, FRANCE

2019 - BEST SOMMELIER OF ITALY (ASPI) MILAN, ITALY

2018 - DIPLOMA ASI (GOLD) (ASSOCIATION DE LA SOMMELLERIE INTERNATIONALE) SYDNEY, AUSTRALIA

2018 - SEMIFINALIST, BEST SOMMELIER OF ASIA & OCEANIA ASSOCIATION DE LA SOMMELLERIE INTERNATIONALE

2018 - SEMIFINALIST, BEST SOMMELIER OF ASIA & OCEANIA (ASSOCIATION DE LA SOMMELLERIE INTERNATIONALE) KYOTO, JAPAN

2017 - BEST SOMMELIER OF AUSTRALIA (SOMMELIERS AUSTRALIA) MELBOURNE, AUSTRALIA

2016 - ADVANCED SOMMELIER CERTIFICATE (COURT OF MASTER SOMMELIERS) HONG KONG

2016 - WSET LEVEL 4 DIPLOMA (WINE & SPIRIT EDUCATION TRUST) MELBOURNE, AUSTRALIA

2015 - THIRD PLACE, BEST YOUNG SOMMELIER IN THE WORLD (LA CHAINE DES RÔTISSSEURS) ADELAIDE, AUSTRALIA

2015 - BEST YOUNG SOMMELIER IN AUSTRALIA (LA CHAINE DES ROTISSEURS) SYDNEY, AUSTRALIA

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