

# Corporate Presentation

Reveilo®  
*A mystery revealed*





The fruits

*Congratulations*

"No matter how much falls on us, we keep ploughing ahead"

**SPIRITZ**

**Reveilo** a mystery brand

**SPIRITZ Selection Awards 2020**

Spiritz Selection Awards Aug'20





# The fruits



IWCCA 2020





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IWCCA 2019





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2019 INDIA WINE AWARDS

Uncorking The Best

This is to certify that  
Reveilo Cabernet Sauvignon 2019, India  
has been selected by India's foremost wine professionals in the most authoritative wine competition and has been awarded

2019 INDIA WINE AWARDS

Uncorking The Best

India Wine Awards 2019



Spiritz 2019





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SpiritZ 2018



Delwine – Women of Wine  
Industry Awards 2019





# The fruits



IWCCA 2018





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India Wine Awards 2018



IndSpirit 2018





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IWA 2017





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WE PROUDLY ANNOUNCE OUR  
**AWARD WINNING WINES**  
AT THE INDIAN WINE

**CONSUMER CHOICE AWARDS 2017**

Reveilo Grillo - Gold

Reveilo Chardonnay Reserve - Gold

Reveilo Cabernet Sauvignon - Silver

Reveilo Chardonnay - Silver

Reveilo Nero D'Avola - Bronze



IWCCA 2017





Spiritz Awards 2016  
Silver – Sangiovese in Red Wine Category



Ambrosia , Dec 2016  
Premium White Wine - Chardonnay





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## Our Award Winning Wines at The Indian Wine Consumer's Choice Awards 2016



Reserve Cabernet Sauvignon  
2012



Merlot  
2015



Nero D' Avola  
2015



Reserve Chardonnay  
2015



Chenin Blanc  
2015



Grillo  
2015



Syrah  
2015



Chardonnay  
2015



Sangiovese  
2015



Cabernet Sauvignon  
2015



Reserve Syrah  
2012



Late Harvest Chenin Blanc  
2013

IWCCA, Dec 2016





## The Gold Winners

- **Reveilo Syrah Reserve**
- **Reveilo Chardonnay**
- **Reveilo Nero D'Avola**

## The Silver Winners

- **Reveilo Late Harvest Chenin Blanc**
- **Reveilo Cabernet Sauvignon**
- **Reveilo Sangiovese**
- **Reveilo Grillo**
- **Reveilo Merlot**
- **Reveilo Syrah**



IWCCA, Dec 2015





## The Gold Winners

- **Reveilo Cabernet Sauvignon Reserve**
- **Reveilo Merlot**
- **Reveilo Nero D'Avola**

## The Silver Winners

- **Reveilo Cabernet Sauvignon**
- **Reveilo Grillo**
- **Reveilo Sangiovese**

## The Bronze Winners

- **Reveilo Syrah Reserve**
- **Reveilo Chardonnay**



IWCCA, Dec 2014





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INDIAN WINES

# CHARDONNAY

## A cool-climate wine is HOT right now in India!

Gagan Sharma visits Nashik and is pleasantly surprised to find Chardonnay poised to become the wine of the future.

**A** new wine producer's primary task is to understand the relationship between the vines, climate, soil, and the amount of the head at his disposal, is undertaken by even the simplest because 90% of the revenue crop fails at 30,000 feet above the sea level. Government agricultural principles don't apply to our monopoly. Yet, with every passing year, Indian winemakers continue their due sense of wine, climate and soil better, showing increasing optimism confidence in themselves. In my recent trip to Nashik I found one such committed experiment finally bearing more 90,000 kilos of Chardonnay, while India has been working on 20 tons now. This new oak looks very exciting and diverse. It also holds a massive promise for the future.

Unlike in other countries, growing Chardonnay over 1000 mts. below the mean land and the peaks of the mountains. To begin with, they have to experiment and, even though some succeed to do so, they won't end happy with the results. The yields were negligible with maximum quality and of course, there wasn't much demand in the first place. This obliged the winemakers to buy grapes at extremely high rates, making the product to take a financial and strategic nightmare.

Tony Patil, Director of Vintage Wines, reads the economic risk, and not be allowed his passion for the varietal to proceed. He was the first entrepreneur to take the grape to fame, back in 2000. Vintage Wines' 2005 Harvest became India's first single-vineyard, single-block Chardonnay. And after the arrival of non-oak barrels in December that same year, 2005, which helped India to first barrel-matured Chardonnay. It has a distinct personality with robust tropical fruitiness and a backbone of strong oak, making a brilliant treat for the palate. To date, it remains the epitome of Indian winemaking success. With Ravale's Reserve Chardonnay, India independently marked the arrival of a new chapter will be followed by decades to come. Vintage Wines makes now only Indian chardonnay and grows all its own Chardonnay grapes.

SULA dindori CHARDONNAY 2010  
Ravale CHARDONNAY RESERVE 2010  
H block CHARDONNAY 2005

Sommelier, Oct '20



**Spiritz**  
COVER STORY



Wineries nowadays are becoming a lot more creative in telling their brand story right on the label. Moreover, given the popularity of private label wines, there is much greater flexibility in creating unique brand stories that appeal to a very specific demographic, says Kiran Patil, Director, Vintage Wines.

## Wine packaging can shape client perceptions

**P**ackaging is a very important marketing promotional tool to attract customers, and is now regarded as an essential 'P' of the marketing mix. "When deciding which wine to select from a retail shelf at a large and medium-sized store, packaging and labeling can play a surprisingly important role in the wine purchase decision," comments Kiran Patil, Director, Vintage Wines.

She specifies that "The marketing of a wine's packaging, which consists of several interrelated components like shape, colour, closure, and label design, interfaces with the key factors of the consumers' experience: knowledge of wines, self-confidence and the occasion at hand to contribute towards buying decisions."

According to her, the importance of any wine bottle packaging is in the label. Since consumers know what they want, but many others perceive a bottle's label and make perceptions of quality, reliability, and value in a product. Labels also help shape up loyalty, confidence, and self-impressions among the consumers.

She elaborates, "If your offering is wine as an artisanal or the trend of the consumer, the label can also a very important part in forming the right brand associations. With the right choice of fonts, colours and images, you can help to convey whether your wine brand is upscale and sophisticated or casual and fun. The quality of the label paper that you are using also makes a difference."

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Revisiting Packaging Solutions

Mesmerized, she adds that COVID-19 pandemic has definitely induced her company to revisit packaging solutions, especially pertaining to home delivery and for storing, retail sales.

Also, a revamp of the label design with Vintage Wines is underway. They are exploring Unique and non-age labels which

**COVER STORY**



### Bottles and Closures

The shape and colour of your bottle can also play a role in the overall brand perception of your wine. There are subtle associations that many consumers have when it comes to certain bottle and closures.

"In terms of weight, a heavier bottle is perceived as being more upscale in terms of closure, natural cork is deemed as being the premium option of choice, while screwcaps are seen as suitable for young, fruit or fruit-forward wines. Synthetic corks are great for wines that have been aged in oak," she explains.

### Narrating the Brand Story

According to the wine industry expert, during the recent years, wine consumers have started to think in terms of wine brands. Thus, wineries are becoming a lot more creative about telling their brand story right on the label, like reveals Mesmerized, given the popularity of private label wines, there is much greater flexibility in creating unique stories which could appeal to a very specific demographic.

As far from spent on private packaging, she says, "Initially, a lot of time goes into conceptualizing, planning and executing of the packaging. However, once finalized, one tends to revamp it every 3-5 years." Vintage Wines has revamped its packaging design over the past 10 years. "Having said that, there is one on the cards now," she reveals.

"Though, it is difficult to gauge the end consumer reactions, one that I conducted a modified survey to get a fair idea of the consumers' perceptions. However, customer reactions can be deciphered from the wholesale, trade, etc., she informs.

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**With the right choice of fonts, colours and images, you can help to convey whether your wine brand is upscale and sophisticated or casual and fun**

are eye-catching and draw a consumer in, especially women who have taken a propensity to make purchases based on packaging. "Thus, a look me up, design is what we would be looking at. At around 20-25 percent of the production cost of our retail packaging," she concludes.

### Eco-packaging Options

Nowadays, the aim of packaging isn't only to protect and sell the joys. A new dimension of eco-packaging is rising. Once the products are consumed, the packaging becomes a waste issue to which environmental issues are on the rise. "Companies are now getting more concerned about consuming less environment and thus many of them are going green to reduce the carbon footprint and contribute to the environment in that very way," she adds.

"One major established solution to the weight and transport considerations of glass & aluminum can. As a result, canned wine is gaining currency worldwide. Sustainability, another past 2020 encouraging trend and also a portable alternative to glass in events / outdoor activities are some of the benefits of canned wine. However, its acceptability in the Indian context has yet to be established," elaborates the designer lady.

Avoiding packaging contaminants, she reveals that their bottles and closures are imported, whilst the labels are printed locally. "Whilst we would prefer to source the entire packaging material locally, however, Indian companies are not really up to the mark in terms of quality, primarily due to absence of economies of scale," she asserts. ■





The fruits

# GQ

## REVEILO CHARDONNAY RESERVE

"We're partial to this Nashik-born Chardonnay for its powerful vanilla notes and pop of pineapple. If there's a wine on the list that deserves to be sipped alongside a plate of buttered scallops, it's this."

Gagan Sharma  
Sommelier and Managing Director, IWBS.



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# Condé Nast Traveller

## REVEILO NERO D'AVOLA

"An impressive experiment with a Sicilian grape Nero d'Avola has been a winner for the Nashik-based Reveilo winery. Adapting quickly to India's terroir and warm climate, the wine produced from the grape is rich, medium-bodied with a robust expression and a hint of rustic smokiness."

Sonal Holland - MW (India's only Master of Wine)



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ReveiloWines



ReveiloWines

GQ, July '20

Conde Nast Traveller,  
July '20



**“Water and Availability are holding back the growth of the domestic wine market... What are the other factors dampening the growth of the industry?”**

- Some of the issues impacting the industry include:
  - Increasingly strict environmental regulations
  - High cost of labour
  - Multi-layer distribution and the structure
  - Overhead costs of imported wines
  - Different tax treatment systems across countries
- What have been your biggest accomplishments at AOBWA?
- We have increased our sales across India on licensing of wines. We have

**“What to plan ahead for existing and upcoming wine entrepreneurs in India?”**

• We have to understand the market dynamics and consumer behaviour. The market is changing rapidly. The younger generation is more open to trying new things. My advice is to keep an open mind and be willing to learn. My suggestion is to focus on the quality of the product and the packaging. The packaging is a key factor in attracting customers. It should be attractive and informative.

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**“The biggest challenge is that people drink labels, which implies that it is important to build the brand, which needs a lot of resources in terms of time, energy and money.”**

— Suresh Patel, managing director, Wines and President of AOBWA

**“Women in our market are not only shaping the culture of alcohol beverages but also the marketing of these beverages. Alcoholic beverage partners are advertising in magazines while attempting to reach a female population.”**

“Marketing campaigns which use women's empowerment for branding purposes are positive beginning for the industry. From a cultural perspective, when girls in the field and time is for boys are past, particularly as gender roles are increasingly being blurred. Innovative creative ads keep going gender norms to attract the younger audience equally,” she adds.

**“Changing Dynamics**

On whether her company has tweaked its marketing strategy to focus on women's aspirations, she says, “As a company, we have always tried to be adaptive to the changing dynamics. Since the market of women's alcohol beverage drinkers in India is growing and is expected to grow even further, women definitely have a major group. While we make wines for a broad spectrum of target groups, some-of-one wine (mainly white) are quite elegant and trend forward, keeping the woman customer in mind. We are also in the process of redesigning our packaging for a more elegant, 'back and bold' incorporating some silver elements.”

She goes on to add that as the trend continues, they do partner with restaurants for later night, women appreciation.

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Brews & Spirits 2019

Spiritz, Oct '19



(COVER STORY)

## 'Millennials redefining wine consumption'

**Yatin Patel, Director, Vintage Wines**



**A**mong the various segments, India's young population, having an open mind towards wine consumption, is driving wine sales. Yatin Patel, Director, Vintage Wines, suggests that this is the spacer between 'wine' & 'young rapidly increasing wine consumers'. He adds, 'India's wine market is not limited upon age segments and is not limited upon income levels, which is the case in the developed age.'

But, going by Patel's words, India's wine market is in the undergoing of a transition, from an era of frequency of consumption, and the average wine consumer is passing. One-third (about 30%) of this segment drink wine daily, which is quite high.

The Indian wine market is undergoing a transformation, according to Patel. He has identified the difference in Indian wine as a 'lifestyle of choice', as they are very health-conscious.

The wine choices of the Indians, who are different from older generations, have also given rise to more wine consumption trends. For instance, Patel believes, there is a significantly consumer shift in India.

From an increase in wine sales, both in terms of frequency of consumption, and the average wine consumer passes. One-third (about 30%) of this segment drink wine daily, which is quite high.'

According to Patel, Indians are also seeking the growth in wine consumption. Indian wines have increased popularity and choice, which may not be true elsewhere. Indian wine sales have tripled in the past three years, as they were India's wine in the past when they were India's wine with differentiation.

Since the rising amount of wine-consuming individuals, consumption of sparkling is also on the rise. The most popular sparkling wine being consumed is a regular wine-style rather than being converted to just sparkling sparkling.

On the production side, Indian grape varietals have overtaken the traditional king of wine - the Cabernet Sauvignon," observes Patel.

Another development which will boost wine consumption in India is people starting to enjoy wine at their homes. Today, people are drinking wine more at home than at restaurants. On-premise consumption is reducing wine off-take through the retail channel, which is by way of house parties, or an off-site. With the growth in the trend of



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**Reveilo**  
for the love of Italian wine!

*Italian wines in India have now come of age!*

A story of passion and unashamed commitment to quality, where high wine standard is the hallmark of Reveilo.

Reveilo is a boutique Italian family winery, where a variety portfolio is an expression of the winemaker's art that leads the Indian consumer to an authentic experience with its range of Italian varietals of Sangiovese, Merlot, Pinot and Vermentino.

Wines are ageing, more structured and full-bodied. The power and intensity gives the signature of its signature and the bottles are soft. 'Mild & elegant' is just right! The wine estate believed in ensuring that every quality could be maintained at every step of the way.

Reveilo's are international quality series that cater to the taste preferences of Indians and a connoisseur alike, but for the more discerning wine-lovers, one can try the Premium or Reserve range, with over 22 years behind the company. Reveilo has been and appears closer to its promise of delivering something that few beat in its craftsmanship.

[sales@reveilo.com](mailto:sales@reveilo.com) | [www.reveilo.com](http://www.reveilo.com)

Spiritz, Mar 2017

Go-Getter, Dec 2017



[ COVER STORY ]

## 'Alcohol abuse not a strong premise to ban liquor'

**Yatin Patil, Director, Vintage Wines**

**N**o one can deny the continuing demand for alcohol products year after year. Yatin Patil, Director, Vintage Wines, rejects the belief that prohibition can curb drinking. Instead of checking drinking, says Yatin, "Prohibition creates a situation that affects the consumer's preferences, we should, instead, work to offset the depressing effects of increased prices on demand."

Yatin adds, "People are at a higher risk of developing alcoholism due to the depressive effects of prohibition. He says, "Behind every liquor ban, there is a social agenda and political gain. Technically, liquor tends to drive outside the concerned State's boundaries thereby creating a豪華度. When legal enterprises can no longer supply the demand, we have nothing else to do except go to the point of manufacture in the point of consumption."

Vintages black marketing of spirit products, use of alternative source strings, etc., to get a grip, and drinking at an early age among the adverse effects of prohibition. He even talks about "a direct correlation between criminal activities and alcohol availability."

For Yatin, however, total or drinking on some sections of people "does not really form a strong premise" to impose prohibition, as he believes that "everyone should be given a freedom of choice over the effects of prohibition or not."

Citing the example of Kerala, he says, "Once the negative effects of prohibition are seen, government policies are bound to be more progressive. Though Kerala announced a total wine ban, it is highly doubtful whether the new government will support it, as the State is increasing on the usage of illegal wine drugs."

To curb such豪華度, he strongly favours free movement of liquor both state and inter-state and giving the freedom of choice to consumers in the consumption."

Progressive countries like Australia, Japan and also one of the reasons behind the political push for prohibition in India. Quelling on this issue, Yatin believes that to stop the entry of spurious liquor and other only good quality products in the market, strict rules should be taken from a governing body like FSSAI. "If all are brought under a common rule, quality will automatically improve thereby reducing the incidence and the need for禁酒令," he says.

Regarding the impact of prohibition on his own company's wine business, Yatin says, "Domestic premium wines, in any case, were not very active in Kerala, given the larger audience for wine." However, he draws our attention to some milestones attained in the past in Tamil Nadu, which have affected wine sales in the State.

Quelling on the reason in Tamil Nadu, he says, "Karnataka supplies in the State could be made directly to the concerned outlet from the winery directly, and has remained since 1970. Subsequently, the government changed its policy to import wine, which made it incorrect that禁止酒 creates a preference of sorts. But, the supplies of imported beverages continued as per the old arrangement. Thus, resulted with prohibitory norms, practically shut the doors on the domestic wine industry."

However, Yatin is happy that it was recorded an increase in the sale of beer and wine following the implementation of the prohibition-concurrent liquor policy. "Only premium properties and above are permitted to sell wine in Kerala. This has actually increased the supply of premium domestic wine there," he informs.

When asked about the effectiveness of禁酒令 in making people responsible drinkers, Yatin says, "Any company can spend big amounts on consumer education. However, the real cause of prohibition is driven by the political route. Therefrom, education can be the only answer."

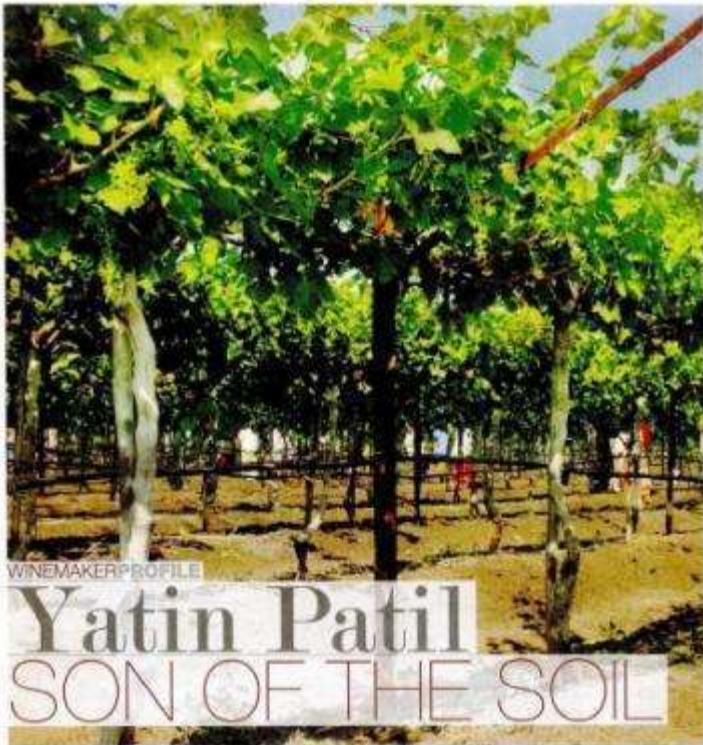


## Consumer's Choice Award for 12 Reveilo wines

**R**evelo wines, produced by Vintages Wines Pvt Ltd, emerged as the consumer's preferred wine brand at the recently held Indian Wine Consumer's Choice Awards 2016 organized by All Things Nice. Twelve Reveilo wines received four golds, five silvers and three bronzes at the awards event in which 136 wines from 22 wine brands vied for honours.

"The awards are close to our hearts because they reflect the everyday consumers' choice of wine that they like to drink. We would like to thank each of you who have believed in us and hope that we would continue to receive your support and we, as always, would stand by our commitment to outperform ourselves each year," said Yatin Patil, Director, Vintage Wine Pvt Ltd.



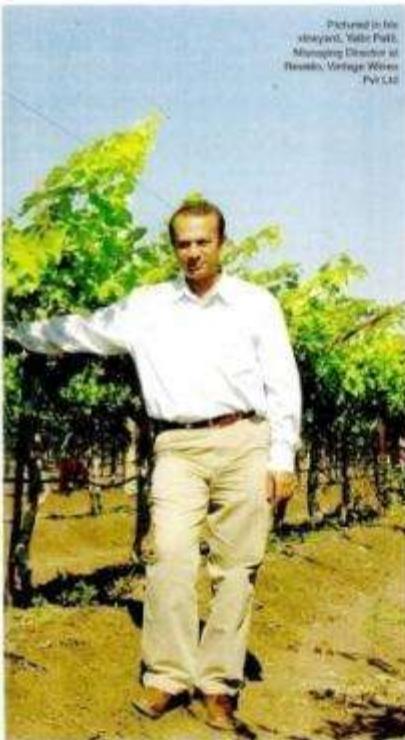
**WINEMAKER PROFILE**

## Yatin Patil SON OF THE SOIL

Yatin Patil is a first generation Indian wine company owner, who in 2004 set up a boutique winery – Vintage Wines Pvt Ltd – at his ancestral village near Nashik.

By Alok Chandra

22 Sommelier April 2016



Pictured in his vineyard, Yatin Patil, Managing Director of Resono, Vintage Wines Pvt Ltd

Gerta, tiny village near Nashik town in northeast Maharashtra, where Yatin Patil established a winery; the first in his family to do so, is about 120 km and three hours northeast of Mumbai.

The impetus at the time was, of course, the 2001 Maharashtra Grape Processing Policy, which prompted many table grape farmers in the region to venture into winemaking. Patil, however, proceeded more systematically than most. He decided that he needed professional expertise and so went off along with his father Buresh 'Babu' Patil in 2003 to find someone who could advise them on how to make good wine. Patil ended up with Italian enological consultants Enotri, whose then project manager, Andree Valentini, remains their winemaker to this day.

The Patils have been farmers in the Nashik valley area for several generations – Nashik itself sits at about 500 metres (1,600 feet) altitude in the Deccan Plateau on the banks of the Godavari river, and is a famed pilgrimage destination. The extended family owns some 200 acres of agricultural land in the area where they have traditionally cultivated cotton, sugarcane and table grapes, and since 2002 brought, what is today some 50 acres under wine grapes, planting mainly French varieties like Cabernet Sauvignon, Syrah, Chardonnay and Chenin Blanc, and, lately, also Indian varieties like Khero D'Arodo, Sangiovese and Grillo.

The 12,000 sq ft winery it stands at one edge of the property, overlooking the surroundings and just up the road from the family residence. All the plant and machinery, including even the fermentation tanks for the 200 KL vintage capacity were imported from Italy. They took their first crush in 2005 (the grape harvest here is in February/March) and launched their first

The Patils have been farmers in the Nashik valley area for several generations – Nashik itself sits at about 500 metres (1,600 feet) altitude in the Deccan Plateau on the banks of the Godavari river, and is a famed pilgrimage destination

APPENDIX | Sommelier April 2016

Sommelier, Feb 2016



[ COVER STORY ]

## 'Uniform taxation, advertising essential for good growth'



Kiran Patel, Director, Sales & Marketing, Vintage Wines Pvt. Ltd.

**T**he Indian consumer is ready for long-term, healthy wine. That's the message of the wine expressed by Kiran Patel, Director, Sales & Marketing, Vintage Wines Pvt. Ltd. on the growing wine market in India. The simple joy of souch and sipping is a special aesthetic which is blossoming new to the country.

Patel explains, "Today, the youth are taking to wine in a big way. This is demonstrated by the presence of wines in pubs and lounge bars. Women also prefer wine over other beverages due to the triple quotient attached to it after the health benefit associated with it."

She draws our attention to the whole lot of changes witnessed by the Indian wine industry in the recent past. "These years, the wine market has become fragmented, international, multi-lingual and information intensive. Now, it is opening up many avenues. The consumer is knowledgeable of what he/she is having and is asking for specifics. Wine bars and boutiques are popping up

all around. Wine clubs have come up in Delhi, Mumbai, Bangalore, and even Chandigarh."

Talking about the impact of these developments on wine companies, Patel says, "Breaking the mold is nature the trend of wine-drinking, especially in a young, all-utility (drinking, cocktail mix) ready and interactive family table correlated with eating scenarios. Consumers are seen through the routes of fine, light, sweet and sparkling; several varietals and blends. Confluence with the beautiful aesthetic of the occasion, this entwines to a leisure winter. It builds the enthusiasts' long-term healthy love for the beverage."

Through talk about good health for wine, Patel feels that it will take time for the wine culture to take root in the country. "Indian consumers are having hard liquor for so long now that the number of wine drinkers is growing but it is a gradual and inevitable change. Wine drinking is a culture; it takes time to imbibe a culture," she says.



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[ COVER STORY ]

## 'Reveilo wines owe a lot to Italian connection'

The Vintage Wines the Del profondo the Reveilo range of wines which are currently available in Maharashtra and are exported to Japan and Norway. "We have plans to soon enter South and Southeast Asia," claims Kiran Patel, Director, Sales & Marketing, Vintage Wines.

Patel describes their wine collection as "a well-balanced portfolio which includes 12 wines spanning across segments." The vintage portfolio includes the following varietals: Reveilo Syrah, Reveilo Merlot, Reveilo Grillo, Reveilo Petit Verdot, Reveilo Sangiovese, Reveilo Chardonnay Reserve, Reveilo Syrah Reserve, Reveilo Cabernet Sauvignon Reserve, and Reveilo Late Harvest Chardonnay.

Vintage wants to win wine lovers, as Kiran adds, "While we produce international quality wines, we ensure that our wines cater to local preferences of a variety and a connoisseur alike."

The regular range of vintage consists of "standard, easy-to-drink, no-nonsense. You can just pick one and have it. If you are in the mood for something robust, you can try our Golden range - the Grillo, Merlot, Chardonnay and Sangiovese," says Patel.

These wines "are slightly more discerning and like baked wines"; they "can try our Premium or Reserve range. We have to highlight the ones with a more soft-taste. A cup of our golden varietal, after cultured dessert wines, like Harvey Chardonnay, will be the perfect thing to satiate you," informs Patel.

Taking about unique features of their varietal, Patel says, "Vintage Wines is unique in having its own vineyards in Liguria (Italy), growing older vines and new projects, storing for maturing, bottling and maturing techniques, and temperature-controlled storage units within a single estate to ensure no loss of quality."

Another unique feature is Vintage's Italian connection. Throwing light on this, Patel says, "Reveilo wines owe a lot to the Italian technology and know-how. The wine equipment has been sourced from one of the world's leading wine-making equipment manufacturers in Italy. That's our wine maker, Avanir Winemaking, comes with a varied experience of 25 years."

In terms of style, Patel feels that there "are various, very young, very exciting, and traditional." To ensure top-quality, Vintage harvests grapes "when their flavours are at its optimum and the tannins are soft. The seeds are deliberately reduced as the maximum yield is not the issue; the issue is quality, the basic quality of wine. It doesn't just stop there. The wines are waste-bottled to ensure that we are able to maintain strict quality control at every step," she explains.

Vintage continues connecting with their consumers through an important element of its quality assurance process, Patel highlights. "We believe that consumers are our best critic. We constantly seek feedback from our customers and try to understand what they expect from our wines. We then work backward to achieve that employing the best wine-making practices. Our ultimate belief is that wines are made at the vineyard, not in the factory. The wine preserves what the vineyard offers. Hence our motto 'Dove si è, lo è' challenges our critics and surprises the quality of grapes that were harvested last year."

Kiran is happy that "Reveilo wines have time and again stood true to our promise of delivering the best to our consumers. Our customers' continued support, the accolades and the numerous awards in various forums reflect the reliability and trust the consumers have placed in the brand."

Vintage is growing 15-20% year-on-year and Patel hopes "to continue with this growth." In fact, she says, "There is enough place for all, as the pie is very large and wine consumption is steadily increasing. There is healthy competition in the industry, with a lot many players in the domestic wine space."

As there is a growing community among the people to know about wines, Patel feels, "The best way for a wine brand to connect with its audience is through a wine-tasting or wine-mixology events. Wine fests help in creating an instant familiarity about its wines. This is possible through participation in wine fests, exhibitions, road and wine-tasting events."

Vintage also conducts tasting sessions and wine and food pairing sessions for consumers at various restaurants and consumer meet points. Though the company does not have any accommodation facilities at its command, "we welcome those who want to visit us for a day. There is no charge for the wine-tasting and the wine-pairing too. Arrangements can be made on a prior notice," she informs.

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Spiritz, Feb 2016





I first came to India in 1990 and after that there has been no looking back. The climate and the style of wine we are making are completely different from European conditions.

**growing and grapes here that best suit and suited for Indian conditions?**

In my view, most of the varieties that foreign Winery has planted are well suited to the Indian climate with the exception of Pinot Noir and Sauvignon Blanc. Pinot Noir was planted initially, however, the tree did not live well as it has a very thin skin and requires a cool climate to survive. The best grape here the grape that he has taken the grapes are varietal

and ready for harvesting. Again, because of the water above the mountains. There is no point in Indian sites to reflect the features that are characteristics of Sicily.

Adilin Alibekov, Sommelier, Dainik Nepal and Samayik Nepal.

**Can more care be taken about obtaining quality grapes for the vineyards?**

We at I believe in the saying that a good wine can come only from vine and grapes. We chose the location and done after considering many factors like weather conditions, type of soil, quality of water available, drainage and rainfall etc. There is a strong correlation between the vineyard and the climate to be perfect. If there is no compromise between the two then the wine will not be very attractive. While the choice of clones may vary, the more one respects the prime and the only you want to give to your business is also important.

**What importance is it for a winery to have its own estate grown grapes?**

The decision to create the unique premium wine necessarily has to be based on the source of producing quality wines. Quality comes to competition. What ever depends on somebody else, most of the time it becomes difficult to compete against other previous experience to one another, which, in turn, affects the price. It is much simpler to control what it grows.

**Do you feel red wines should be asked?**

No, red wines can be asked but it is necessary to find the right balance between the fruit and oak character. The problem arises when oak becomes predominant in a wine, and it will lose the source of the wine. Oak is an option under consumption of the wine. And, which completes the punch like the cherry on top of cake.

**Is there any interesting experience you would like to share?**

My wine was selected in 2006, and since

then I have been working in India.



## Winery Snapshot

Vintage Wines is the first Indian wine company to collaborate with an Italian wholesaler and gives the Italian importers – Gabbia, Riva, D'Avola and Nangapure – in India, marketed under the brand name Revello.

The 12,000 sq ft state-of-the-art winery with computer-made of barrel aging and tricks to include the importers from Italy, adopts 100 acres of estate-owned vineyards.

The grape varieties planted are Chardonnay, Merlot, Merlot, Chardonnay, Cabernet Sauvignon, Shiraz, New Zealand, and Sangiovese.

The winery adheres to stringent Euro-GAP norms regarding ensuring the vines with insecticides and fungicides.

French oak barrels, sourced from Vendee, Sauternes, Sauternes, from Charente, France, are used for ageing the wine.

The barrel room holds 50 barrels but due to capacity to accommodate more, it requires further expansion.

With a total of 12 acres, Revello wines are distributed in Maharashtra, Goa, Bangalore and Delhi as well as exported to Japan and Norway.

Vintage Wines has received 20 awards in India and abroad in recent years (2000-2010). The winery has not participated in any international competitions.

Future plans include increasing vineyard size and scaling up production.

Current production: 150,000 litres with an installed capacity of 500,000 litres.

Sommelier, Aug - Sep 2015



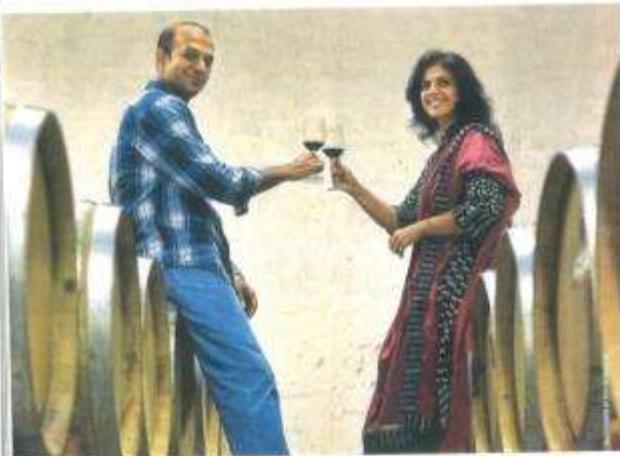
## wine

### Revels

A decade ago, when Ritesh and Isha Patel decided to quit their soft-drink "9 to 5" corporate jobs to start a winery, they didn't know that they were about to become pioneers in the large number of Indians that come down their way, day after day, of Penfolds 2006. Today, the founders of the wine brand behind the Chardonnay and Cabernet Sauvignon range, which also includes late-harvest Chardonnay, think: "There's still a lot more to explore in the market drink. Right now it's the barrel-aged Cabernet Sauvignon," says Isha.

Their sales data shows that most people in India still prefer lighter and less complex wines. The Syrah and Chardonnay are among the Revels best-sellers, and of 1,000 cases they sell every year, the greatest share is eaten by only one person. After spending decades "tasting" various brands, the couple has zeroed in on Italian and French producers such as Montepulciano, Pecorino and Sangiovese.

"I like to taste The New York Cellars' Chardonnay because it's Indian in its style. Revels was the first winery to bring Indian grape varieties to India," says Isha. Put the Revels Arrels with power dishes (like the Chardonnay complemented by chicken kashmiri) and also in their portfolio are the Revels Chardonnay and Cabernet Sauvignon.



► Ritesh and Isha Patel, the founders of the Revels wines, in Navi Mumbai

16 OCTOBER | DECEMBER 2014

BT More – Dec 2014

### Indian Wine Academy

President: Ch. Sudhir Kulkarni

ESTD. 2000

Project: Wednesday, 16 October 2014 14:30

### Vintage Wines Ties up with Vintage Distributor Prestige

Oct 15: Mumbai-based Vintage Wines, owned by Vinay and Arun Patel, has announced a tie-up with the Zeebra's Indian joint venture Prestige Wine and Spirits as their sole distributor for its products across Pan India. "It's a well-known fact that the Indian wine industry is at a crossroads, while currently Arrels who feels that it is a positive sign for the Indian industry and that this collaboration could result in renaissance of the wine due to the potential synergies, the potential for go-ahead and other attempts in the industry notwithstanding."



Indian Wine Academy – Oct 2014





## 10-MINUTE WINE GUIDE

### New Indian Varietals

Food writer Vikram Doctor spotlights six hot international wine varieties now being produced in India.

**Vikram Doctor**  
writes about a  
broad range of  
topics for the  
Sunday Times.  
He is also a well  
known food writer  
and blogger.

**W**hen India's wine industry first started planting fine Nashik and Bangalore 12-20 years ago, they planted the workhorses of the wine world – varieties like Shiraz, Cabernet Sauvignon, Chardonnay and Sauvignon Blanc, that can produce good wine under a fairly wide range of conditions. They also planted sturdy varieties like Pinot Noir and Chardonnay. The results were fairly flat: the workhorses did well and produced some really good wine. The sturdy varieties mostly did badly and then, it was clear which varieties would work in India.

The growth of the Indian wine industry has spread the cultivation of some superstar varieties at the expense of more local ones, but these are now used to make wine at regional levels. New Indian winemakers have been instrumental in looking at their grapes, especially these places like Kathiawar, Saurashtra, where the numbers can approach an Indian identity.

Antonio Valentezzi, who runs the school on Revello, started with one of those Indian and Cabernet Sauvignon, but also planted lesser-known varietals – Nero d'Avola and Sangiovese for red wine and Giffi for white wine. Revello has also recently launched a Sangiovese Malbec from Argentina, another variety that seems promising. But the one striking trend I am seeing is Sangiovese from Saurashtra. These wines should make the market next year. But till then here are a few new or lesser-known varieties worth trying.



#### Revello Nero d'Avola

₹ 495. Doctor Doctor's Basket and tasting wine stores, Mumbai. This red wine has dark berry flavours, but just the tiniest essence of Shiraz. It has some of the structure of Cabernet Sauvignon, but not its density, and has a lovely persistent aftertaste. Such a powerful wine needs to be paired with an equally powerful dish, so go for meat such as ribs or sogar kebabs. The perfect partner? A pork vindaloo.

#### Revello Sangiovese

₹ 495. Doctor Doctor's Basket and tasting wine stores, Mumbai. The key component of Italy's famous Tuscan wines, this is fully smooth, slightly tannic and just a little sweet, and comes in an extremely easy drinking. This Italian red varietal will go well with a buttery risotto gravy. The tangy creaminess of the gravy will be compensated perfectly by the acidity in the wine.

#### Revello Giffi

₹ 495. Doctor Doctor's Basket and tasting wine stores, Mumbai. This wine doesn't have grape, but has lots of mouth-cleansing dry notes either. Its main impression is of a wonderfully refreshing crispness, lots of dry lime and grapefruit. Pair with a spicy, tangy tandoori-cooked vegetable.

Please read wine reviews POKORN, JELLINE, Tastefull / Revello Wine Academy

BBC Good Food 100

BBC Good Food – Aug 2012

#### Indian Wine Academy

Posted Tuesday, 07 February 2012 13:10

#### DWC: Celebrating 10th Year in Nashik Vineyards

**Feb 07:** Although Delhi Wine Club has taken members to Vinegar and Wine for Asia-Singapore in the past, this was the first time that Y organised a visit to Nashik as a part of celebrating 10th year of its existence (2002-2012) and visited five wineries-Tampa, Sula, Mercury, York and Revello over three days, writes Subrata Arora who planned the culmination of SulaFest- 'The Indian Woodstock in the making', an annual destination for wine and music lovers.

Photo by: Aditi Arora



#### Vintage Wines-Revello

With three wines using home-grown Indian indigenous grape varieties Nero D'Avola and Giffi from Sicily and Sangiovese from Tuscany, the winery is slowly developing. The reputation is being 'little Italy' in the small ancestral village of Kundewadi in the Nashik district, nearly an hour away from Mumbai in the wrong direction. A boutique winery started by the young couple Yash and Deepak Jain of the family, with the technical assistance from Andrea Valentimuzzi who was earlier associated with Carlo Gatti in Tuscany, has all Italian equipment and is often written about in the Italian Press.

The couple had driven down from Mumbai to meet the members, show them the winery and have a quick tasting and lunch before heading back to Mumbai. This is perhaps the only finished goods warehouse that is chilled at around 12-14°C. Perhaps this could be a factor in making of the wines we tasted being fresh and crisp. Starting from the crisp, full and off-dry Chenin Blanc to the lighter bodied Giffi with a medium end, a crisp Chardonnay followed by the barrel fermented, perfectly balanced Chardonnay Reserve were all delicious fruit forward wines. Reserve would improve and hold for a few years due to the concentration and acid. Rose Nero D'Avola is a well-made wine that was crisp and had good balance. It was young, drinking, no fat wine made in stainless steel tank. That wrapped around the seekh kebabs perfectly on the palate.

Sangiovese was dry, fresh and good effort for the 1st vintage. I feel the winemaker will be experimenting with a small addition of Cabernet, Merlot or hopefully Shiraz to make it more rounded and introduce lighter spicy and fruity notes in the future editions. Cabernet Sauvignon was clean and truly but the tannins went to the dark cherry red Cabernet Sauvignon 2009 with good balance which at ₹45 may be a tad expensive but with only 500 cases made. It should find ready customers in the discerning wine connoisseurs who appreciate that wine of good international class is being made in India now and in my case believe the encouragement it served of government functions where foreign dignitaries are present. It would be the best way of sending the right message to the world about India's potential in making good wine.

Back to the groove

Indian Wine Academy – Feb 2012



## Life Style Products

# Reveilo Wines

**R**evelo Wines – the label from Vintage Wines has its Winery and Vineyards in the wine corridor of Nashik, Maharashtra. In fact quality grapes Reveilo produces an array of red and white wines that are young, fresh & vibrant in nature and an excellent representation of the new generation's aspirations.

Vintage Wines Private Limited launched the first batch of wines in 2006 with the primary objective of producing quality wines. The promoters of the company have an ancestral background, now being used to plant vine variety grapes. With the Wine Industry and the market in its ascendancy, forward integration in terms of setting up a winery only proved to be a prudent decision. It is now a family-owned company where the vineyards and winery are managed by Yatin Patel and the sales & marketing by his wife, Alka Patel from Bombay.



72 ■ Aviators

Revelo Wines owes a lot to the Italian technology and know-how they have tied up with Italian group "Infral" for its technical collaboration and wine making aspect. The entire equipment has been sourced from one of the world's leading wine making equipment manufacturers in Italy - Vito S.p.A. Their Italian wine maker Mr. Andrea Valentimuzzi also comes with a varied experience of 22 years. In a market hitherto dominated by French style of wines, Revelo with their Italian set up came up with a breath of fresh air.

Vintage Wines is unique in having its own vineyards growing table grapes and wine grapes, testing plots, pressing, bottling and maturing facilities as well as temperature controlled storage area within a single estate. What's more, Revelo wines are transported in refrigerated vans (company owned) - the first Indian winery to do so - to ensure no loss in quality.

## Life Style Products

The Revelo assortment is a collection of the finest estate wines that express a combination of exceptional grape ripeness and the most complete expression of the winemaker's art. Every bottle of Revelo bears the vintage stamp of elegance, balance and texture.

The Revelo regular range includes Chardonnay, Syrah and the Merlot, and the Premium range includes Chardonnay and Cabernet Sauvignon. There is also a Super Premium

Reserve range which includes the Chardonnay Reserve, the Syrah Reserve and the Cabernet Sauvignon Reserve; these wines are aged in French oak for a period of one year. Recently, Revelo launched its Italian Varietal - Chardonnay, Nero D'Avola and Sangiovese - which makes the company the only producer of these varietals in India. The wines have clinched some of the most coveted titles from some of the recognized entities in the industry.

### Awards & Recognition

- Revelo Cabernet Sauvignon Reserve – Gold at Indian Consumer's Choice Awards 2010, All Things Nice
- Revelo Chardonnay Reserve – Gold at Indian Consumer's Choice Awards 2010, All Things Nice
- Revelo Nero D'Avola – Gold at Indian Consumer's Choice Awards 2010, All Things Nice
- Revelo Chardonnay – Gold at Indian Wine Consumer's Choice Awards 2010, All Things Nice
- Revelo Syrah – Silver at Indian Consumer's Choice Awards 2010, All Things Nice
- Revelo Nero D'Avola – Best of the Best 2010, Wine Society of India and Sommelier India Wine Magazine
- Revelo Chardonnay – Best of the Best 2010, Wine Society of India and Sommelier India Wine Magazine
- Revelo Cabernet Sauvignon Reserve – Connoisseur's Choice Wine, Andhra Pradesh 2010, India
- Revelo Syrah Reserve – Seal of Approval, Indian Wine Challenge 2009
- Revelo Chardonnay – Bronze Medal, Indian Wine Challenge 2009
- Revelo Late Harvest Chenin Blanc – Seal of Approval, Indian Wine Challenge 2009
- Revelo Syrah Reserve – Seal of Approval, Indian Wine Challenge 2009
- Revelo Cabernet Sauvignon Reserve – Seal of Approval, Indian Wine Challenge 2009



Aviators ■ 73

Aviators Apr – Jun 2013





## COVER STORY

SELECTED SOMETHING WINE



## Brought Italian wine on the Indian table

**Y**ou're a successful entrepreneur with no skills, resources and contacts and you're trying to implement these skills with minimal management, attitude and attention to detail. That's what better option can you have than becoming an entrepreneurial yourself! The answer should be no other option! But let's Paul, Managing Director, Vinexpo Wine, look very close to understand this. Despite inheriting the above mentioned skills from his parents, he opted for a career in finance. However, its years and two jobs later, he went back to his 20-year-old ancestral home land in Mumbai. Unfortunately, to pursue his actual calling as an entrepreneur. And, take note! It had added a new dimension to his family's legacy as well as to India's wine landscape. His company Vinexpo Wine has portfolio of the fine-cut Italian wine brands. Among them, their Indian grape growers or his family's farm land. These wines have won many awards and have been appreciated at domestic and international events.

Born in Mumbai and brought up in Marathi Paul did B.Tech and MBA in Finance, and started his finance career with Airtel in the beginning. Paul made his finance career. During our four years of his banking, I was trained in various units of finance like banking, accounts, project manager, etc. However, by this time, the idea of starting my own venture had already emerged in him. Then he moved to Godrej (an RPS Group company) where he handled corporate finance for six years before setting grassroots in the finance arena.

## Taking the path less travelled

Intrigued by his family's entrepreneurial legacy, Paul developed a desire to create something of his own. Tasting a wine produced with an easy character as the family farm had now already growing quality table grapes. He also realized the cluster in the taste of the market need, he says, "The wine industry needs some industry with only a few players. There was a gap in the market with respect to its quality, flavor and consistency - critical parameters in the case of wine. So, we thought of bridging this gap and went on to start Vinexpo Wine and create the 'Reveille' label".

Initially for Paul the purchase of his finance was a wise business move. However, over the time, "I think having a well-defined and controllable job is below my domain was one of my best decisions to do. When we started, pretentious were played at little wine industry especially the French wine brands and the French style of wine making. In order to offer the consumers something good, we decided to take the path less travelled". So Paul decided to go Italian, which tells, "We were the first ones to adopt the Italian style of wine and for the first time grew Italian wine grape varieties in India. As a strategic move we brought in Indian Italian connoisseurs. Prior to us nobody in India had Italian consultants."

For Paul, setting up his venture was hand-in-hand as he had the family land. However, he faced terrible managing capital for setting up winery. "We made significant investments in acquiring the wine plant and the factory there fully including a fully automatic bottling plant. We were one of the first companies in the country to have a fully automated bottling plant.

**Cover Story**

**SELECTED SOMETHING WINE**

**Paul**  
Managing Director, Vinexpo Wine  
Hometown: Mumbai  
Education: B.Tech (SPPU), M.B.A (IIM-Bangalore)  
Interests: Cricket (both as player and viewer)  
Hobbies: Travel and golf  
Favourite quote: To become a pilot  
Favourite book: The 48 Laws of Power  
Favourite movie: Inception  
Favourite colour: Blue  
Favourite drink: Chardonnay  
Favourite food: Italian  
Favourite holiday destination: Italy  
Favourite memory: My first visit to Italy, currently 25 years ago  
Hobbies: Cricket  
Favourite quote: To become a pilot  
Favourite book: The 48 Laws of Power  
Favourite movie: Inception  
Favourite colour: Blue  
Favourite drink: Chardonnay  
Favourite food: Italian  
Favourite holiday destination: Italy  
Favourite memory: My first visit to Italy, currently 25 years ago





## REVEILO

A relatively new entrant to the wine landscape of North India is based by Vintage Wines Pvt Ltd. Started in 2011, the company owns 2000 acres of land for its cultivation of premium quality grapes. The company does not practise production to keep it entirely based on grapes. With a capacity of 1 lakh litres per annum, this start-of-the-art winery is also the only one to boast a microclimate chamber. Indian winemaker Andre Vallenkutty is associated with the company.

Revolution, an addition to its regular range of Sauvignon Blanc, Chardonnay, Chambal, Merlot, Syrah and Gourmet Selections, featuring Indian wines such as Stein D'Asie, Gothic and Sangiovese, which the group boasts.

The Gothic, a classic Indian 'sojne' generally refers to sweet wine, would be the perfect accompaniment to a meal.

said. The Chambal 2012 vintage will be labelled for sale post-2013 to be launched by the company's 'Badriwala family' characters, with the group reserving a litre storage per case. A case of 6 litres though, is won by success in the global markets in future much so.

The progress then introduced to the New Delhi, a wine from North India. The medium-bodied wine has a cherry aroma at first and spicy pepper notes after swirling the glass. It had medium palate enjoyment and a balanced closure. The Sangiovese, however, by the company in 2011, is the grape of Tuscan origin, known for making the best Italian red wine. It is the major component in the production of Chianti (the cost of Chianti is expensive).

The Gothic, a classic Indian 'sojne' generally refers to sweet wine, would be the perfect accompaniment to a meal with notes of ripefruits, cherry and apricots, those markers of the grape also

stated. The Chambal 2012 vintage will be labelled for sale post-2013 to be launched by the company's 'Badriwala family' characters, with the group reserving a litre storage per case. A case of 6 litres though, is won by success in the global markets in future much so.

According to Raymon, sales come from people who are interested and their interests are highly dependent on the particular wine-making process involved. Tastes contribute to the characteristics and our character. According to him, "With no underground business cash, my concern is the future of defence that is why I started the website," he said.

The Chambal Reserve by Reveilo is the first of its kind to be produced by India and has a large export demand. The vintage of 2010 was smooth, and with subtle depth and rounded texture. The wine is the cake, however, the Merlot Chambal Chardonnay 2010 vintage. The wine has had a long and deep ageing period and can be served with an array of dishes. A Merlot wine is the Spanish wine or version. He has harvested 27 per cent alcohol, the highest in the group itself.



## When Common Consumer Chose Best Wines

Ashwini Patil Avate



**F**irst ever blind wine tasting session, organised by France in the year of June 2007, lots of wine have been tasted by the local self-taught students than an amateur. At Things Plus was holding the first ever Indian 'Wine Consumer's Choice Awards' JWC (IWCA) at TTC Grand Central Park, Mumbai.

At Things Plus, an attempt is presented to enhance the culture of wine in India, wants to give Indian consumers an opportunity to judge and品尝 the best Indian wine available in the country, it brought together all domestically produced premium category wines and had seven tasters and assisted by the actual consumers themselves. This competition created an understanding set

of India's finest wine judged by the very people who drink them. The consumer tasted the wines blind unaware of the brand name, thereby allowing an unbiased judgment based on the quality of the wine itself.

In this first of its kind initiative, 44 Things Plus tried to find the general consensus on what the Indian wine tastes. Strongly believing in the Indian wine industry, the organization hoped this platform would create an independent view on consumer likes and dislikes and also bring

### THE CONSUMER CHOICE AWARDS





The fruits

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Reveilo Chardonnay - Gold

Reveilo Chardonnay Reserve - Gold

Reveilo Nero D'Avola - Gold

Reveilo Cabernet Sauvignon Reserve - Gold

Reveilo Syrah - Silver

Reveilo does it again



IWCCA, Dec 2012





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CONNOISSEUR'S CHOICE WINE  
Reveilo Cabernet Sauvignon Reserve Wine

Kiran Patil and Yatin Patil receive award from Sumedh Singh Mandla

Ambrosia, Dec 2010





## It's wine time

AFTER the successful launch of Grillo and Nero D'Avola in 2010, Reveilo recently completed its Italian trilogy with the launch of Sangiovese. Yatin and Kiran Patil from Reveilo wines and wine maker Andrea Valentituzzi were seen launching this wine at Escobar in Bandra on Sunday. Shamita and Mashoom Singha, Ash Chandler, Cyrus Sahukar, Shabari Kashyap, Shaurya Tait, Gaurav Kapoor, were among the many spotted enjoying the wine.

Reveilo Wines, the label from Vintage Wines has its winery and vineyards in the wine corridor of Nashik. Made with excellent quality grapes, Reveilo produces an array of red and white wines that are young and tropical in nature and an excellent representation of the new generation's aspirations. With the introduction of the Italian trio, Vintage Wines

had become the first and the only company in India to produce wines from Italian grapes and has now further carved a niche of its own.

Giving the Indian consumer an authentic Italian experience, Sangiovese — an intense ruby coloured wine with aromas of raspberry, cherry and spice, is soft and fruity with finely textured tannins and well-balanced acidity, giving the wine a rounded and lingering taste. This red powerhouse grape of Tuscany is grown mostly in Central Italy right from Romagna down to Lazio, Campania and Sicily. It is the main component to make Chianti. This dominant Italian grape makes delicate and expressive wines of strong character.

1. Three good: Andrea Valentituzzi, Kiran Patil and Yatin Patil  
2. Shamita Singha gets her bottle

Mid Day 31st May 2011

## Indian Wine Academy

President: Dr. Subhash Arora  
Editor: Nitin Patel  
Editorial Team: Nitin Patel, Deepak Mehta, Pankaj Srivastava, Deepak Mehta, Nitin Patel, Deepak Mehta

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Printed: Friday, 30 June 2011 11:17:20

**Revello launches Italian Sangiovese Wine**

Italian wine made its entrance in India through their exports, winemakers, importers and now even the most senior entity has decided to bring it to India. The Italian Sangiovese grape varieties in India given by Revello Wines which have known the Indian varieties Chardonnay and Merlot of Australia, now seek for some accolades from Indian Wines by launching the Tuscan Sangiovese on Tuesday of Indian in Mumbai, Maharashtra.

Since the beginning in 2008 when the family owned village vines managed by Kiran and her husband Kiran Patil (wife of 2011 Mid Day Best Wine Awards) built big trust of the Indian bunches and the group chairman was named Dr. Hitesh Patel, now he has joined with his son Andrea Valentituzzi with him. For his Italian roots, Andrea Valentituzzi with wife Shamita, their children, Cheena, Akash, Shrey and Culbemir Vaughan are.

With the launch of the first two varieties both from Italy, the whole series will be known as Revello Wines. The first one on the list is the Sangiovese following the success of the previous, they sourced Sangiovese on bunches of the Escobar, a restaurant in Colaba on Wednesday in Mumbai, followed by Bandra on Thursday. The event was attended by several wine-lovers and followers of vintage wines which has led to the launch of the new model of quality wines, especially the Revello Sangiovese.

Sangiovese is the most widely planted grape variety in Italy and is the backbone of Chianti and Chianti Classico where the regulations insist on 100% minimum for the grape and many restaurants boast with 100%, which was tested in the Super Tuscan category by 100% either certified grapes had to be blended. The theory being that the grape is less acidic so it needs to add it addition of other varieties to give it structure, colour and turned its acidity.

From grape varieties to laboratories, where the bunches of Sangiovese change over the flavor due to different tree root not only in Tuscany but throughout the world, one of the best Italian wines, Den in Montepulciano where it is known as Prugnolo Gentile, it makes a great noble wine. Wine Retailer in Maharashtra.

In India, Sangiovese varieties available, particularly in Italy and even in Italy and Portugal. The grape has commerce, Argentina, California and Australia has boost of trying success in growing this grape which is often planted in Australia. It has also been trying to see how it becomes in India and whether it can be incorporated some of the countries where it is grown.

This wine has been introduced in Mumbai retail market where it will cost Rs. 675 approximately, even considering that the Den is priced at Rs. 645, it is the best match for the place and product for that factor where it was launched, venue as the key item in the menu, Supper, Party.

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Indian Wine Academy 3<sup>rd</sup> June 2011

# The fruits



Vintage Wines: Fine Wine Banao-World mein Naam Kamao

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Last Friday, 17 March 2011, 13:44

### Vintage Wines: Fine Wine Banao-World mein Naam Kamao

These are several small wineries in India who have earned a name in the world of wine for high quality, even though there are not many millionhectare by the big brand producers, selling inferior, sub-par. Amongst the example of Pulga's in Maharashtra, Marwari's in Jharkhand and Bangalore's with Vintage Wines of India, South Indian product are of quality wine, even though the quantity is small.



All are being driven here mainly from the beauty of landscapes and their country to finance (except in the Chhattisgarh case) except after finding my Banao (Bengaluru) model, passed by plaudits. Pulga's and its Facebook remunerated an award for the article on wine in the zone apart three years ago.

Pulga's is a bi-locular winery, with a historical background on the estate that makes one feel green with envy about the family, the mother and co-owner, Neema Pulga, this could possibly one of the prominent middle class women in India who did not need a word of drumming by Alka's, has probably followed certain rules in her business which has made her a few award wines, including a couple of vintages that were 100% resulting in the year 2006. The 2006 was chosen as the best wine in India, a total of over 40 entries from all over the country. The 2006 was chosen as the best wine in India on January 2007, thereby the total 2010 vintage now has sold out or after 1 January 2011.

The review made less than 2000 cases of Banao's of August 2006. But anyone with a knowledge of high quality wines from Maharashtra would advise you to go and taste these wines because of the reputation of the place. I checked in my old friend's wine list and found it to be the same. Now, over 1000 cases of Pulga's are available, some and performed well that would age for years, will make great.

**Vintage vs. Vintage Wine**

There are distinct differences between Pulga's which专注于 an excellent vintage among others, like 2006, 2008, and 2010. By the records, next year will be Marwari's 2008 when Marwari's Wine which is situated just outside Shimoga about 40 km from Bengaluru towards Accommodation, river or town of Nekki is a small village Kunkeshwar where they are located. The owners are brothers, the father and family of son-in-law Vinita. They have been producing since 2000, most guitars of wines with impress sounding names like Pulga's which are from quality wines made from the grapes from these two vineyards. The wines are not yet received the due date due to the present ban laws.

**The Indian Connection**

Munaged by the husband wife team of the husband, cultured and soft speaking couple, Yash and Kavita Palkar, the winery has a strong Indian connection, the wine making where are assisted by the consultant winemaker Adrien Valdebonnay since 2006. For the year the company was founded, when they had 2000 capacity, home-made, informal-based company for winemaking.

First drive is the wine making equipment from Italy, over the wine bottles and cork are also imported from there, even though more expensive, to maintain the quality. Marwari's is the first winery in India to have commercialized the 2010

[http://www.indianwineacademy.com/item\\_2\\_442.aspx](http://www.indianwineacademy.com/item_2_442.aspx)

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[www.labels-frankfurt.com](http://www.labels-frankfurt.com)

Indigenous grapevines and vines of Andhra, apparently, it's also the only Indian Winery that has an insulated, properly chilled wine storage room for the finished product to keep the wines fresh and unfermented and to enable them to retain the bouquet says Yash.

Pulga planned the grafted Sandalwood grapes in 2010 and might become the first Indian winery to produce wine from the Chardonnay varietal; the result would be keenly awaited as this Indian varietal has not done so well in India as an 80% home soil so far, they have also planned 5 acres of tree 100% pure vineyard with the Indian Chardonnay clone to augment the already existing 4 acres of the material that helps them produce distinctly the best Perrine white wine in India.

**Mystical Terroir Label**



Part of 100 acres of Pulga Vineyards with the terrain of the terrain

Even, may said that the Indian connection, although seemingly connected. One day's wonders about the genesis of a label which is tough to pronounce and tough to write, "Revelle". I almost solved the mystery when I talked to Sathish who claimed he sprung from an Indian word that meant "reveler", and that split, revealing the mystery.

There is in fact, an Indian word "Reveler" which means "Reveler", "Revel" a transliterated into Revelle. One wonders if Revelle reveals the Indo-Indian synthesis in a confirmed manner. Perhaps, Revelle would have been a simple label, but the wine industry worldwide is known to have an appearance of stony and ignoble labels which are ahead of the label by miles.

The wine does not buy any grapes from outside in fact the entire grapes are grown. The estimated production of 10,000 vines and 10,000 cases in 2010-11 would imply a growth of 10%, over the previous year, a very difficult task financially. Things are looking up now and for the last 10 years, there are high after-pronounce and marketing activities hope to break the 5-figure volume in the next year.

Revelle wines from Vintage Wines may not be as expensive but they may not be much cheaper than the average price of Pulga which ranges both Brutalist and Kosher or Mandatino. The wines start at Rs 200 for Cabernet Sauvignon and go up to Rs. 1045 for the Cabernet Sauvignon Reserve, Chardonnay Reserve @ Rs 149 can compete with several quality imported wines of the same variety, it has managed to niche itself at the same.

**World may Naam Kamao**

Vintage Wines has the potential of being recognized by the wine-loving world as a fine wine culture producer like Pulga, Valenfusal and Peltigas both dedicated to quality with a common mission of making the best quality, higher priced elites for a niche market.

One of the positive factors adding them basically their objective is their insistence on low yield, which again is possible because they grow their own grapes. A yield of 45 tonne/ha for Chardonnay and Merlot, 3 tonnes/ha for Merlot and Cabernet Sauvignon and 20.2 tons of Chardonnay may be feasible for most farmers in India, but from Indians they follow the norm very strictly while they are devote quality while can be made only when the yields are very low. One such combination on the pedestal, the Chardonnay or Merlot, is now above to take 10 out of the 11 Indian wine varieties Chardonnay, Riesling was not suitable to taste of the winery. Raising their Little Harvest Chardonnay Bottles, the wines are impressive with Shiraz 2008 and 2010 with malvoisie, garnacha, great complexity and balance and a long after taste made this my top favorite of the tasting during the set.

Peltigas is a restaurant and tasting room, which got pushed back by a couple of years because of recession. If they are ready during the next couple of years, Vintage is bound to find a place on the wine tourism map, like 500+ wine publications, including journalists who spread the good word about wineries, appreciate Revelle wines and make associations with even more.

But it is whenever like Pulga and Vintage Wines that bananas' fine wines and then right the distinctions to let us know about its wine aficionados throughout the world.

"Banana" to produce, make

Complete Range of Vintage Revelle wines



KIRAN AND YATIN PATIL

## Raising The Bar With Reveilo

Wine-making may have a romantic connotation of small, family-run vineyards and luscious vines ripened by harvesting in more traditional regions, but in India it requires business nous. Which is just as well, since Yatin and Kiran Patil both have MBAs and their label, Reveilo, is based on sound business principles rather than idealistic notions. "We don't own our grapes but sell what we grow so that we can focus on quality rather than mass production," explains 36-year-old Kiran.

The dignified mother of two says that Yatin complements her at the workplace, as he is the strategist while she looks after the minutiae detail that is execution. Both have grown up in Mumbai and met at college; 10 years of dating after, they wed in 1997. "We studied at NM College together and then passed our MBAs. Wine-making wasn't what we planned and I was in a real estate marketing job while Yatin was in corporate finance." After their first child was born in 2001, Yatin quit his job and decided to practice viticulture at his family-owned table grape estate.

It wasn't until 2004 that they decided to make their own wines when Yatin joined Vinitaly, a trade exhibition. "We sought the services of Italian consultants and have had Andrea Valentini as our wine-maker since then," says 36-year-old Yatin, who points out that Andrea visits the vineyard every couple of months and keeps a sharp eye on the grapes. "Timing is everything," he adds, referring to the harvesting and subsequent fermentation of grapes.

The couple has had their brush with increasing timing, as their daughter was born the day they launched their wines in 2005. "It was a difficult time," smiles Kiran.

**The duo work as a team and want to expand into territories within India where Reveilo isn't currently present; "Eventually, we want to foray into exports and establish our label as a global brand," Yatin proudly states.**

adding that balancing between being a mother and running a business is a Herculean task. She quit her job in 2005 to take over marketing and sales while Yatin is in charge of operations. "It's a 24/7 job and there is communication constantly even when I'm with my children, but I've learned to prioritise," she points out.

The Patils both love travelling and ensure that they have at least one family holiday annually, with a trip to Nepal coming up towards the end of the year. "I love getting away from the stress of Mumbai by going to the vineyards," Yatin says, and both wish they could travel more. While Yatin enjoys the odd glass of wine regularly, Kiran was never a wine drinker and still isn't a regular. Though she may not be an oenophile, her marketing skills clearly work well as Reveilo has firmly created a niche in the most expensive Indian wine which is a reflection of its quality.

Reveilo's Reserve range has won much admiration, but Kiran thinks one of the best features of their wines is that their controlled production levels means that consumers will get fresh wines that are better in the Indian context. "The Indian wine industry is very fragmented and the competition is fierce, sometimes unfair," Kiran laments. This is why she feels the right positioning is important as consumers are getting more aware and demanding better quality. The duo work as a team and want to expand into territories within India where Reveilo isn't currently present. "Eventually, we want to foray into exports and establish our label as a global brand," Yatin proudly states.

It is his long-term vision that has brought Reveilo this far, and it will take Kiran's knack for execution that complements him. Working with a spouse, however, can have its pros and cons. The complementary skill-set is probably the best thing about working together, comedy. Kiran says "Yatin does tend to deliberate over decisions which can get annoying, though it ultimately ends up being a good thing," she admits.

For all their promising visions, the Patils are firmly grounded and see wine-making as a business as much as an alternate to corporate life. They acknowledge that the industry in India hasn't grown exponentially as predicted earlier in the last decade, but are quietly confident that quality is paramount. Kiran sums it up, by stating that "the only way is to be consistent (in production) and persistent (in sales)."

### Column

telling flavours and here a little maturity has added complexity. WSL £15.95

Jacobsdal Pinotage 2007 South Africa Unique to South Africa, Pinotage, this Cinsault-Pinot Noir cross shows a spicy, herbal individuality, quite rich on the palate with a good dry finish. Wine Rack, £21.47

Roetzenberg John X Merriman 2006 South Africa A Merlot-dominated Bordeaux blend from Stellenbosch's most classic estate, plums and blackcurrants blend in with oak to produce a wine with personality and depth. WSL £29.95

Stage Leap Wine Cellars "Artemis" Cabernet Sauvignon 2006 USA A beautifully balanced Napa Cabernet, with all the elegance expected from Stage Leap and at four years old it is perfect now, but can be kept. Brindco, £59.80

### INDIAN WHITE

Sula Dindori Viognier 2010 Still the leader with this increasingly fashionable grape, exotic peach and apricot nose and off-dry finish. £7.20

York Sauvignon Blanc 2009

A good intensity of Sauvignon fruit is balanced by a crisp dry finish. €4.50

### INDIAN RED

Vallonne Cabernet Sauvignon Classic 2009 Deep colour and blackcurrant fruits, oak well-blended in, already impressive. £6.85

Nine Hills Reserve Cabernet Sauvignon 2008

Quite complex, spicy fruits, good depth and still a few years ahead of it. €8.40

Four Seasons Barrique Reserve Shiraz 2008

Only the best wines spend time in oak and this adds to the natural spice and robustness of the Shiraz grape. £6.00

Reveilo Reserve Shiraz 2006

Perhaps my favourite, along with Sula's Dindori Indian Shiraz, excellent expression of spicy mintiness and varietal depth.

With such a great range of wines to choose from, all I can say is that I look forward to the next Sommelier India/Wine Society of India Oaked Wine Tasting and Dinner with great pleasure. ♦

24 Sommelier India

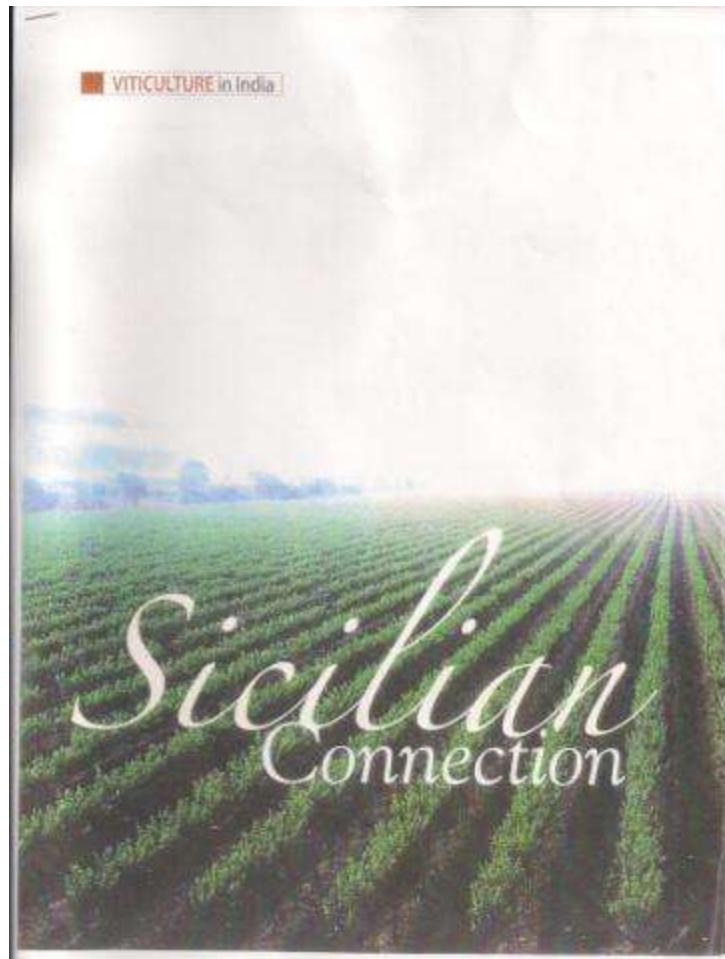
Ambrosia, Dec 2010

Sommelier, Feb-Mar 2011





The fruits



1

Sommelier - Jul Aug 2010

VITICULTURE in India



2

#### THE BEGINNING

In 2006, when Yatin and his wife Kiran decided to give up their corporate jobs and set up a winery, they studied the market and decided to produce Italian-style wines to meet Indian wine buyers with a different wine experience. "English wines had won readers from California or France; however we liked Indian wines. We decided to take on Andria Valsimone, an experienced Italian sommelier, as our consultant. The wines, equipment and oak barrels for the business were imported from Italy."

After consulting with Andria, the Parels started to plant a few varieties of Italian vines. "Apart from the popular international varieties like Chardonnay, Sangiovese, Merlot, Shiraz and Cabernet Sauvignon that were already available, we planted Chiantiano, and in consultation with Andria, he suggested we need something with more acidity. So we decided to plant Grillo and Bianco D'Avala both of which grow well in Italy, and Sangiovese that grows in Chianti in some unique microclimate sections of Sicily." Moreover, the Parels personally liked these three wines, and when paired well with Indian food, did feel would be appreciable by Indians.

#### THE GROUND WORK

The plants were imported from Vittorio Rallo, who used to import nursery in Italy, sometime 2002. It was informed as it was felt it would be complete for Vinitaly's growing conditions, and the three vines (varieties) were grafted on it.



## VITICULTURE in India

Venkatesh inspects the vines in his vineyard



"We decided to import the entire graft of Aishna variety (a quality grape) that mandatorily has to be used and the rest of the vines are hybrids. We needed a rootstock that would hardly bolt those conditions and decided on the hardy P1102 rather than Bangalore Grafted."

Throughout the process of getting permission to import the plants were examined in April 2009 with the aim of planting them in December; the permission only came through February 2010 due to the processing time required by the agricultural department of the State government, which had to be followed by permission from the agricultural department of the Central government.

The plants were planted on March 24, 2010, a date selected by Venkatesh's mind. "2000 Sympatico, 1500 Nevi and 2500 Grillo grapes were imported. They had to be transported very carefully and were stored at 4°C till they were planted. If the temperature had been any higher they would've started sprouting. We took care of a risk in planning the sprout-free, when the weather was beginning. But we did not have a chance. However, the plants were carefully tended and there did well. A mortality of 15% is normal, but we had a mortality of less than 5%."



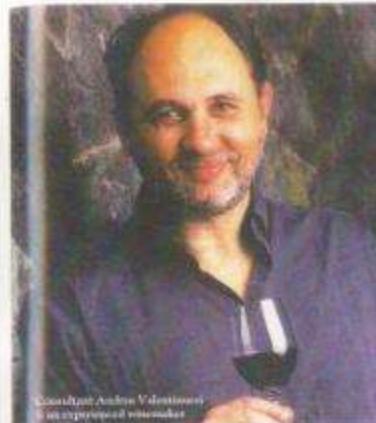
### VERTICAL SHOT POSITIONING SYSTEM

Wooden poles were used to support the vines to improve on Aishna's initial observation that they should not be allowed to sprawl over the ground. These vertical wooden poles are cheaper than iron poles and should instead invest in quality poles. "The total cost of iron poles (and one acre) would have been Rs 100,000, whereas wooden poles cost the 22,000. The poles are there simply for support. It was more important to get the right plants – disease free and from a reputable nursery, so we focused on quality grapes and the cost worked out to one euro per grape."

The vines went in for the Vertical Shoot Positioning (VSP) system. Venkatesh explains, "As the shoots have to grow vertically, their per gram light and resources will be the 1:1 ratio with which the fruit bunches get only the morning or evening sunlight. For wine grapes, most agents import average vertical table grapes which need to look visually pleasing. The V-spatto is generally used for table grapes to shield the grapes so that they look pleasing with no surface. Wine grapes need sunlight to ripen. If there are two to bring in the sun from the east, beginning (so that) is there is no shadow, exposure to sunlight (then) there will be no sun."

3

Sommelier , Jul-Aug 2010



Cosmopolitan André Valenteiro is an experienced vintner

the change in the colour of grapes at their ripeness. As grapes mature, the green turns yellow. Yet as they ripen, white or white turns yellow and the red varieties turn purple or black. This also indicates that sugar is being accumulated in the fruit. After maturity, the grapes also start softening. If rawed, the crop is reduced even in storage to maintain quality. Once harvested we ensured us that the ones harvested are of the same maturity or at the same ripening stage. In this way ripening is consistent throughout the fruit on the vines and all the fruit can be harvested at the same time.

### HARVEST AND BEYOND

The Grillo was harvested at 22 hrs, which indicates good acidity for white wine. The Nevi was harvested at 24 hrs at a lower level of acidity as needed for white; the fruit needs to be completely ripened for red wine.

Wine production of the two varieties followed the usual process. The Grillo grapes were harvested, crushed, pressed, clarified, yeast was added for fermentative, the wine was fermented for two to three weeks at 10°C. SO2 was added and there was no malolactic fermentation. The wines were racked, filtered and bottled. The Nevi grapes were crushed, the juice and skin filled in tanks, yeast was added, fermentation initiated, the wine kept at 10°C, fermented for one-and-a-half to two weeks. The skins were then pressed and removed. The wine was allowed to go through malolactic fermentation, then transferred, racked for one-and-a-half to six months, filtered, matured and then bottled.

The grapes were harvested in March 2009. Wine production took six months as the vines were grafted in late 2009 and installed in 2010. Now, and especially André, have been very pleased with the way the vines have turned out. The response has been very encouraging," says Yash. "The Grillo is fresh, lively and lemony with a tangy flavor and good acidity. It goes well with fish, poultry, cheese and pasta. Its alcohol percentage is 13% and it is best served at 11° to 14°C. The Nevi has more aromas and spicy notes, an alcohol content of 12.5% and pairs well with Indian food. It is best served at 10° to 12°C. However, it can also be enjoyed on its own. Its tannins are very soft. It has been crafted to be a nice, light, easy drinking wine, an introductory level wine rather than a complex wine," Yash explains. "We are now looking forward to producing the Bangalore – its harvest was low in 2009, as its production has been delayed for a year."

4





Vintage Wines launches two new Reveilo varieties Nero D' Avola & Grillo

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## Vintage Wines launches two new Reveilo varieties Nero D' Avola & Grillo Our Bureau, Mumbai



Vintage Wines, producers of Reveilo brand of wine, launched its two new wine varieties – Nero D' Avola and Grillo, in Mumbai on April 30, 2010. The launch at Marine Plaza was attended by a wide spectrum of people from the industry. The beautiful view of the sea, the dim lights and the international dance performances made the evening memorable. The new wines were highly appreciated by all present, according to a press release from the company.

The wines were formally launched and inaugurated by Augusto Giacinti, Italian Trade Commissioner, and Bernard Prevete, Deputy Trade Commissioner.

There exist thousands of grape varieties, some of them being extremely good and unappreciated. The vision of providing the Indian consumer with an authentic Italian experience motivated Vintage Wines to strike the untraveled path. The choice of these grapes essentially emanated from its personal liking of the varietals. These imported root stocks from Italy were first planted on the Indian soil in Nashik in 2008, the first vintage of which has been in 2009.

Grillo is the widely grown white-wine grape variety in Sicily, where it is used to make a honeyed, still dry white wine with great acidity. The Reveilo Grillo will greet you with a bouquet of citrus, lemon, orange and grapefruit. It is a medium-bodied white wine with crisp acidity and a long mineral after-taste.

Nero D'Avola is Sicily's most popular red grape, used in the region's best-selling varietal wines. Its wines are compared to New World Shirazas, with sweet tannins and plump of peppery flavors. The Reveilo Nero D' Avola on the other hand is a medium-bodied red wine with strong fruity aromas of Cherry accompanied with some spicy notes of pepper and cinnamon. It is a young wine with long finish.

These Sicilian varieties, Nero D'Avola and Grillo, pair well with the Indian cuisine.

With the introduction of these two varieties, Vintage Wines has become the first company in India to produce wines from Italian grapes.

Nero D' Avola and Grillo are now available for everyone in all the modern trade and retail outlets.

The regular Reveilo range includes Chardonnay, Syrah and the premium range includes Chardonnay, Sauvignon Blanc and Cabernet Sauvignon and is probably the best-quality wine made in India today. There is also a super-premium range i.e. Chardonnay Reserve, Syrah Reserve & Cabernet Sauvignon Reserve- these are the wines that are aged in European oak for a year prior to bottling.

The company has set up a 32,000 sq. ft. state-of-the-art winery at Nashik, Nashik, with an annual capacity of 2 lakh tonnes, which could be scaled to one million bottles. To appeal Reveilo consumers with an international experience, Vintage Wines has tied up with an Italian group, 'Enofly,' for technical collaboration and wine making know-how. The Reveilo wines are prepared under the constant supervision of Italian winemaker Andrea Valentiniuzzi, formerly associated with Cesca Cellari.

<http://www.fbnews.com/article/print.asp?articleid=2750>

6/25/2010

The fruits

## Italian grape harvested for first time in Nashik



Dado Patti in his Nashik vineyard

By Ritu Chaturvedi  
<http://www.fbnews.com/article/print.asp?articleid=2750>

**A**dado Patti, winery founder, is among the first to commercially plant an Italian grape here. Vintage Wines, which started producing the Reveilo label from its 24-acre vineyard in 2008, planted the Grillo white grape and Nero D'Avola red grapes, all from Sicily, in 2008.

"Initially, not enough of the Bangalore city wine-drinkers would go well to the Sicilian climate, so it is easier to start in India, and since I was bringing Grillo, I looked at what else I could bring here," he explains.

"We have no Italian wine maker and he said Indian operations would do well to the Sicilian climate, so it is easier to start in India, and since I was bringing Grillo, I looked at what else I could bring here," he explains.

"I was in Sicily, and our Italian wine enthusiast, based me a Grillo blend, and I liked it so much that I thought we could make it here," says director of Vintage Wines, Dado Patti.

Since then Reveilo, the most Indian wine producer, has only planted the French grapes, Pinot Chardonnay, Chardonnay, Pinot Noir, and Gamay, Sauvignon in India.

"We have no Italian wine maker and he said Indian operations would do well to the Sicilian climate, so it is easier to start in India, and since I was bringing Grillo, I looked at what else I could bring here," he explains.

"They both grow very well,

and adapted easily to the climate. This uncertainty was less about the product, which is better suited to regular consumers," he says.

### Taste differs

The taste and character of the wines differ to those planted in Sicily, but it can be for the better for Indians.

"Our consumers enjoy the Nero D'Avola for its earthy, cherry character than the grape grown in Sicily," he says.

"While in Sicily, Grillo and Nero D'Avola are generally used in blends, Vintage is selling them as pure varietals. The idea was to get into the premium segment of Indian wines," Dado explains.

The good news is that Reveilo at least half the price of an imported Italian wine.

The Grillo is a fresh, light, refreshing wine, with green notes, that goes well with salads and starters, while the Nero D'Avola is a spicy and fruity red that matches Indian food.

The Sauvignon will go on sale at the end of 2010. "The Sauvignon comes from Tuscany and is used to make Chianti. We will be making a premium red wine from it," he signs off.

Sauvignon comes from Tuscany and is used to make Chianti. We will be making a premium red wine from it," he signs off.

HT Café, Jul 2010



F & B news, May-Jun 2010

**THE BEST Syrah/Shiraz:**

**Revello Syrah Reserve 2005**

The wine, a delightful symphony of spice, pepper and berries, is just what you'd order with your sheekh kababs. A smooth-leaving酒, it is nicely balanced and drinkable. Can we ask for more? The word tagline is "Mylkay revealed"—Revello wants us to think like the word "Revel" if rendered in Italian.

Rating: 13.3/20  
Price: Rs 460/-/bottle

**WHAT THEY SAID**



**Randy Malhotra:** A good wine has got to be drinkable first. Cognac has also a natural depth because the French just make it drinkable.

**Mohit Balachandran:** We may think about the individual wines, but collectively, they show that Indian wines have come a long way. We must give them a chance.

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**Runner-up**

**Sula Dindori Reserve Shiraz 2007**

Sula needs no introduction and the company can also claim to have put the once-village of Dindori in Maharashtra on the map by introducing many of the range of upmarket reserve wines carrying its name. The wines are well rounded, well-structured, wine whose tannins are so silky smooth that even vegetarians can have the wine with sprouts and mushroom preparations. We can assure you that it's great match with kothu parotta.

Rating: 12.0/20  
Price: Rs 200/-/bottle

**HONORABLE MENTION:**

**Sula Red Zinfandel**

This wine that was the lone entry in its category. The grape isn't seen in India as an ingredient for sweet-blush wines (that's zinf, Americans call their rose wines). The judges were generally dismissive towards the wine because they believed this grape variety needed to be developed the way Sula had done it. More importantly, it's a wine we would recommend to anyone who wishes to host a giant party at home.

Rating: 12.1/20  
Price: Rs 460/-/bottle

**THE BEST White Wines**



In the first ever rating of Indian wines, BT More got eight experts from around the country and beyond to try out 98 different wines to zero in on the best wines made in India. Here are the results:

**THE BEST Chenin Blanc:**

**Nine Hills Chenin Blanc 2007**

Nine Hills, which gets its name from the nine hills surrounding Nashik, is a young Indian brand that is making waves already. At our wine tasting, the Chenin Blanc 2007 came across as a clean, aromatic, fruity wine that surprised us with its refreshing acidity. In simple terms, it means the wine isn't cloyingly sweet, as many Indian Chenin Blanc tend to be, making it just the right accompaniment for kebabs and curries.

Rating: 12.8/20  
Price: Rs 500/-/bottle



**THE BEST Chenin Blanc:**

**Revello Chenin Blanc 2006**

When Nalinik Turner-Sundar Pathi decided to move from table to wine grapes to take advantage of the Maharashtra Grapes Processing Policy of 2003, and import in his Son, Yash, little did he imagine that Yash would cause a stir in the market. But they were based on target, for the Chenin Blanc 2006 stands out for its good balance and crisp acidity. The only issue the judges had with the wine was its short aftertaste. To be memorable, a good wine must last long on the palate, but the positives more than outweighed this minor negative.

Rating: 12.8/20  
Price: Rs 585/-/bottle







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## An Italian Job

BY FERNANDO MARENTE

PHOTOGRAPH BY

I like what I do. I’m lucky to have the best job in the world,” says Andrea Valentimatti. Make no mistake however; winemaking is not as glamorous as you might think. The patient, silent, creative, often strenuous, silent journey continues.

The Italian winemaker supervises in the centre winemaking division at Nederburg Vineyards. Here, their Reveilo label is associated with a surprising frequency to the names of some of the most famous names in Italian wine.

On a recent visit, he reveals the one thing he’s learnt from four years in the industry in South Africa: “You can make wine anywhere.”

But for wine-lovers elsewhere in Mediterranean climates, Italy definitely represents a challenge.

“The climate, weather in a lot of countries, from Australia to Chile and South Africa, India was challenging because of the totally different conditions,” he concedes.

Happily, he has a sense of what the country has to offer, however, he admits to being surprised with

one of the finest growing regions wine comes in the world. “I would say the Barolo wine is one of the best there is. There’s no reason to believe it won’t become a trend worldwide,” he says.

Which is not to say it is healthy. Traditionalists are always a hard lot to please but they stick to their guns for a reason. As with other new-age wine writers, Alberto suggests innovating the distinction between old and adopted wine-making and consumption.

What does Valentimatti think of those defining points of these wines? “Off course, common practice in comparison with no wine culture,” he says. “New people will ask for 150ml and take 20 ml bottles, it is just not the best packaging to preserve quality. And you just need to produce as well. I don’t understand.”

While he remains similar to particular notions of established wine producer, Valentimatti hopes Italy will prove forthcoming with innovation in taste. “Wine isn’t here to be a commodity. It is much easier to appreciate good wine if you can go by your taste buds. It’s the responsibility of the tasting and also appeals to memory and making wine, as explained.

Andrea Valentimatti

BEVERAGE

## REVEILO WINES TOP THE BT MORE WINE RATINGS 2008

Revello Chenin Blanc 2007 and Syrah Reserve 2005 chosen the best wines

LISA O’ROURKE / WINEADVISOR

In the latest edition of *The Best of British Wine*, the popular columnist for *Wine & Spirits* Lisa O’Rourke highlights her picks for what she considers the best in current production. She has selected two revealing Chenins, two outstanding Syrah Reserves and a Cabernet Sauvignon. In the Italian Wine chapter, Reveilo 2005, with its Chenin Blanc wine, stands out from the rest of the field.

O’Rourke writes,

“...the result is a complex and balanced wine with a subtle finish.

“The Chenin Blanc Réserve 2005 is a blend of Chenin and Sauvignon Blanc, which makes it more rounded and aromatic than Chenin alone. The wine is a pale yellow-green colour with a citrusy nose and a fresh, citrusy palate. The Chenin is paired with a bit of Sauvignon.

“It has delicate and elegant fruit with a smooth texture, and it’s great for pairing with a variety of dishes.”

“A true Chenin Blanc wine, it has a complex nose with citrusy notes and a citrusy palate. The Chenin is paired with a bit of Sauvignon.

“It has a delicate and elegant fruit with a smooth texture, and it’s great for pairing with a variety of dishes.”

“A true Chenin Blanc wine, it has a complex nose with citrusy notes and a citrusy palate. The Chenin is paired with a bit of Sauvignon.

“It has a delicate and elegant fruit with a smooth texture, and it’s great for pairing with a variety of dishes.”

Revello Reserve 2005



Revello Chenin Blanc 2007

Revello Chenin Blanc 2007



Revello Chenin Blanc 2007

which also has a global appeal. “The Chenin Réserve is a complex wine with a mix of citrusy notes and a touch of smoke.

“The Chenin Réserve is a complex wine with a mix of citrusy notes and a touch of smoke.

“The Chenin Réserve is a complex wine with a mix of citrusy notes and a touch of smoke.

“The Chenin Réserve is a complex wine with a mix of citrusy notes and a touch of smoke.



F & B, Jun 2008



## ■ interview

### Looking to the next harvest and crush

**Yatin Pali,** Director, Vintage Wines, talks to **Brinda Gill** about the decisions taken in vineyard and winery that got Ravello wines up and going

What made you step into the wine industry when you were well into a corporate career?

It all started in 1997/98 when my wife, Kavita, who now looks after the marketing of Vintage Wines, and I wanted to do something different and, in our case, I come from a farming background. We were growing grapes and other crops in our 250-acre farm near Nasik. My father, Savitri Pali, was also present in the wine industry which had just a couple of players in that area. So we researched the market and realised the time was right to enter it. In 2000 we rented the soil and purchased grape varieties that were suited to the soil. We had our first crush in 2005, and the response to our vines has been very encouraging.

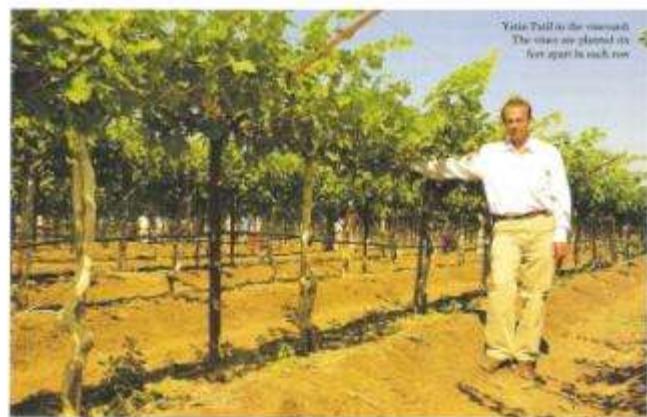
How did you decide on an Italian collaboration?

Well, we were looking around for technical assistance in Italy and France, and then chose Sime, who are leading

winemakers in Italy, by their winemaking know-how. Even though French wines are internationally known because of their exports, Italy is the mother country of wines. Our winemaking equipment as well as our friends for our Reserve wines come from Italy: Fulvio Cesarini, Antonio Valente, with over 25 years of experience, is our consultant. We have to differentiate our wines and produce premium wines. We thought our collaboration would take us to that direction.

And, have you succeeded in producing premium wines?

I feel wine is a living thing and it keeps changing. Our efforts are to continuously produce high quality wines. The quality of a wine depends 80% on the quality of the grape, so we strive to produce a high quality varietal. Nasik has a wonderful climate for growing grapes. Unlike Europe, grapes grow here in the winter with warm days and cool nights. There is no rain,



Yatin Pali in the vineyard.  
The vines are planted six feet apart in each row.

1

Sommelier, Mar-Apr 2008



Yatin Pali holding a bottle of Ravello. After bottling, the Reserve wines are left to rest for two months before dispatch.

plants of similar size and a difference of 20° between day and night temperatures which is specially suited for grapes. The vines are pruned in October and the grapes picked in March. We only produce wine from grapes grown on our own estate and process them ourselves.

Because of the weather we get, the grapes that grow here are not in demand and do not need to mature so long to stand off the taste at the distribution. Therefore should be mature and create a velvety taste, which we have achieved in our rods.

What special measures have you taken to produce a better crop?

The vines are planted six feet apart in each row, and the rows are nine feet apart. We keep in the plant area of about 34 bushes per plant and the leaf surface area of two bushes per 13 leaves for quality bats. Our winery adopts the vineyard to date is minimum time spent at harvesting the grapes, which are plucked between 6 and 10 am when it is still cool.

Grapes attain their specific temperature for a long time, so they remain cool and fresh when the crushing starts and the process of natural fermentation by the yeast present in the skin has not yet set in. The fermentation is started by a special strain of yeast released by the winemaker. The soil is taken care of in the state-of-the-art variety under the expert supervision of winemaker, Andrea. This is a biostatic variety with only organic fertilised wine.

What is your view regarding the use of insecticides in the vineyards?

We are extremely particular about the use of chemicals. While both contact and systemic chemicals are used to ensure the crop is not affected by insects, we do not spray the crops during the last 30 to 60 days as indicated by the PBI (the Bureau of International levels of the chemicals), so the chemicals have disintegrated long before the crop is harvested. We subscribe

to the stringent Euro GAP norms that indicate what and when to spray.

Do you take any special filtration measures?

We work on achieving a balance. If you filter the wine too much it loses its taste; yet we need to filter the wine so that it is clear. There is the initial filtration with clay powder, then intermediate filtration with just the right pressure so that the suspended material is removed yet the wine is not strained too much, and finally the micro-filtration to remove the yeast and bacteria that follow to wine.

Would you say the last few years have yielded good results?

Certainly. We started off with Chardonnay, Sauvignon Blanc and Chardonnay, and then added Sauvignon Blanc. This is the only Indian chardonnay made exclusively from Chardonnay grapes. It has received an excellent response. The Colleone Taurigiano – sweet, smooth and complex – is the one in our portfolio.

In 2007 we planned to export 100 cases of Sangiovese (from Tuscany), Merlot, D'Aosta and Grappa, the last two being Sicilian wines grown in climate similar to Nasik. These should be ready for release in 2008. We have substantially increased our production. The wines have a capacity of 10 lakh (one million) bottles, but we are presently only producing one lakh (one hundred thousand) bottles as quality over quantity is our aim.

In what way are your Reserve wines such as the Cabernet Sauvignon Reserve and Chardonnay Reserve different from the others?

After the wines have rested in steel vats for about six months, the winemaker gauges their potential for ageing in oak vats. Select wines are aged in barrels for nine to 12 months to produce complex, full-bodied, smooth and well rounded wines.

Springer 11/2

2





THE WINE CLUB • Alok Chandra

## The best (and costliest)

Yesterdays another day, yet another wine tasting, yet another set of fine wines that impact the olfactory senses and flow smoothly down the gullet — only, this time the wines are Indian!

I've written before about Reveilo from Vintage Wines Nashik but was recently privileged to taste their Reserve range — and while the regular wines are good enough, the reserves are simply sublime.

A quick recap: Vintage Wines is a boutique winery located at Niphad, near Nashik, whose first vintage was produced in 2005. The Patil family have been farmers in this area for generations, and have 200 acres of vineyards — of which 50 acres are currently under grape vines, with more being converted every year.

"Reserves", as you know, are wines that have spent time maturing in oak barrels

— this imparts an extra smoothness and oaky notes to the wines. Of course, the wines need to be of special quality to benefit from barrel maturing in the first place — which is why only 5-10 per cent of any winery's production is ever labeled as "reserve". The wines were:

**Reveilo Chardonnay Reserve 2005:** Probably the only genuine Chardonnay in India is made by Vintage, and their Reserve has such a brilliant yellow colour that it initially makes one think that the wine must be oxidised. It certainly is not, and has an intense aroma of pineapple and vanilla along with notes of melon and citrus fruit — a bit closed at first, then developing as the wine warmed-up a bit. The taste is surprisingly smooth and balanced and not too dry despite being fairly strong (we're told there is 5-6 gms of sugar, and 14.4

per cent alcohol) — delightful! The wine has spent nine months in new Hungarian oak barrels, and has evidently benefited enormously, reflected in the MRP of Rs 1,145.

**Reveilo Syrah Reserve 2005:** Good colour, the wine's aroma is dominated by notes of berries/cherries, with some oak and flint on the side — perhaps due to the barrel maturing (again, nine months) the spicy notes so characteristic of Syrah grapes are quite subdued. The taste is quite smooth and balanced and fairly long-lasting. This will be priced at Rs 1,045.

**Reveilo Cabernet Sauvignon Reserve 2005:** The deep, almost inky colour promises a complex wine, and we are not disappointed: typical bouquet of blackcurrants, but with added notes of pepper and spice — and yes! — some coffee and

chocolate later on. This is a full-bodied wine with complex velvety tannins and a very long and persistent after-taste.

Lovely! Worth every penny

of the Rs 1,345 asking price.

The last (but not the least) was the Reveilo Late harvest Chenin Blanc 2006 — its deep orange-yellow colour promises something special/different. We are rewarded by an intense bouquet of raisins, figs, honey and nuts and a sweet but balanced taste that is delightful.

This blockbuster of a wine was made with hand-sorted grapes that had accidentally shrivelled on the vine — the fermentation surprisingly took the wine up to 20 per cent alcohol strength, surely a record.

Thankfully the bottled product is "only" 17 per cent v/v — still hugely alcoholic, and not for the faint-hearted. The price (Rs 645 per 375 ml bottle) is

also for a discerning few.

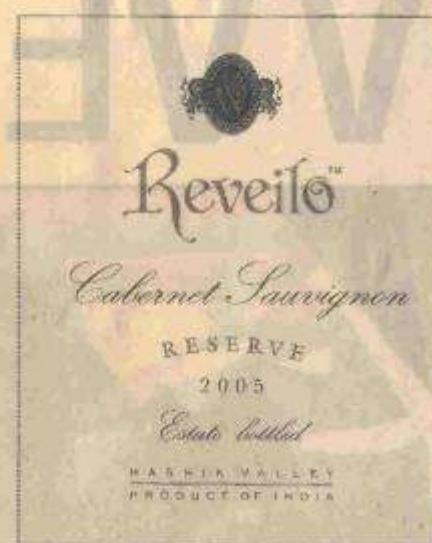
The wines we tasted took the quality of wines made in India to another plane altogether — they're certainly the most expensive Indian wines and will probably be sold only to the five-star luxury hotels and a few fine-dining restaurants; a pity, because I'm sure there are a few wine connoisseurs out there

who would love to get their hands on a bottle or two.

Here's hoping that some retailers do get over the mindset that "Indian is cheap" — and also that more Indian vintners have the vision and gumption to make small quantities of very good wines for a discerning audience.

Cheers!

[a.chandra@gmail.com](mailto:a.chandra@gmail.com)



Business Standard, 13 Oct 2007



60 YEARS OF FREEDOM

INDIAN WINE

Maharashtra



## A glass apart

A corporate executive quits his job, converting his family's fruit orchards into a vineyard—and a new Indian wine is born

By Aditi Patil

**A** recent blind tasting session at a celebrated Mumbai hotel, where experts rated the Revelta Cabernet Sauvignon as a premium Western wine. "Deep, dark red with aromas of leather, spice, and dark fruit," remarked connoisseurs. A flute filled the full glass. "I was surprised it was from a factory in Nashik," adds an answer to Napa Valley. "It proves that we have managed to achieve the quality we have always strived for," gushes an elated Yatin Patel. He is this 33-year-old entrepreneur and director of

Vintage Wines, who quit his high-flying corporate job as a financial manager at CIIAT, Delhi, five years ago to plunge into the wine business. With 1,100 lakh litres of wine ready in his Bangalore winery, Patel is on his way to realising his goal of "making premium Indian wine". In 2003, the 18-year-old graduate headed to Niphad village in Nashik to pursue his dream. "My entrepreneurial instincts got the better of me. I realised wine was an industry with a lot of potential," says Patel. It wasn't very having to give up a secure job. And for wife Kiran, a marketing executive, it was tough to

give up a corporate lifestyle and go to a village. But a crucial tie-up with Balaji wine consultant Knolly helped and he finally converted the family's fruit orchards into vineyards of Italian grape varieties. And Nashik's weather was perfect for viticulture.

Patel's marketing strategy was different. His wife and he made direct contact with relatives and friends residing with their wines. Through the entry of foreign players like Dom Pérignon and Krug, he is heating up the race. Patel is confident of his wines competing

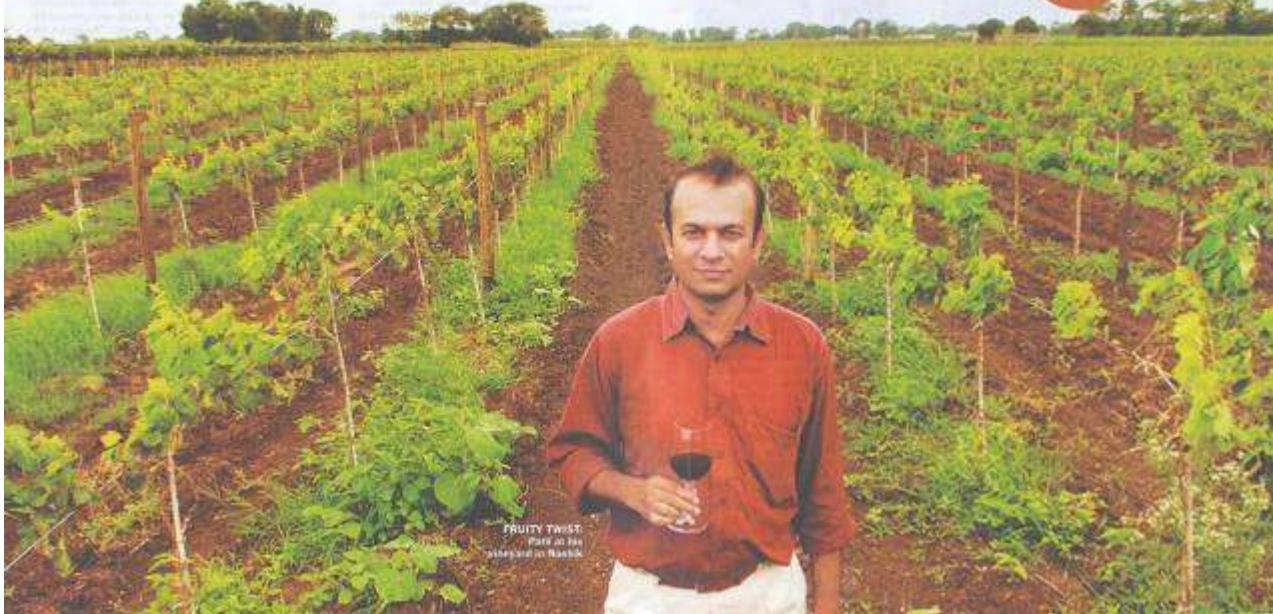
In the big picture...the couple is exploring vine tourism with tours of the vineyards and a wine bar that is slated to open by the year end.

"There is a sheer lack between wine tourists and sales. People identify with the product and brand image," says Patel. With a working capital of Rs 5 crore invested in his 22,000 sq ft stone-stone factory, overlooking a 200-hectare vineyard—it may not

be much more—Patel is already one of the French chaisman's best brands of state-of-the-art marbervy. Patel is dreaming big and in the colour red.

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PER CENT IS THE  
RATIO IN PEOPLE  
DRINKING WINE IN  
INDIA AT PRESENT



India Today, Apr 2008





## ADVERTORIAL

### Reveilo Reserve- Redefining The Indian Wine Scenario

Reveilo Reserve- Redefining The Indian Wine Scenario

**Y**oung, full bodied, fruity and a flavor reader's delight, if that's what makes any wine special, then the Reveilo Reserve awards from Vintage Wines surely scores a hundred. A relatively new company in the competitive Indian wine market, the first batch of Reveilo regulars hit the stores in April 2006. Since then it has not looked back.

What really makes Reveilo wine so special? The answer could be found in the taste, look and in the entire packaging of its brand especially the new offering of Vintage Wines, the Reserve range of 2005 vintage. Now that the brand is well in the market, it will certainly give a hard time to the existing domestic market leaders. The Reserve range is available in three variants, Cabernet Sauvignon Reserve, Syrah Reserve and Chardonnay Reserve. These wines are aged in European barrels for 18 months prior to bottling.

These brands have a distinctive characterisation of their own, with an international quality and well defined taste, the Reveilo Chardonnay Reserve 2005 has a zesty oak finish, while the Reveilo Syrah Reserve 2005 is a fruity, spicy and a

full-bodied wine with balanced tannins.... The best offering from Reveilo is the Cabernet Sauvignon Reserve 2005 which is intense with a complex array of fruit, berries, and spices and has a long finish.

This wine range is certainly impressive enough to change the perception about Indian wines. In fact, the Reveilo Reserve 2005 range is the best Indian wine available in the market at this moment. Though they are priced at a range of Rs.1600 to Rs.3500 per bottle, it is really worth that money.

Sinan Patel, Director, Vintage wines says, "We are trying to offer good quality wines to the Indians. The pricing is something which is due to the quality standard which we are going to maintain throughout."

The company wants to create a chain of premium wine bars in all major 5-star hotels like Taj, Grand Hyatt, ITC, JW Marriot, Merlin's, Leela, ITC etc.



group, ITC and Four Seasons Hotels. Scheduled to open late this year and various other exclusive dining places in Mumbai as well as other cities in India.

At present the company has registered itself in Maharashtra and Karnataka states and plans to extend its presence to Delhi and Goa markets too. The major cities for its expansion are Mumbai, Bangalore, New Delhi, Chennai, Kerala, Jammu and Hyderabad, says, Patel.

Vintage wines is an estate bottled boutique winery and is totally focused on maintaining quality and consistency.

Apart from the activities to expand our operations and production capacity, we are also planning to set up a wine lounge under our initiative for wine tourism and we are looking at tie-ups arrangements with travel organizations. The package will include a visit to the grape farms, the brewery and wine tasting.



## ADVERTORIAL

### Reveilo- the shining star at India's first ever wine challenge

**R**evelo - a selection of India's finest premium wines, was created by Vintage Wines, received the highest number of medals at the just concluded India Wine Challenge. The brand took home a total of 4 medals including a bronze medal and three Seals of Approval.

The Reveilo Chardonnay Blanc, a wine with a fresh & floral bouquet with crisp and balanced acidity has received a bronze medal as an outstanding sparkling wine. In addition, Reveilo's Cabernet Sauvignon - Reserve, Syrah - Reserve and Late Harvest Chard Blanc, a recently introduced dessert wine, were each presented a Seal of Approval.

The India Wine Challenge was organized by IWCI-India in association with Robert Joseph, a judge of Who-Bottles International with the objective of determining the best wines available in India through blind tasting. The panel was essentially a combination of Indian and International judges. The India Wine Challenge 2007 saw the participation of 350 wines from all over the world. India was represented by 16 countries that showcased 35 wines.

"It is a matter of great pride for us that 4 of the 5 wines we entered in the Challenge have won recognition. At Vintage Wines we are committed to creating high quality wines that have a global appeal. The response we have received at the above underlines the fact that Reveilo wines are being appreciated for its quality," said Nitin Patel, director of Vintage Wines.

Revelo wines are currently available at leading wine stores and premium hotels in



Mumbai, Pune, Nashik & Bangalore. Vintage Wines plan to expand their presence to Delhi, Kolkata, Chennai, Jaipur, Hyderabad and the other prime metros and soon soon in the near future.

#### About Vintage Wines:

Vintage Wines Private Limited was incorporated in December 2002 with the primary objective of producing premium quality wines. Vintage is the first Indian winery to have an Italian collaboration - having established collaboration with 'Emedy' - a leading wine consultancy firm from Italy. Vintage Wines leverages efficient Indian technology with traditional winemaking craftsmanship and the use of exclusively estate-grown grapes to create wines that have a global appeal. The company set up its winery in Nashik Valley and had their first crush in March 2003.

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It is a matter of great pride for us that 4 of the 5 wines we entered in the Challenge have won recognition.

Ambrosia, Aug 2007

Ambrosia, Jan 2008





# How the New World makes its wine

## CITYSTUFFOVER

**Andrea Valentimuzzi will soon present India with its first dessert wine**

■ Jharna Thakkar

Being a wine consultant can't be easy what with all the flying around the world, interacting with leading wine-makers and tramping across vineyards under a grey-coloured sky.

Stepover will very likely take you from sipping 50-year-old vintages in Rome, Prascati (in Italy) to nosing reserves in Australia, sipping reds in Canada, swilling whites in California and making dessert wines in India. Case in point: 45-year-old Andrea Valentimuzzi, Italian wine maker and consultant.

"I began travelling the world early," purifies Valentimuzzi. Having been in the wine-making industry for 22 years, it's no surprise that besides other independent wine houses, he's also worked in the world-famous Casa Gatti.

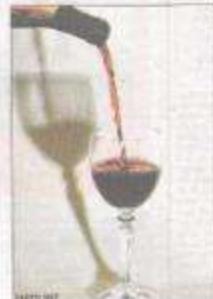
"I finally settled with the Boffly group a few years ago," he says, seated in the Vintage Wines (VW) office in Andheri's Laxmi Industrial Estate.

His first visit to India as I learn later, was a few years ago, when VW makers of Revello wine, tied

up with his company for technical collaboration and wine-making know-how.

Revello, which means to unwind in Italian, is harvested and bottled in Nashik and is relatively new with only a 2006 vintage currently available. Priced between Rs 295 for a chenin blanc and Rs 745 for their cabernet sauvignons, this is the first premium Indian wine to be made under Italian methodology as opposed to the classic French style.

At a recent blind wine tasting held in various five-star hotels across Mumbai, wine experts and connoisseurs didn't recognise Revello's Cabernet as Indian. Which is exactly what team Vintage Wines is striving for: "Consumers will soon ask for our quality and won't bother with the varieties," he adds with a knowing smile.



AN INDIA-ITALIAN BLENDSTAFF ANDREW Wine consultant, Andrea Valentimuzzi

With the highest quality check and all imported equipment, Valentimuzzi feels we shouldn't be bothered with the New World wine label.

"India and other countries have one big advantage: all the information for making wine is now freely available. You don't have to work by trial and error as was the way with the old wine countries."

He leaves us with something

sweet to look forward to — "Last year, I was late for the crushing season and found that a certain variety of our grapes had turned raisin-like-sweet," he exclaims excitedly.

And for those who not familiar with wine talk, come a few months, India will have its first dessert wine with a whopping 21 per cent proof of alcohol. Worth a salut too?

For details: [andre@vintagewines.com](mailto:andre@vintagewines.com)

## QUICK TIPS

Opening: While uncorking a wine bottle, keep it as still as possible.

Glassware: A wine glass should be clear and tulip-shaped, to avoid sparkle.

Aeration: Begin with the wine, moves to nose and mouth with tasting.

Storage: Bottles should be stored horizontally and away from the heat.

Service: White wines should be served at 10 to 12 degrees Celsius and red wines at 16 to 18 degrees Celsius.



## Vintage Wines leading the premium path

While Vintage wines is a relatively new company, Yatin Patel, Director, Vintage wines, certainly has the right ideas to create wines that will give it vintage value.

**R**evello is the single brand of Vintage Wines, the Revello Wines Company, a private wine company. The liquor Revello range includes Chenin Blanc, Sauvignon Blanc and Cabernet Sauvignon. The Reserve range (Chenin Blanc, Syrah & Cabernet Sauvignon) includes three vintages aged in barrels for 6-17 months prior to bottling, to the French Wine Law, there is a small Select wine range.

In the Regular range, the Chenin Blanc is like white, and the Syrah or the Reds are the best moving varieties. In the Reserve category, the Chenin Blanc Reserve and the Cabernet Sauvignon Reserve are the best in the range.

The company has recruited a private

label from the USA, India, Germany & South Africa, to name a few. The company has also started its own vineyards, at present in the state of Maharashtra, over the previous year, they have started in the opening of new markets.

The company definitely plans to cater to the international market. Presently, Revello is available in the US and is soon to be available in the UK. There is also a plan to export to the USA, Canada and South Africa. A few months ago, Patel introduced

the Chenin Reserve, this includes a Chenin Blanc Reserve and a Chenin. Chenin is a big leap from being at backward integration. Revello has been averaging yields of 30% per year in the past 4-5 years, and an increased amount of awareness of wine, as a category, has led to the increased sales. The total market consumption of wine in India is



Yatin Patel



### Revello Chenin Blanc 2007 and Syrah Reserve 2005 - the star performers in 2008

Revello, a selection of Indian wines, is now known as Revello Wines, based in one of the business magazines Most Indian wine Ratings 2008. The popular Revello Chenin Blanc and Cabernet Sauvignon

wines have won several awards of fine wine status, while the Chenin Blanc Reserve 2007 won the top award.

The export potential of Indian wine is increasing rapidly.



year, thus establishing a profitable presence.

We are promoting wine journals, wherein one can take a walk through beautiful vineyards, see witness to be a wine tasting, learn about the art of wine tasting. This teaches the wine experts, a step by step guide to understanding wine needs.

Looking ahead, for Consalvo as in the process of making wine from India to international. The first two of these wines would be launched in 2009-10.

Presently, the capacity is 2 lakh litres p.a., it is expected to increase to 8 lakh litres by next year and further to 10 lakh litres by 2010. The investment required would be approximately 20 crores.

The major audience for Revello wine is the Late internet Chenin Blanc in the Indian Wine category. It is a segment of 2000 wine爱好者 (enthusiasts) of wine-lovers and non-wine-lovers. The Late internet Chenin Blanc has a healthy product line and an outstanding aroma reminiscent of honey just harvested, which catches the palate with long notes of floral and dried fruit. Consistently on the review lists, it is a leading wine in the market relating to consumption of wine.

Commenting on India, Patel says... Consumption of wine is no longer confined to the urban areas, but is spreading to the rural areas and the outcome has been encouraging. According to him, this is due to them.

Demographics... Today, the youth are the driving force in a big way, this is demonstrated by the popularity of wine in India, especially among the younger generation.

According to Patel, the wine industry will be able to benefit from the entry of the Indian teenagers due to the fact that consumers are more inclined towards health and well-being, which is reflected in their purchase of wine.

"We are working on taking the brand to the international level. We are currently working on our website and are looking forward to launching it in the next few months. We are also planning to introduce our wines in the USA, UK and Australia. We are looking forward to the success of our products in these countries."

"At Revello, we have focused on quality over quantity. We have invested in the best equipment and have adopted the latest technological advancements and best practices. Our aim is to produce the best wines in the future. Our company aims to invest in infrastructure, both in the internal and international markets. Revello will be entering in Delhi, Mumbai and Gurgaon and will be the current scenario

at 100% Chenin Blanc, as we plan to expand our production to other varieties which is necessary to ensure superior quality wines, supplemented with a state-of-the-art winery, which employs the latest technological advancements and best practices. Our aim is to produce the best wines in the future. Our company aims to invest in infrastructure, both in the internal and international markets. Revello will be entering in Delhi, Mumbai and Gurgaon and will be the current scenario

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Ambrosia, Vol 16





BUSINESS STANDARD  
MUMBAI WEEKEND JULY 8/JULY 9 2006

## Living



THE WINE CLUB • Alok Chandra

# Reveilo — the best Indian wine?

In a quiet corner of Nashik Valley, a hundred-acre vineyard and winery is making arguably the best wine in India. The architects of this home-grown story are Sureesh and Yatin Patil, a father-and-son team whose roots go down deep into the rich loamy soil of Nashik; their family has farmed the land for over 100 years, and still continue to export table grapes around the world. Five years back, when the Maharashtra Grapes Processing Policy 2001 was announced,

Sureeshbhai took a decision — he would make the best wine possible.

In preparation, Yatin quit his job in Mumbai with a multinational company and started Vintage Wines, whose Reveilo label is starting to become selectively available in Mumbai. The Patils started converting vineyard parcels from table to wine grapes, planting 25-40 acres per year with Cabernet Sauvignon, Shiraz (Syrah), Chardonnay, and Sauvignon Blanc.

I first met Yatin and his father in April 2003 as part of a gaggle of visitors to Vinitaly 2003 — the annual wine fair at Verona. In the course of the Italy trip they located and signed on Andrea Valentimuzzi (formerly winemaker with Stefano Girelli, of Casa Girelli fame) as their consulting winemaker. And decided that all their winemaking equipment would be imported from Italy — even the tanks! Naturally they went to Velo — also Italian, and one of the leading wineries

equipment producers worldwide; the equipment filled ten 40-foot containers when it arrived. A year before the first harvest they started work on a neo-modern winery built to allow expansion as required, including an air-conditioned basement for oak barrels and casks. The design won't win any awards, but is solid enough to have inspired Segram's to go hunting for the same architect for their own winery (another story, another time).

The first harvest was



taken in February-March 2005, with the Cabernet Sauvignon yields kept down to 1.5 tons/acre (in

an area where Chenin Blanc harvests regularly at 6-8 TPA). Vintage has released four wines so far and will also come out with two reserve wines after they have matured in French oak for nine months. I had tasted the wines en primeur (from the tanks) in September and December 2005, and had been blown away by the quality. The finished products do not deliver on that early promise, witness the tasting notes below compiled together with some knowledgeable members of the Bangalore Wine Club:

**Reveilo Chenin Blanc 2005:** A light aroma — floral, grassy, citrus notes predominate. Good balance, with crisp acidity and a persistent after-taste. Rs 805

**Reveilo Chardonnay 2005:** A strong wine with peach and citrus accents — also some green apple.

Would do well as an aperitif. Rs 645.

**Reveilo Syrah 2005:** Nice violet-purple red. Classic varietal nose: spice, pepper, berries — almost smokey. A smooth-tasting wine — nicely balanced, very drinkable. Rs 545.

**Reveilo Cabernet Sauvignon 2005:** Deep, dark red. Aroma of leather, spice, dark fruit — with the 14.5 per cent strength, this is a real "fruit bomb". Nice! Rs 745.

And that's why while Reveilo has the potential of being the best wine made in India, it has some growing up to do. But if this is what has emerged from its very first vintage, what's it going to be like a few years down the line, when the grapes really take root?

Interestingly, the company has decided to price the wines the same anywhere in India and take the hit of differential costs

and taxes. Even more interesting is the company's distribution model: in Maharashtra it is cutting out wholesalers and distributing directly to retailers or bars/hotels to combat the "trade mafia" that demands absurd levels of credit and discounts. Sales are controlled by Yatin, and marketing activities are managed by his wife Kiran, and we can expect a concerted effort to make wine aficionados aware of Reveilo wines, and to try the drop.

I'm rooting for its success and recommend all readers to try the wines and judge for themselves. In Mumbai, Reveilo is available from Party (Bandra), Twinkle (Andheri), Juban (Juhu), Nita (Chhargate), Big Boy (Crawford market) and The Cellar (Malabar Hill). Happy imbibing.

*lok\_chandra@van.net*

Business Standard, Jul 2006





The fruits

Sunday, April 30, 2006



## Nashik Beyond Pilgrimage

# Reveilo A salute to the global Indian

Vintage An era - which today is definitely of fine times and wines! To indulge wine lovers further, the wine industry's first couple has entered the arena with their brand, Reveilo - the label from Vintage wines with its winery and vineyards in the wine corridor of Nashik.

Yatin and Kiran Patil are all ready to explore the world of wine for the consumers including the revered Italian wine to Indian connoisseurs.

Coming from an industrial and agricultural background this duo consciously chose to take on wine manufacturing over their careers in marketing. After spending almost two years in extensive research, which included visiting Italy and France, they incorporated Vintage Wines

Private Limited in December 2002 with the primary objective of producing quality wines.

Made with excellent quality grapes, Reveilo produces an array of red and white wines. 35 acres of finest wine variety grapes are planted for the purpose, which include Cabernet Sauvignon, Syrah, Chardonnay, Sauvignon Blanc and Chenin Blanc. The 32,000 sqft state of the art winery will eventually have an annual capacity of 1 mn. bottles. The structure itself has a beautiful ambience set amidst the vineyards. Reveilo wines owe a lot to Italian technology and know-how. Technical collaboration with 'Enofly', the renowned Italian group ensures best expertise backup. The entire equipment for wine mak-

ing is sourced from one of the world's leading wine equipment manufacturer Velo S.p.A. Italy.

The process is sophisticated with advanced techniques making Vintage a fully automated bottling plant. The same goes for corking, labelling, international level packaging and other processes. The entire winery is temperature controlled.

The first batch of this exclusive wine has entered the market following its first crush in year 2005-06 and an initial output of 100 tonnes.

The brand name 'Reveilo' indicates the aspect of revealing something hidden slowly in terms of aroma, look and feel, and taste. Speaking about the brand, Kiran expresses, "Reveilo identifies with today's aspira-

tional generation who have arrived. Even women are adapting to the culture. It also focuses on guiding the people who are on the verge of imbibing and exploring wine culture. Reveilo makes them realise how wine can go on all occasions and moods -celebration, meditation or just relaxation."

"Reveilo Fine Wine Culture" indicates the quality of wine, quality of the consumers and their lifestyles, quality of service and most importantly credibility. Reveilo's philosophy is to produce a top-of-the-line product especially for consumers for whom price is no bar, as it is the first Indian wine priced above Rs 1000/- Jagdeep Kapoor is the brand consultant to Reveilo.

"Almost 80 percent wine depends on how the grapes are tended in vineyards. We really have to restrict the crop to preserve the flavour, aroma and tastes," says Yatin. At Vintage, the focus is on gaining leadership in quality rather than quantity and volumes. It is an endeavour to raise the quality to international levels. From Italy to India with love indeed!



Nashik Times, Jul 2006



Thank you

