

## NEWSTRACK

### Finewinesmore introduces Brokenwood wines to cater to IPL season

IPL also aids boost in beer sales

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By Dheera Majumder | Mumbai

Finewinesmore has introduced Brokenwood wines, from Brokenwood winery in Australia to its portfolio in order to cater to the on going Indian Premier League (IPL) season. The company has added the Cricket Pitch range of wines to its portfolio to coincide with the IPL season. The range includes a red wine with 40 per cent Cabernet Sauvignon, 35 per cent Merlot and Shiraz and a white wine, a combination of Sauvignon Blanc and Semillon. The company will be targeting the hotels and restaurants with visual display of the cricketing season for its distribution of the products.

The wines are presently available in the markets in Mumbai, Delhi, Bengaluru, Hyderabad, Chennai and Gurgaon and are being priced at a range of Rs 2,500 to Rs 14,000. Projected at the premium segment, the wines are being made available at the retail outlets which observe heavy traffic during the cricket season. The company will also actively promote the brand through its website [www.fwmclub.com](http://www.fwmclub.com).

Talking about the promotion and marketing of the product post the cricketing season, Dharti Desai, Founder and CEO, Finewinesmore says, "Post IPL, we will have our regular ongoing promotions including tasting, training and wine seminars." The company will also have a wine sommelier from Brokenwood visiting India in the third quarter of 2008 to conduct workshops and various activities with the Indian hospitality industry.

Besides the wines, the IPL season has also helped boost in sales of the beer across India. While one of the prime reasons for the increase could be the summer season, most hotels and restaurants airing the matches have used innovative strategies to boost beer sales. According to official sources, Budweiser saw a 30 per cent rise in the sales in Maharashtra alone. The beer producers in association with their on premise partners are also introducing special offers with special rates for the consumers, which have helped to augment the sales during the season. "April is typically a quiet time due to a number of factors including new registration, renewal of licenses and new policies. It sees a dip in sales, followed by a gradual pick up in May. The cricketing season has given rise to a higher sales curve for liquor, especially beer," opines Desai.

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