

**Conference on: “Spirited Journeys – A Toast to Crafting & Technovations”  
4 September 2024, KTPO, Bangalore**

Brews & Spirits Expo, trade fair and conference for beer, spirits and wine production has become a significant gathering in the brewing and spirits industry. Debuted in 2018, the event has completed 4 editions, establishing itself as a premier platform for professionals and businesses involved in brewing, wine making and spirits. With each edition, the event has grown in scale and significance, attracting industry leaders, experts, suppliers and enthusiasts from around the world.

In addition to the trade fair, Brews & Spirits Expo has a concurrent conference that brings together thought leaders, industry experts, and influencers who share their knowledge, insights, and experiences with the attendees. The conference is designed to foster learning, idea exchange, and networking among professionals in the alcobev space. **By combining the trade fair, conference, masterclasses and technical workshop, the Brews & Spirits Expo offers a holistic experience for both exhibitors and attendees.**

This year's conference themed on Spirited Journeys – A Toast to Crafting & Technovations aims to delve into the diverse experiences, challenges, and successes of alcobev companies who have ventured into this domain, shaping its present and future. Spirited Journeys will feature a diverse range of sessions, including keynote presentations, panel discussions, fireside chats, workshops, and networking opportunities.

**Day 1, 4th September 2024**

Schedule	Session / Topics	Speaker / s
1100 – 1145 hrs	<b>Inaugural Session</b>	
1100 – 1105 hrs	Lamp Lighting	Chief Guest and the Other Dignitaries
1110 – 1112 hrs	Welcome Address & Context Setting on Brews & Spirits Expo 2024	Ms. Nazeeba Zarin, Executive Director, PDA Ventures Pvt. Ltd
1115 – 1130 hrs	Keynote Address	Journey of a New Age Drinks Brand – Mr. Vivek Gupta, MD & CEO, United Breweries Ltd.
1130 – 1140 hrs	Inaugural Address	Shri. Timmapur Ramappa Balappa Hon. Minister for Excise, Government of Karnataka
1140 – 1150 hrs	Special Address	TBA
1150 – 1155 hrs	Vote of Thanks	
1155 - 1210 hrs	Refreshment Break and Exhibition Tour	
1210 – 1255 hrs	<b>Session 1 – Panel Discussion on “From India to the World”</b>  The global landscape of the beverage industry is witnessing a significant transformation, with Indian drinks brands increasingly expanding their	

	<p>presence beyond domestic borders. From exports to establishing overseas production bases through sub-contracting or direct ownership, these ventures represent a strategic shift towards internationalization. This panel discussion aims to shed light on how Indian drinks brands are globalizing, from exports to even sub-contracting / owning overseas production bases?</p> <ul style="list-style-type: none"> <li>• What is prompting them to look overseas?</li> <li>• What are the target markets of interest?</li> <li>• How are Indian brands in alcohol perceived overseas? Especially in crowded categories like Gin and Whisky?</li> <li>• How can Indian brands differentiate themselves for overseas success?</li> <li>• What have been success stories for you?</li> <li>• What are your learnings? What would you have done differently?</li> </ul>
Moderator	Mr. Anand Virmani, Founder & CEO, Nao Spirits
Panelists	<ul style="list-style-type: none"> <li>• Mr. Ankur Jain, Founder &amp; CEO, Bira91</li> <li>• Ms. Varna Bhat, Founder &amp; CEO, Blisswater Industries</li> <li>• Mr. Ansh Khanna, Co-Founder, Himmaleh Spirits</li> <li>• Mr. Prabhakaran Singh Hundal, Senior GM Sales and Marketing, Indri</li> <li>• Mr. Varun Jain, CEO &amp; Founder, NV Group</li> <li>• Mr. Jason Holway, Senior Consultant, The IWSR</li> </ul>
1255 – 1305 hrs	<p><b>Alcobeve Market Overview</b> Mr. Jason Holway, Senior Consultant, The IWSR</p>
1305 – 1320 hrs	<b>Presentation by Lallemand</b>
1320 – 1405 hrs	<p><b>Session 2 – Small Towns / Big Dreams</b></p> <p>Growth in the hospitality industry is increasingly coming from Tier 2 and Tier 3 towns. There is an increase in consumer aspirations that is now starting to be met. The discussions at this panel will revolve around</p> <ul style="list-style-type: none"> <li>• What is driving entrepreneurs to create bars and bar formats that might not be out of place in Delhi or Mumbai?</li> <li>• Who are these entrepreneurs? What are their stories?</li> <li>• How do you solve the war for talent in a small town? How attractive is working in a small town to top talent? How do you circumvent this?</li> <li>• What is the consumer profile in your bar? What are your strategies for introducing your bar programs to the consumer?</li> <li>• For Microbreweries – What styles are popular in smaller centres? What has consumer reaction been to styles apart from say lager and wheat beer?</li> <li>• What are some of the other challenges that you face?</li> </ul>
Moderator	Mr. Ajay Nayyar, COO Tulleeho Portals
Panelists	<ul style="list-style-type: none"> <li>• Mr. Rachit Saboo, Managing Partner, Terra Mayaa</li> <li>• Ms. Simran Kaur, Co-Founder, Native Cocktail Room</li> <li>• Mr. Vipin Raman, Partner, Jamming Goat</li> <li>• Mr. Sree Harsha Vadlamudi, Managing Partner, Ironhill</li> <li>• Ms. Avantika Joshi, Head of Operations, The Upstairs Club</li> </ul>
1405 – 1450 hrs	Lunch and Exhibition Tour
1450 – 1535 hrs	<p><b>Session 3 - Taste of Tradition:</b></p> <ul style="list-style-type: none"> <li>• Preserving and promoting indigenous brewing and distilling techniques in modern times – A journey within. This panel discussion would cover</li> <li>• How do you create a category from scratch? With the consumers and the trade – on and off (bars and retail)</li> <li>• How do you address myths and misconceptions about your category?</li> </ul>

	<p>Especially for categories that are classified due to hereditary reasons as say country liquor.</p> <ul style="list-style-type: none"> <li>• Challenges in preserving old ways of working or particular equipment (for example the clay pots used in Feni)</li> <li>• Outside In? Would like say Single Malt whisky it be better to get global recognition before the same in India?</li> <li>• How far away is India from having its own equivalent to a Tequila, Cachaca or Pisco, that is an indigenous spirit that has global equity?</li> <li>• For spirits like agave spirits, what are the challenges faced considering GI recognition for Tequila and from the home country (Mexico) regulatory bodies?</li> <li>• What has been the experience in submitting your product to international spirits challenges? Are they able to categorize your product adequately? Are they able to judge fairly given potential lack of familiarity with the product profile and category</li> </ul>
Moderator	Mr. Hansel Vaz, Founder, Vaz Liquor Industries
Panelists	<ul style="list-style-type: none"> <li>• Mr. Conrad Braganza, Blender, Agave India</li> <li>• Mr. Aniruddha Mookerjee, Mahua Specialist &amp; Advisor to Government of Madhya Pradesh</li> <li>• Mr. Solomon Diniz, MD, Adinco Distilleries</li> <li>• Mr. Paritosh Bhandari, Director, Khamma Ghani Drinks Pvt. Ltd</li> <li>• Ms. Rupi Chinoy, Director, South Seas Distilleries</li> </ul>
1535 – 1550 hrs	<b>Presentation</b>
1550– 1635 hrs	<p><b>Session 4 – Journey Across India</b></p> <p>How terroir / local ingredients influences spirits like gin and single malt across India. The panel discussion will enlighten us with</p> <ul style="list-style-type: none"> <li>• How important is Terroir / location for products like whisky and rum, either from an ingredient provenance perspective or from liquid maturation?</li> <li>• How much have we already tapped from an Indian ingredient perspective in different spirit categories? Whether it be from a botanical perspective say in Gin or say from the use of a specific ingredient in seasoning a barrel</li> <li>• How are spirits entrepreneurs able to discover new ingredients? Is there a foraging community that can be tapped?</li> <li>• Is there a distinctive taste profile for Indian single malt and what are the reasons for the same?</li> <li>• How do we ensure that our local ingredients are not appropriated by international brands, thereby leading to an opportunity lost for local entrepreneurs (similar in a sense to how yoga has been appropriated by the West, with global brands of athleisure like Lululemon also riding the yoga wave)</li> </ul>
Moderator	<b>TBD</b>
Panelists	<ul style="list-style-type: none"> <li>• Mr. Mayukh Hazarika, Founder &amp; CEO, Cherrapunji Gin</li> <li>• Mr. Mahesh Patil, R&amp;D Liquid Innovation Lead, Pernod Ricard</li> <li>• Mr. Anup Barik, Vice President, Radico Khaitan</li> <li>• Mr. Shrikant Hajare, Managing Director, Ugar Sugar Works (Ron de Ugar)</li> <li>• Ms. Charnelle Martins, Distiller and Head of Distillery Operations, Third Eye Distilling</li> </ul>
1635 - 1650 hrs	Refreshment Break
1650 – 1705 hrs	Presentation
1705 – 1750 hrs	<b>Fireside Chat: Careers</b>

	What are the journeys some leading drinks / hospitality entrepreneurs have taken? 3 short presentations of 10 minutes each followed by 5 minutes of Q&A for each person
Panel	<ul style="list-style-type: none"> <li>• Mr. Anand Virmani</li> <li>• Mr. Olson Perreira</li> <li>• Ms. Kasturi Banerjee</li> <li>• Mr. Uma Prasad, KRSMA</li> <li>• Mr. Arijit Bose</li> </ul>
1900 – 2100 hrs	bbb Awards & Networking Evening

***\*Invited***