

4th Trade Fair and Conference for Beer, Wine and Spirits Production

13 – 15 September, 2023

**Manpho Convention Centre,
Bengaluru**



POST SHOW REPORT



**Trade Fair • Conference • Technical Workshops on Brewing • Master Classes & Tasting
IFBA Mixology Challenge • best brands in bars Awards**

Supported by:



Conference Pen & Notepad Partner:



Workshop Partner:



Market Research Partner:



Education Partner:



Session Partner:



Organised by:



Official Publication:



Conference Partner:



Media Partners:



www.brewsnspiritsexpo.com

“Spirited Success of Brews & Spirits Expo 2023”

PDA Ventures Pvt Ltd hosted the Brews & Spirits Expo from September 13-15, 2023, at the Manpho Convention Centre, Bangalore. The event, inaugurated by industry luminaries including Mr. AD Singh, Founder & MD, Olive Group of Restaurants Mr. Sukhinder Singh Founder & CEO, The Whisky Exchange, Mr. Narayan Manepally, Founder, Geist Brewing Company along with Mr. Pradeep Devaiah, Chairman & CEO, PDA Ventures Pvt. Ltd, brought together a diverse array of stakeholders in the alco bev sector.

The expo brought together technology providers and equipment manufacturers, brand owners, digital influencers, raw materials supplier’s brewers, winemakers, distillers, distributors, and retailers of alcobev; food and beverage experts from the hotel, restaurant, and entertainment sector; as well as connoisseurs of spirits and wine.

Concurrent conference, titled “Grain to Glass 4.0- Disruptive Innovation –The shape of things to come had experts & industry stalwarts discussing trends and other relevant topics related to the alco bev sector.

Technical Workshop by VLB Berlin on Process Control within a Brewery and curated Masterclasses conducted by senior industry professionals and subject matter experts. IFBA Mixology Challenge witnessed participation from talented bartenders and mixologists from all over India.

The 3-day trade fair and conference was supported by All India Distillers’ Association, All India Wine Producers Association, Apex Wine Club India, Bartenders’ Guild, Confederation of Indian Alcoholic Beverage Companies, Craft Brewers Association of India, The Distillers Association of Maharashtra, The Ethanol Manufacturers Association, Fragrances & Flavours Association of Inida, Gin Explorers Club, Grape Growers Federation of India, Indian Flair Bartenders Association, The International Spirits and Wines Association of India, Karnataka Brewers & Distillers



3K+ Visitors

From 8 Countries

50 Speakers






300+ Delegates

Association, Karnataka Grape and Wine Board, NSIC, Single Malt Amateur Club, UP Distillers’ Association, Wine and Spirits Club of India.

Support from partners like VLB Berlin (Workshop Partner), Euromonitor International (Market Research Partner), Hypro (Conference Pen & Notepad Partner) Lallemand Biofuels & Distilled Spirits (Session Partner), WSET (Education Partner) Geist and various other companies and brands and Brews & Spirits magazine, the official media partner, played a pivotal role in the event’s success.

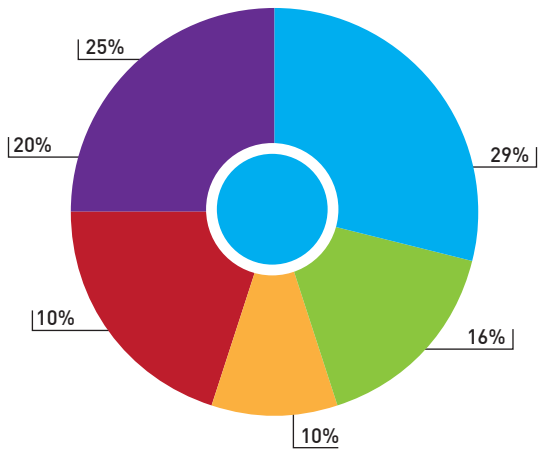
Overall, the trade fair and conference provided the platform for the alcobev community to come together and to witness firsthand new innovations, products services and technologies that were taking place in the industry .

Visitors From

 Germany	 Mauritius
 Nepal	 Oman
 Singapore	 South Africa
 United Kingdom	 United States

Exhibitor Feedback

Objectives of Participating in Brews & Spirits Expo 2023



■ To generate new leads & meet existing clients	29%
■ To gather market intelligence	16%
■ To showcase new products and technologies	10%
■ For brand visibility/building	20%
■ All of the above	25%



I wanted to extend my heartfelt gratitude for your continued collaboration with us. The recently concluded exhibition was an outstanding success, and your support and partnership played a significant role in achieving this milestone.

We received positive feedback from attendees, exhibitors, and industry experts, highlighting the value you brought to the exhibition.

Jitendra Khater

Co-Founder, Cocktails India

Key Features

Trade Fair

Conference

Technical Workshop

Masterclasses

bbb Awards

Whisky Conversation by SMAC

CEO Power Breakfast

IFBA Mixology Challenge

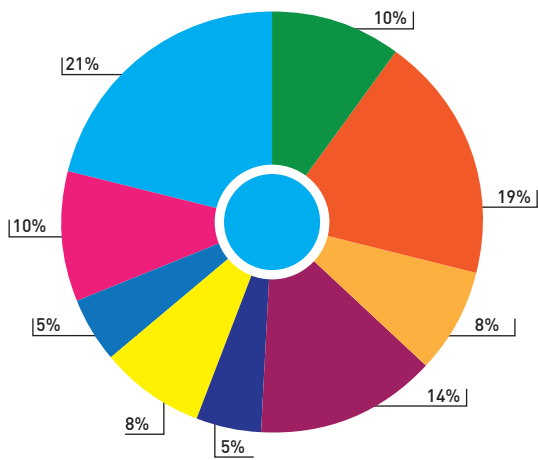


Participants

					
					
					
					
					
					
					
					
					
					
					
		<p>and others</p>			

Visitor Analysis

Visitors by Business Activity



■ Academia	10%
■ Beer/Spirits/Wine Producers	19%
■ Breweries/Micro Breweries	8%
■ Hotel/Bars/Restaurants/Pubs/Clubs	14%
■ Influencers	5%
■ Consultants/Media/PR/Marketing Agencies	8%
■ Others	5%
■ Retailers/Distributors/Importers/Exporters	10%
■ Supply Chain	21%



It was our first time exhibiting at Brew & Spirits Expo and it has definitely been worthwhile. The number of visitors who came to our stall along with the insights we have collected has far exceeded our expectations and we are really excited to start planning our next steps as an organization for the future.

Abhishek Vohra

General Manager - Marketing, Inbrew Beverages



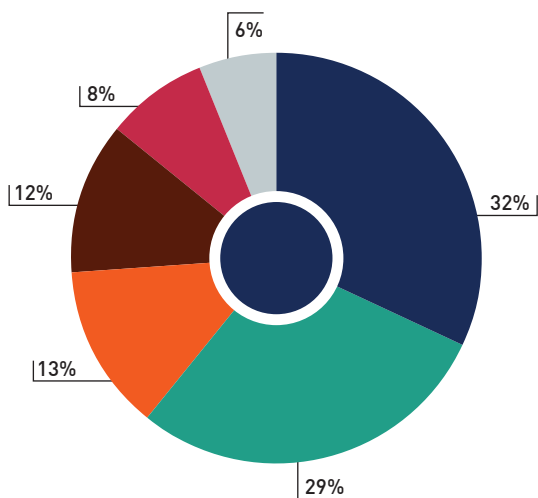
Great Occasion to Showcase our brands and let the industry know of our presence, had good quality footfalls.

Aditya Khoday

Director, Khoday India Limited



Decision Makers & Influencers



■ Decision Makers	32%
■ Influencers	29%
■ Industry Professionals	13%
■ Others	12%
■ Business Heads	8%
■ Academia	6%



Conference

“Grain to Glass 4.0 - Disruptive Innovation - The Shape of Things to Come”

Key note Addresses, Panel Discussions and Presentations on

- **Spirits:** Where are we headed spirits wise?
- **Beer:** What does the forecast say?
- **Wine:** When will the “Indian Malt/Gin moment” come for wine?
- **Investments:** What are investors looking for in founder stories?
- **Retail:** What challenges is the evolution of modern trade throwing up for alcobev?
- **Consumer Experience:** How will experiences evolve to meet this change?
- **Session on - Bars, Bartending & Cocktails**
- How Yeast can Impact Your Spirits
- Kombucha - A Multi-functional beverage of new age (funded by NECTOR)
- The impact of Yeast fermentation on Different industrial Feedstock
- Economic Impact and Opportunities of the Indian Alcobev Industry
- Overview of Alcoholic Drinks in India
- Global Market Over View - Alcobev Sector



We had quality visitors at our stall and the highlight was that of an enquiry from a delegate from African Market.

Jojo Joy

Export Manager, Sonarome Pvt Ltd



This platform was used to do a lot of sampling and showcasing our products. Happy to be associated with Brews & Spirits Expo for the 2nd consecutive year.

Disha

Brand Ambassador, Diageo India



A great platform to meet people who want to set up their brewery and nice to connect with people from the Spirit Industry too and explore more options.

Amit Mishra

Brewer, Falcon



Speakers/Panelists



Sukhinder Singh
Co-Founder,
The Whisky Exchange



AD Singh
Founder & MD,
Olive Group of Restaurants



Aisha Sahni
Head Marketing,
Big Banyan Wines



Akhilesh Sheoran
Brand Ambassador for
Craft Spirits, Diageo India



Alexander De Cata
Sr. Business Development
Manager (EMEA), WSET



Amulya Pandit
Consultant,
Euromonitor International



Arijit Bose
Founder,
Bar Spirit Forward



Ashok Chokalingam
Head - Distilling & International
Sales, Amrut Distilleries



Aslam Gafoor
Hospitality Professional



Bhavana Pradeep
Project Associate
Praras Biosciences Pvt Ltd



Charlie McCarthy
WSET Spirits Educator,
The WSET



Clement DeSilva
Co-Founder, Aani Ek



Gaurav Thapar
Karnataka Grape &
Wine Board



Gayatri Mehta
Research Assistant at
VLB Berlin



Jan Biering
Head of Research Institute
for Beer and Beverage
Production



Jason Holway
Senior Consultant,
The IWSR



K Ganesh
Serial Entrepreneur and
Promoter- Big Basket



Krishna Rajiv
Technical Sales Support
Manager - Asia Pacific,
Fermentis Life Sciences



Michael D'Souza
Master Distiller,
John Distilleries



Narayan Manepally
Founder,
Geist Brewing Company



Nayan Deekonda
Anthill Ventures



Nita Kapoor
CEO,
International Spirits &
Wines Association Of India



Nitin Vishwas
Co-Founder,
Moonshine Meadery



Oliver Schauff
Brew Master, Doolally



Pankaj Balachandran
Co-Founder, Short Story
and Countertop India



Pratekk Chturvedi
COO, BrewDog India



Pravesh Pandey
Co-Founder, Roxie



Rakshay Dhariwal
Founder, PCO Hospitality



Rajesh Mohan
Country Manager, India
Lallemand Biofuels &
Distilled Spirits



Robert Piggot
Global Technical Director,
Lallemand Biofuels &
Distilled Spirits



Rohan Carvalho
President IFBA and
Founder, Bar Square



Shreya Soni
Co-founder & CEO,
The Ideas Lab



Vishal Nagpal
Co-founder,
Trippy Goat Café &
Wine Bar



Smriti Sekhsaria
CMO,
Moët Hennessy India



Sonal C Holland
Master of Wine,
Sonal Holland Wine
Academy



Vikram Achanta
Founder & CEO,
Tulleeho



Vikram Damodaran
Chief Innovation Officer,
Diageo India



Vipin Raman
Co-founder, Jamming Goat,
Franchise Partner, European
Bartender School, India



Vishal Deorah
Founder
The Whiskey Company



Vishal Kadakia
Founder, Wine Park



Technical Workshop - VLB Berlin, Research Institute for Biotechnology and Water

Title: Process Control within a Brewery



MASTERCLASSES

Rums around the World

Infused Feni

Who put that mango in my bottle?

Wines of Karnataka and Wine Tourism

Godawan



IFBA Mixology Challenge

ICEHOT Beverages by RICH'S presented "IFBA Mixology Challenge" powered by Monin. The cocktail enthusiasts and creative mixologists gathered to witness an electrifying event during Brews & Spirits Expo 2023. The Juries for the Awards were

Sandeep Verma, Founder, Institute of Bar Operations & Management, Barwizard, Howling Wolves Goa

Varun Sudhakar, Founder, Bar Bundle

Arijit Bose, Founder, Bar Spirit Forward, CT Lab at Unbox, Countertop India, Bar Tesouro, Lover's Rum, Mr. Jerry's Cocktails & Barback Collective

Clayton Gracias, Bar Stylist & Cocktail Enthusiast, Behind Bars 24X7

Winners of the challenge

1st Place:

Abhishek Shaiva M., Flairology

2nd Place:

Eswar Yarlagadda, Freelance Bartender

3rd Place:

Pawan Singh Bhatia, ICEHOT INDIA



Whisky Conversations By SMAC, Whisky Club

TOP 3 CHOICES

1. Port Askaig 2023 Edition (Cask Strength) - 33%: This whisky seems to be the clear winner with the highest percentage of votes. The “Cask Strength” indicates that it’s bottled at its natural, undiluted strength, and its popularity suggests that it has a strong following among whisky enthusiasts.
2. Paul John Mithuna - 22%: “Paul John Mithuna” is also well-liked, with a significant share of the votes. This suggests that it has a dedicated fan base and is highly regarded by those who voted.
3. Amrut Children Of A Lesser God - 22%: “Amrut Children Of A Lesser God” shares the same percentage of votes as “Paul John Mithuna,” indicating that it is equally popular among voters. This particular Amrut whisky seems to have caught the attention of whisky enthusiasts.



bbb Awards

Brews&Spirits magazine, published by PDA Trade Media, gave out the maiden ‘bbb Awards’ in recognition of the best-moving alcohol brands, surveyed in more than 120 elite bars across India.

The sample covered 12 cities in a dozen states across the country; states where laws for sale of alcohol beverages are relatively less restrictive. All the bars surveyed have been around long enough to comprehensively gauge consumer trends and preferences.

This report was based on a survey of bar owners (and head bartenders or bar managers, where the owner was not available) and beverage managers. They provided responses to a questionnaire asking them to list the names of their top-five selling brands of whiskey, vodka, gin, wine, bottled beer, rum, mixers, water and some others.



CATEGORY	COMPANY	GOLD (Brand)	CATEGORY	COMPANY	SILVER (Brand)
Gin	Bacardi Martini	Bombay Sapphire	Gin	Nao Spirits	Greater Than
Premium Indian Whiskey	Fullarton Distilleries	Woodburns	Premium Indian Whiskey	Diageo India	Royal Challenge
Blended Scotch/ Malt Johnnie Walker		Diageo India	Blended Scotch/ Malt	Pernod Ricard	Chivas Regal
International Whiskey Jameson		Pernod Ricard	International Whiskey	Brown Forman	Jack Daniels
Indian Single Malt	John Distillers	Paul John	Indian Single Malt	Amrut Distilleries	Amrut
International Single Malt	William Grant & Sons	Glenfiddich	International Single Malt	Pernod Ricard	The Glenlivet
Vodka	Bacardi Martini	Grey Goose	Vodka	Pernod Ricard	Absolut
Rum	Bacardi Martini	Bacardi	Rum	Mohan Meakins	Old Monk
Agave	Monika Alcobev	Jose Cuervo	Agave	Bacardi Martini	Patron
Indian Craft Spirits	Nao Spirits	Greater Than	Indian Craft Spirits	Third Eye Distillery	Stranger & Sons
Brandy and Cognac	Moet Hennessy	Hennessy	Brandy and Cognac	Pernod Ricard	Martell
Amaro / Aperitif	Gruppo Campari	Campari	Amaro / Aperitif	Gruppo Campari	Aperol
Liqueurs	Aspri Spirits	Jägermeister	Liqueurs	Diageo India	Bailey's
Indian Beer	United Breweries Ltd.	Kingfisher	Indian Beer	Bira 91	Bira
International Beer	AB InBev	Corona	International Beer	AB InBev	Hoegaarden
Indian still wine	Sula Vineyards	Sula	Indian still wine	Fratelli Wines	Fratelli
International still wine	Pernod Ricard	Jacob's Creek	International still wine	Aspri Spirits	Two Oceans
Sparkling Wine	Moet Hennessy	Moet & Chandon	Sparkling Wine	Bacardi Martini	Martini Prosecco
Mixers	Coca-Cola India	Schwepes	Mixers	Foxtrot Beverages	Svami
Water	Tata Consumer Products	Himalayan	Water	Veen	Veen

Brews & Spirits Expo 2023



Brews & Spirits Expo 2023



Announcing

5th Trade Fair and Conference
for Beer, Wine and
Spirits Production

**Brews
&
Spirits**

E X P O

4 – 6 September 2024

**KTPO Convention Centre,
Whitefield, Bengaluru**

**Crafting
Collaborative
Opportunities**

Trade Fair • Conference • B2B Meetings • Technical Workshops • Master Classes & Tasting
• Flair & Mixology Challenge • bbb Awards

For more information, please contact: [E: utsav@pdaventures.com](mailto:utsav@pdaventures.com) [M: +91- 98860 44334](tel:+91-9886044334)

Organised by:  **PDA**
Ventures

www.brewsnspiritsexpo.com