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Spanish Armada Lands at Mumbai

Feb 18 : Perhaps for the first time in the Indian wine history, a full double container of Spanish wines from 9 wineries has landed in Mumbai with the biggest single shipment of Spanish wines and food that will be soon available in the Maharashtra market at the first instance through an Indo-Spanish Joint Venture, according to a company release.

The 40 foot container imported by Vinomotions may sound adventurous to some but the bold step was needed to mark the presence of Spanish wines, says Subhankar Ghosh, Director and CEO of Nobel Exim India Pvt Ltd, promoter of Vinomotions. 'I believe this historical Spanish venture within the Indian wine sector is very important,' he adds

The Wineries under the Vinomotions' Portfolio are - Viña Tondonia and Bodegas Estraunza from D.O. Rioja, Marques de Valdueza from Extremadura, Mont Ferrant from D.O. Cava, Rovira Baques from D.O. Catalunya, Baronia De Turis from D.O. Valencia, Licores Baines Pacharan from D.O. Navarra, Valduero from D.O. Ribera Del Duero. The company is also importing spirits from the the oldest distillery from Spain - Destilerias Manual Acha from Basque Country.

This is by far the largest collection of Spanish Wine & Spirits launched to India in one go, so far, with wines understandably handpicked by Nobel Resources, based on an excellent quality/price ratio and is expected to give tough competition to the well-established Spanish brand Torres. It also covers a much wider canvas of Spanish wine regions and a bigger choice would be available to the Spanish wine lovers and those who love the excitement of trying different wines.

The portfolio has been built upon the successful events where trade samplings were carried out with wines from these 9 wineries at the 'Discover Spanish Taste' held at the Grand Hyatt, Mumbai a couple of months ago, followed by a couple of events at the Wodehouse Gymkhana, Nariman Point and the Pali Village Café, Bandra.

Currently 10 labels have been registered in Mumbai, 15 more will be registered during the next financial year, says Subhankar who adds that Delhi is the next destination to conquer.

Vinomotions has also launched the premium line of Spanish food products comprising of Gourmet EV olive oil from Marques de Valdueza and La Carrera, Spanish chilies from La Legua and cocktail Olives mix from Jolca.

Vinomotions is promoted in India by Nobel Resources, an Indo-Spanish JV providing turnkey solutions from Import to commercialization of Spanish products to the Indian Sub-continent headed by Sandra Chinchilla, Executive Director and Subhankar Ghosh, CEO.

Indian wine market needs adventurous importers like Vinomotions and one hopes Indian palate is ready and willing to explore the uncharted territories. They would be amply rewarded for the risks they may take in trying out these new products. DelWine is quite supportive of the venture and hopes it will help increase the wine market.