



Wine Festival and Wine Consumerism - A Perspective Study on Influence and awareness in the Growth and Acceptance of Wine in Indian Market

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Abstract

Wine market in India has been growing at around 30% annually over the last ten years and is expected to have a positive growth in future (Food & Wine Research and markets, 2008). The changing drinking habits of the people of India have changed the fortune of Indian wine market, witnessing a tremendous growth. Favorable and promotional government policies, higher disposable incomes and growth in foreign tourists are some of the reasons for such growth. Present consumption of wine in India is very low with the average per capital consumption at 4.6 ml. However, considering the fact that about a decade earlier markets for wines did not exist at all, the present developments are positive. The synergy of food and wine has proved to be a strong attraction and force in regional tourism and, as a consequence, promoting wine festivals to encourage tourist visitation has become an increasingly used strategy. The Victorian Wineries Tourism Council (VWTC) lists 61 events in the calendar year 1999-2000. Winemakers are significant (if ambivalent) players in these events. They instigated wine festivals with the intention that they will lead to cellar door sales, brand awareness and loyalty. Hence, wine festivals have become an integral and vital part of an overall wine marketing strategy (Houghton, Meg, 2001). Four Seasons Wines has launched a pan-India food and wine festival- Gourmet Indulgence - which will cover seven cities and 90 signature restaurants over a 45-day period (Progressive Digital Media Food Service News).

Key words: Perception. Wine, Festival, Market, Consumerism, India



Introduction

Annual wine festivals celebrate viticulture and usually occur after the harvest of the grapes which, in the northern hemisphere, generally falls at the end of September and runs until well into October or later. They are common in most wine regions around the world and are to be considered in the tradition of other harvest festivals (Wikipedia).

The oldest historically documented wine festivals can be traced back to the Greek celebrations for their wine god Dionysus. The typical ingredients of a wine festival include wine drinking, grape pressing, regional foods, music and in many areas, religious rituals (Wikipedia). "Despite the prohibitively high duties in India, sales of imported wines have grown from about 20,000 cases, seven years ago to about 1.2 lakh cases as of now" (Moët Chandon, 2013). According to the Technopak study, while the global per-capita consumption of wine is estimated at 4 liters per annum, the Indian figure stands at 4.6 milliliter (ml). According to government estimates, wine festivals have been around for a while (Businessline, 2004). These are mainly held at the winery and usually during the crushing season, which in India is around February. The high point at such a fest is a wine stomp introduced by many wine companies at their winery. Sula, currently the country's largest wine company by sales, has been holding a wine fest for the past four years, and from this year, York Winery has also joined it (Food & Wine Research and markets, 2008). "When a winery holds a festivals, you are limited to just its wines whereas at our wine tasting wine we get at least 16 wineries to participate. People who come can thus taste and judge what they like and buy accordingly," (The Economic Times, 2011). Consumption of wine in India is expected to reach 2.1 million cases by 2017, an increase of 73% from 2013, according to a survey by Vinexpo. Indians will consume 1.15 million cases of red wine, 0.63 million cases of white wine and 0.10 million cases of rose wine by 2017, the Vinexpo survey revealed (Progressive Digital Media, 2014). Wine consumption in India is expected to grow year-on-year and could reach 2.4m nine-liter cases by 2020, according to The IWSR. "Wine is mainly enjoyed by the small population of travelled Indian businessmen, their foreign guests, tourists, and sometimes up-market women and cosmopolitan affluent youths," the research organization says in its report. "Despite the difficulties of matching wine with Indian food, a cult enthusiasm is developing for wine consumption and it has become a more regular offering at



launch parties, business receptions and sometimes weddings" (Food and Beverage Close – Up, 2012). Currently, the Indian wine industry is dominated by three large players who together enjoy over 90% of the total market share, although there is enough room for more players. To cater to this growing demand, some Indian wine makers have started importing foreign made wines and bottling and selling it here. Challenges for the industry include competing against global connoisseurs of wine in the Europe, improving the quality of wines in India, sustaining high growth rates and increasing consumption of wine in India (Research and market, 2008). The study encapsulates the perception of wine festivals and its growth in encouraging wine tourism.

Wine Festivals as Tourism Accelerator

The remarkable growth of wine tourism in recent decades has created opportunities for rural communities to diversify and stimulate development, and for travelers to enjoy an activity that brings together educational and gastronomic experiences, (Alons & Liu, 2010), to create niche wine market through festivals

Food and wine, whilst basic to human existence, have been elevated through a range of marketing strategies to interest beyond that of subsistence. (Ruth Taylor, 2007)

For many wineries and wine regions the annual wine festival is a strategic tool for encouraging cellar door visitation. Wine festivals offer the opportunity to socialize, possibly with friends and family, whilst learning about and enjoying a natural, agricultural setting and product. Revenue and recognition is generated for the participating wineries, awareness of the area and its resources is enhanced, and the community at large and outside providers find a new source of customers (Houghton, 2001).

As special-interest tourism, wine tourism and wine festivals is becoming increasingly important for wine-growing regions especially in India. This issue needs to be addressed if marketers want to implement more effective strategies to target the market. Visiting wine festivals is an important component in the complete construct of wine tourism. What might have motivated the participants to visit such an event has become critical for wine-growing destinations when they attempt to use wine festivals to promote the wineries and regions (Jingxue Jessica Yuan, 2005).



From a winery's perspective however, successful wine festivals are those that not only attract consumers wishing to trial and buy wine products but ultimately lead to ongoing brand recognition and loyalty (Houghton, 2008).

In the Indian context for example the Bangalore International Wine Festival, an annual affair, is hosted in third week of July every year attracts as many as 35 wineries including seven international wineries in association with the Karnataka Wine Board and Department of Horticulture, Karnataka. To attract wine lovers, all companies participating in the festival will be offering a 10 per cent discount on the wines (The Hindu, 2014).

Perception of wine, wine festivals in Indian culture

The presence of wine has dually been noted in the Indian culture starting all the way from the Indus Valley Civilization that showed traces of having a vineyard and has shown remains of winemaking during that time (Prathana group, 2010). "The future for Indian wine is very bright," said David Banford, who heads the Wine Society of India, an organization that promotes wine education through information sessions, courses and wine tastings (Fatah, Sonya, 2008).

The demand and supply of wine making starting flourishing and taking a high velocity in the 20th Century and still continues in the 21st Century (Prathana group, 2010). The Indian wine industry is a nascent but fast growing market attracting a number of domestic entrepreneurs, foreign manufacturers and importers (Anonymous, M2 Presswire, 2010).

The perception of wine in the Indian culture has lead to the generation of many vineyards like the one in Nashik, Maharashtra. Now many more vineyards have opened up in that area. The wine boom started with Sula Vineyards (more than a decade ago (Vora, Shivani, 2013).

For centuries, farmers cultivated high-quality table grapes and a handful of other crops on the hundreds of acres around Nashik, but local entrepreneurs as well as some from Mumbai caught on to the fact that the sunny, moderate climate and the presence of rain saves for the monsoon months of May and June making it an ideal wine-producing environment. According to the Manufacturers' Association, this year, 20,000 kosher for Pessah bottles of wine were sent to places such as Thailand, India and Nepal for Israeli backpackers and travellers. (Wrobel, Sharon, 2006).



In Maharashtra, Pune and Mumbai are the country's vast consumer world is taking deep interest in varieties of wine. The country has simultaneously taken a strong foot forward to cultivate quality produce through well nurtured vineyards, overseeing technology and latest equipment supports (Banerji, 2014). This is the reason many varieties of good wines- red, white, rose and sparkling are all in the market now from various producers each offering their expertise at their best. The total culture has taken a deep root already with quite a number of Wine Clubs around the country, good number of Wine Tasting festivals, learning sessions and few publications making their presence felt. Jagdish Patil, a supplier of wine machinery, is opening up a wine bar-cum- restaurant Semmelier in Nasik where people will be able to try out various combinations of wine with Indian food (Dhamija, Anshul, 2007).

A study conducted in Edinburgh, has found that by listening to music, there is relatively more consumption of wine and gives the same characteristics as listening to a particular artist or listening to a particular tune (Ani, 2013).

India has been declared one of the top 10 leading growth nations in the world for wine with the fact remaining that wine in India is not seen as an approachable beverage. High costs and lack of awareness are seen as the main reasons for this perception. Advertising restrictions on alcohol add to the dilemma of the growing Indian wine industry which is still trying to find its place in a country where alcohol does not have very positive social and religious ideas and believes.

The right perception can be achieved and this would allow seeing beyond the hype of India being one of the biggest growth nations for wine. Recent trend shows the increasingly health conscious Indian youth getting closer towards wine because of its perceived benefits. This is also one of the reasons that almost 70 per cent of wine consumed in India today is Red, since Red wine's role in improving one's health is much talked about (Banta, 2010).

Many of India's wine regions fall within the tropical climate band. Vineyards are then planted at higher altitudes along slopes and hillsides to benefit from cooler air and some protection from wind. The altitude of India's vineyards typically range from around 660 ft (200 m) in Karnataka, 984 ft (300 m) in Maharashtra, 2,600 ft (800 m) along the slopes of the Sahyadri and to 3,300 ft (1000 m) in Kashmir.



Vineyards in India range from the more temperate climate of the north-western state of Punjab down to the southern state of Tamil Nadu. Some of India's larger wine producing areas are located in Maharashtra, Karnataka near Bangalore and Telangana near Hyderabad (Wikipedia).

Consumerism and Attitudinal Shift Towards Wines

The Indian wine market and industry are in their nascent stages, but have witnessed promising growth in the last five years. Wine, long regarded as a drink that only the rich could afford, is increasingly finding acceptance socially as more and more people from the upper middle class are being drawn to it. Most of this inflow of customers is due to the fast pace of growth of the economy (Rathore, Bhavna, 2007).

Wine drinking has not been part of modern mainstream Hindu culture and when you don't have a big wine culture, people are not that confident of their instincts about wine (Brooke, James, 2003).

As there is an eminent growth seen in the wine market, there should be a medium through which the consumer can access more information about wine and differentiate wines of different companies available in the market. As a result of which, wine festivals act as a niche center of knowledge about the same.

It is a trend to consume wine during parties, not just a trend but now people have actually started liking and enjoying wine in the sense of color, aroma and taste as it should be and people who don't know surely want to learn. This is an industry whose time has come. Rajeev Samant, the CEO and founder of Sula Vineyards. With more education and more affluence, it's very natural for a population to drink more wine.

"The future for Indian wine is very bright," said David Banford, who heads the Wine Society of India, an organization that promotes wine education through information sessions, courses and wine tastings. Banford and his partners first started such a concept in the United States "The Wine Society of America" when the U.S. still had an unfriendly attitude toward wine. Today, the U.S. is the world's largest consumer of wine. India, too, is headed in that direction, Banford said.

"Wine culture is here to stay. People here see wine as part of a civilized, western-oriented lifestyle." Of course, consumption in India is still quite marginal, making up 1 per cent of total alcohol sales by volume. About 1.2 million cases of wine are consumed annually, but the national alcohol diet is



heavily skewed in favour of beer and liquor. By comparison, more than 70 million cases of beer and 70 million cases of spirits are consumed annually. Simply said, there are about 5 million wine consumers compared with 300 million liquor consumers. If those numbers don't impress, the rate at which the wine industry is rapidly growing surely will (Fatah, Sonya, 2008).

Even though the consumption is low it's not zero. This market can only get better. Hence these wine festivals in this country help the industry in ways where various wine makers come together sell their wines, know about other's wine and even educate the curious customers who come to wine festival wishing to learn something about it.

"Wine is an alien drink, "It's not going to the Indian village. It's going to stay in the top 2 percent of the population" said Kapil Grover, director of Grover Vineyards. The entry of foreign wine makers in local production highlights the potential that exists in the Indian wine market. This will lead to healthy competition and shall help further improve quality of Indian wine.

The wine festivals in India doesn't only show case the local domestic wine but also other foreign wine who already have stands in India. This way the customers even choose between them and plus know the difference.

Moet Hennessy was one of the first companies to notice India's growing love for wine. The company first decided to launch the Chandon brand in the country in 2009, followed by years of research and development in understanding soil types and climate, meeting with grape growers and understanding consumer preferences, says Bhatia.

"After conducting several oenological trials, Tony Jordan (the former director of wine making at Domaine Chandon Australia) defined Nashik as the ideal location in India."

The government of Maharashtra has nominated the Maharashtra Industrial Development Corporation (MIDC) as a nodal agency for the establishment of grape wine parks in the state. Under this policy, two wine parks have been established by MIDC - the Godawari Wine Park at Vinchur, Nashik district and the Krishna Wine Park at Palus, Sangli district. In addition, a Grape Processing and Research Institute (GPRI) at Palus, operating under the auspices of the Bharati Vidyapeeth Deemed University, has also been set up. GPRI will give formal training to farmers and award certificates,



diplomas and degrees in wine grape cultivation, the manufacture of standard quality wines and the marketing of wines. GPRI will also set up grape vine nurseries to provide authentic plant material to growers and will also operate a quality control laboratory for wines and impart wine blending techniques (Rathore, Bhavna, 2007).

Wine festivals celebrate viticulture and usually occur after the harvest of the grapes commonly seen in most wine region around the world (Wikipedia, 2013).Where as in India, the wine festivals are more commercial than as a celebration of harvest.

There is also a great interest in the Indian wine market from global winemakers such as Diageo, LVMH and Pernod Ricard and a significant percentage of sales are in the form of imported wines (Rathore, Bhavna, 2007). In according to the theme of the festival, cheese being a classical accompaniment there was a stall which consisted of gourmet selection of cheese. Grape stomping is like fun elements added to the events. It even acts as a promotional activity where the customers/visitors get to be a part of the wine making process. The seminar is one of the most interesting parts of the event. Many a times such events become a niche forum for people to know and learn about wine. In addition, the seminars did not only consist of lessons but also debates and panel discussions on various thought opening topics which leave the listeners thinking.

Wine festivals and awareness in India

Before you came, all things were what they are...The sky was sight's boundary... The road, a road...The glass of wine, a glass of wine!

Long before European countries woke up to the 'incredible taste of fermented grape juice', prehistoric Indian communities were fully conversant with the intoxicating wines they could distill from plants and fruits. Beginning with the Rigveda, the first among India's ancient Vedas, and ending with the poetry of Mirza Ghalib, eminent Urdu poet of the 18th century, India's tradition and history prove that the temporal joys offered by a glass of wine and its complex spiritual symbolism were equally familiar to generations of Indians. Mythology, say scholars, is the cornerstone of India's ancient civilization. It successfully holds a mirror to societies that lived in this subcontinent long before the first book of history was written



tracing the origin of wine drinking in India takes us on a joyful, evocative ride through various ages – both of mythology and history.

Rig Veda, the first among the four compendiums of wisdom from the earliest civilization of India, pays homage to Soma, liquor that was appreciated highly by the gods. Researchers point out that the ninth chapter of Rig Veda devotes 114 verses in praise of Soma, the ambrosial liquor, considered to be the ‘elixir of immortality’.

In the practice of Yogic meditation too, Soma, the nectar of life, was considered to bring about a higher consciousness. The aim of many Yogic practices is the union of the ‘sun’ and the ‘moon’ energies – i.e. the hot and cool elements in a human body. This practice is equivalent to ‘drinking Soma juice (Amara-Varuni) or immortal wine’.

With the combined impact of these positive and negative aspects of intoxication, wine became a popular motif in Indian mythology. It was considered that the ‘fermented juice of grapes’ produced a beverage pleasant to taste and created profound physiological changes in the drinker.’ Wine drinking, over the millenniums, became a powerful symbol of life, death and rebirth and represented a medium through which the drinker could ‘enter the presence of divinity’ (Patil, 2007).

Bangalore, known as India’s very own Silicon Valley and home to many information technology multinationals and start-ups, recently raised a toast of a different kind: The city hosted an International Wine Festival.

Spread over three days and across sprawling grounds, the wine festival offered Bangaloreans an opportunity to understand the basics of wine, varietals, wine tasting and food pairing. There was also grape stomping, musical concerts, fashion shows, display of vintage automobiles, flea markets and food stalls.

Behind the apparent frivolity, though, was serious intent. Organized by the Karnataka Wine Board (KWB) and co-sponsored by other government agencies, including the ministry of food processing industries and the National Horticulture Board, the event was the first of its kind in the Indian wine



sector to be hosted by a government organization. It provided a platform for international and domestic wine makers, grape farmers, machinery suppliers and other service providers to network and showcase their offerings. There were also various technical sessions for both existing and aspiring players on the different aspects of wine making, development of vineyards and viticulture practices.

But wine consumption in India currently is very minimal, with only the annual per capita consumption estimated to be less than 10 milliliters. Compare this to the world over, where the global yearly per capita consumption of wine is around four liters. According to recent news reports, in 2011 the U.S. was the biggest wine market with annual consumption of 3.7 billion bottles of wine. The reports suggest that by 2015, the per capita consumption of wine in the U.S., which is currently around eight liters, will increase to 13 liters. China, which in 2011 replaced Britain as the fifth largest consumer of wine, is expected to have a per capita consumption of two liters by 2015. In France, it is over 40 liters.

Subhir Hari Singh, chairman of the KWB shares his logic: “True, the wine market in India is very small at present. But we see a huge growth potential in this sector and we want to facilitate the growth by creating an enabling environment for all stakeholders in the chain — from the grape farmers to the end consumers.” The Southern state of Karnataka is the second-largest producer of wines in the country, next to the Western state of Maharashtra

Alok Chandra, founder and CEO of Gryphon Brands, a Bangalore-based wine consultancy firm, notes that while traditionally Indians have been more inclined toward spirits and beer, wine has been steadily gaining acceptance. He estimates that over the past decade, the market has been growing at over 20% each year. There has also been a substantial increase in the number of wineries in the country, from less than 10 in 2000 to around 75 at present.

“Wine is a state government subject in India and every state has its own tax rules and regulations. This makes it very difficult to operate outside one’s own state. It also adds to the end price for the consumer,”



According to Anand Dikshit, executive director of corporate finance & investment banking at PricewaterhouseCoopers (PwC) India, the wine market in the country has grown “consistently at 15% to 18% over the past few years” and at present is close to 17 million liters with a value of Rs. 1,400 crore (approximately US\$280 million). “Given the slowdown being faced in the market, we believe that the market might grow at a rate of 10% to 12% in the coming years”. (Knowledge@Wharton, 2014)

Wine and its indulgence amongst fairer sex in India

Indian Women are increasingly becoming financially independent with increased participation in social events and occasion. To attract the Women Consumer market, Companies have been trying hard by means of promotions, launch of very low alcohol content wines, introduction of new and premium brands and increased bandwidth in distribution channels. The trend is riding a fast-growing taste for wine among affluent young Indians. (retail mantra, 2011)

A lot of young women, from 22 and up, are very much into wine, something you never used to see a few years ago in this country, which is quite socially conservative. It is more acceptable for a woman to be seen holding a glass of white wine than a glass of whiskey or spirits (Brooke, James, 2003).

There are multiple drivers shaping India as a growing wine market: The country’s economic growth over the past years; growing disposal incomes; increasing foreign travel and exposure to global lifestyles; more women in the workforce resulting in greater social mobility and higher social acceptability of women consuming alcoholic beverages; younger-skewing demographics; greater awareness of the health benefits of wine and easier availability through newer retail formats.

Government measures have also added to the expansion. For instance, a couple of years ago, some states like Karnataka delinked wine from hard liquor and beer and introduced the concept of “wine tavern” licenses. These cost only a fraction of a regular bar license or a beer pub license, making it easier and less expensive to serve wine. According to Singh of the KWB, other policy measures like the removal of the inter-state taxes and slashing of import duties are also being considered. This is expected to give a further impetus to the market. Recently, India became a member of the Paris-based International Organization of Vine and Wine (OIV). Chandra believes that this is a significant



step for the industry. “It brings you in line with international standards and practices.” (Knowledge@Wharton, 2014)

Times in India have changed to days where people go out for some good cabernet or chiraz instead of getting a cup of coffee or roadside food.

Despite rosy projections - India has been declared one of the top 10 leading growth nations in the world for wine - the fact remains that wine in India is not seen as an approachable beverage.

High costs and lack of awareness are seen as the main reasons for this perception. Advertising restrictions on alcohol add to the dilemma of the nascent Indian wine industry which is still trying to find its feet in a country where alcohol does not have very positive social and religious connotations. (rediff.com, 2010)

Wine festivals and its influence on cuisine

With the influx of multiple and various domestic Indian wine brands which stands at around 120 in India as of now, the discrete Indian wine consumer is always in a dilemma as to the various wines to be paired with Indian food. With so many brands, varietals, and appellations both imported and domestic, it can seem daunting to select the right wine within any given price range (Smith, Kathie, 2008).

François Chartier is a French sommelier who has written a book called Taste Buds and Molecules. This book talks about the scientific reason behind the so called golden rule. Chartier states that, the aromatic molecules in wine and food act as a bridge (Ray Isle). It states that we pick up the similarities between the food and the wine with the help of our sense of smell. Our tongue merely detects the sweetness, saltiness, bitterness and so on (Ray Isle).

Don't become a stickler for rules other people make up, like red wine with meat and white wine with fish. Drink what makes you happy. That said, most wine drinkers want the optimal experience when pairing wine with food, even if the food in question is an Indian curry, a Japanese hot pot or Mexican tamale wrapped in a fragrant banana leaf (Daley, Bill, 2007). Most people prefer to pair their food with beer rather than wine. This is because of the extensive use of spices in Indian food. This does not mean that it is impossible to pair Indian food with wine. A few common wines that are paired



with Indian food include Zinfandel, Shiraz and Riesling. An important point to keep in mind while pairing is the alcohol content of the wine. Alcohol magnifies the heat in a dish. Balanced acidity and modest alcohol levels are necessary for a wine to be able to be paired with Indian food (Jon Bonné, Olivia Wu, 2007). When pairing Indian food with wine, most people assume it will go well with red wine because of the meat used in our cooking. What they don't realise is that majority of Indian dishes are vegetarian. Costanzo Scala, sommelier, says that Indian palates require wines that are mineral based and acidic. This brings out the spices in the food. Pinot Gris, Riesling or Gewürztraminer have some residual sugar which can calm down the spice (Amit Malhotra, 2009). Wines that are tannic in nature are not a good combination for Indian dishes. Spicy food should be paired with wines that are served at a cooler temperature.

Wine festivals in India are trying to promote food and wine pairing among the consumers. As an attempt to do this they are serving wine with food items like pav baji and so on. Natalie MacLean talks about pairing wines with just about any kinds of food. "We don't have the wine culture that Europe does where they match wine with simple dishes, rustic dishes and everyday food," she points out. "We tend to think of wine as just for fancy meals and special occasions, but it is not." (Creighton, Judy, 2008). The same food and wine matching principles that are used for fancy dishes can be implemented when it comes to basic food as well. Pairing wine with food is all about the texture, weight and flavor. It is the individual's decision if they want to complement the food with the wine or to create a contrast (Creighton, Judy, 2008).

Recommendation and Conclusion

"It's part of the way we live," says Dana Cowin, editor of Food & Wine Magazine, "People like to take short vacations these days -- three or four days, because they can't leave work for two weeks. Wine festivals fit right into that (Fred Tasker Miami Herald)." Festivals are fun but when the same is with an added value of learning it is encouraged. "It's all about showing off what you're known for in your area," says Beverly Moore, director of the four Kansas fests. "Restaurants love it because people experiment with wines at the events and then want to order them when they go out to eat. (Shriver, Jerry, 2001) Today's youth is moving towards drinking wine as mentioned before. But the



question lies **where do they start from?** Wine festivals are great to start from, here is where they get to know what are the kind of wines, kinds of grapes it's made from, companies & brands that sell them, how is it made, how to drink wines, how to notice the different notes of wine, where are the wines made. All these questions can be answer in a fun manner all in one place. These wine festivals are not just a learning curve for customers but also a market for customers who wish to stack up their stock, as it is sure to get a good price on wine bottles only and only during the festivals. These festivals even gives a good reasons for friends and family to meet u as there are several fun things to do and get around like music concerts, flea markets , grape stomping, food stalls etc.

The surprising state of wine festival India today reflects this condition. On one hand, wine (especially imported wine) is highly taxed and the national market fragmented by archaic state policy regimes, but at the same time, pro-development government policies in certain states seem to have led to an excess of supply by new emerging modern companies. Wine consumption is growing rapidly as India's expanding middle class embraces the fruit of the vine, but for the moment at least there's a fear among wine companies who find themselves way ahead of demand.

The ability to generate substantial long-term wealth and sustain steady wine and wine tourism growth through these festivals also helps in understanding the changing consumer dynamics. Otherwise it will lead to a situation of excess and undue strain on the wine market players leading to deterioration in quality and the erosion of the already limited customer base.

Though there were a handful of wineries present in India, like the Bosca wine from the family of union agriculture minister Sharad Pawar in the 1960's, the wine industry took real roots with the wine policy of Maharashtra government in 2001. Karnataka government followed a few years later with its own policy.(Bhosale, Jayashree) A nodal committee comprising of govt officials, wine experts and wine educators to be formed to create a roadmap for the next decade. Domestic wines need to be classified and graded, as is the norm in established countries, to regulate and attract new travelers and tourists, and to retain existing consumers.

Attracting tourists in form of wine festivals, appreciation sessions, has always remained an elitist feature leaving the common man uninformed. However, the biggest hurdle for Indian wine producers



is the domestic tariff regime which restricts movement across the country. Hence, there has been a suggestion from industry that wineries participating in a wine fest should be issued a 'carnet de passage'. 'A carnet de passage is issued to importers, when they want only to bring in a few bottles for tasting purposes. (Gouri Agtey Athale) This has resulted in wines not being understood and not being marketed effectively. An ideal scenario is to set up wine education hubs in conjunction with private players, so that these festivals generate enough awareness (conventions) to spread proper and relevant information.

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