

31 Oct. - 1 Nov.  
2025

Pavilion 3  
Jio World Convention Centre, Mumbai



Mumbai

# WHEN PASSION

International Trade Fair  
for Wines & Spirits

# MEETS BUSINESS.

## Post Show Report

Mumbai | मुंबई

→ [prowine.in](https://prowine.in)

Supported By



Organised By





# STATISTICS 2025

**213**

*Exhibitors*

**1000+**

*Participating  
Labels*

**10**

*Country  
Pavilions*

**21**

*Countries  
Represented*

**5,485**

*Trade Visitors from across*

**33** *Countries*

*(Australia, France,  
Germany, Ireland,  
Italy, Japan, Moldova,  
Switzerland,  
United Kingdom and  
United States of  
America)*

**7000+**

*Gross Area*

**12**

*Masterclasses*

# PARTNERS

## Gold Partners



## Silver Partner



## Natural Mineral Water Partner



## Official Education Partner



## ProWine & ProSpirits Challenge Partners

### Hospitality Partner



### Glassware Partner



## ProWine Bartenders' Competition Partners

### In Partnership With



### Host Bar



### Associate Partner



## Supporting Associations



## Media Partners



## Community Outreach Partner



# OPENING CEREMONY

The official inauguration of ProWine Mumbai has consistently been a prestigious and widely attended affair. This year, the opening ceremony was proudly graced by **30+ Consul Generals, Trade Commissioners, and Ambassadors** from leading wine-producing and globally influential nations, underscoring the show's growing international significance. The ceremony opened with great fanfare — beginning with the iconic popping of **Casa Bottega Prosecco**, followed by a grand ribbon-cutting that officially ushered in the exhibition. This moment not only celebrated the global wine and spirits industry's presence in India but also set the tone for two days of business, networking, and immersive experiences.

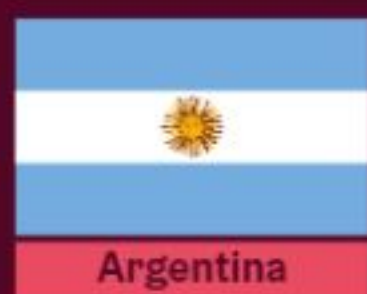


# EXHIBITION & TASTINGS

This year's ProWine Mumbai was bigger and more vibrant than ever — bringing together **213 exhibitors** across **21 countries** and a whopping display of **country pavilions** from **Australia, France, Germany, Ireland, Italy, Japan, Moldova, Switzerland, United Kingdom and United States of America** showcasing everything from bold new Indian labels to global icons of wine and craft spirits. **5,485 trade visitors** — including importers, distributors, retailers, hoteliers, restaurateurs, sommeliers and media — poured in to explore, taste and do business.



# REPRESENTATION FROM 21 COUNTRIES



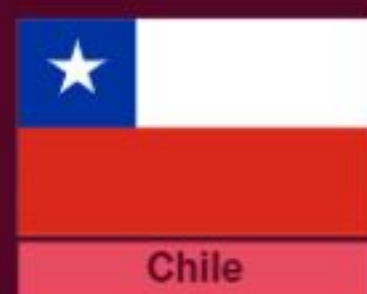
Argentina



Australia



Austria



Chile



Czech Republic



France



Germany



India



Ireland



Israel



Italy



Japan



Moldova



New Zealand



Portugal



South Africa



Spain



Switzerland



Tanzania



UK



USA

## 10 COUNTRY PAVILIONS

→ Australia Pavilion



→ France Pavilion



→ Germany Pavilion



→ Ireland Pavilion



→ Italy Pavilion



→ Japan Pavilion



→ Moldova Pavilion



→ Switzerland Pavilion



→ UK Pavilion



→ USA Pavilion



# NEW INITIATIVES

ProWine Mumbai continues to expand its horizons with new initiatives that deepen engagement, foster innovation, and enhance business opportunities across every segment of the alcobev industry.



## PROSPIRITS

A dynamic new highlight at ProWine Mumbai, ProSpirits offers an immersive exploration into the world of spirits. From exclusive tastings and mixology showcases to insights on emerging global trends, this dedicated category brings together professionals eager to discover, experience, and elevate India's evolving spirits culture.



## PROWINE ZERO

Reflecting the global shift toward mindful consumption, ProWine Zero celebrates zero-proof and low-alcohol beverages. Featuring premium no-alcohol spirits, functional drinks, and innovative mixers, it provides a first-of-its-kind platform in India for brands and professionals to engage, collaborate, and champion the future of conscious drinking.



## PROWINE CONNECT

Designed to enhance business networking, ProWine Connect is a pre-event B2B matchmaking platform that allows exhibitors and trade visitors to connect even before the show. From scheduling meetings to exploring potential partnerships, it ensures a seamless, productive experience for importers, buyers, and industry professionals attending ProWine Mumbai.

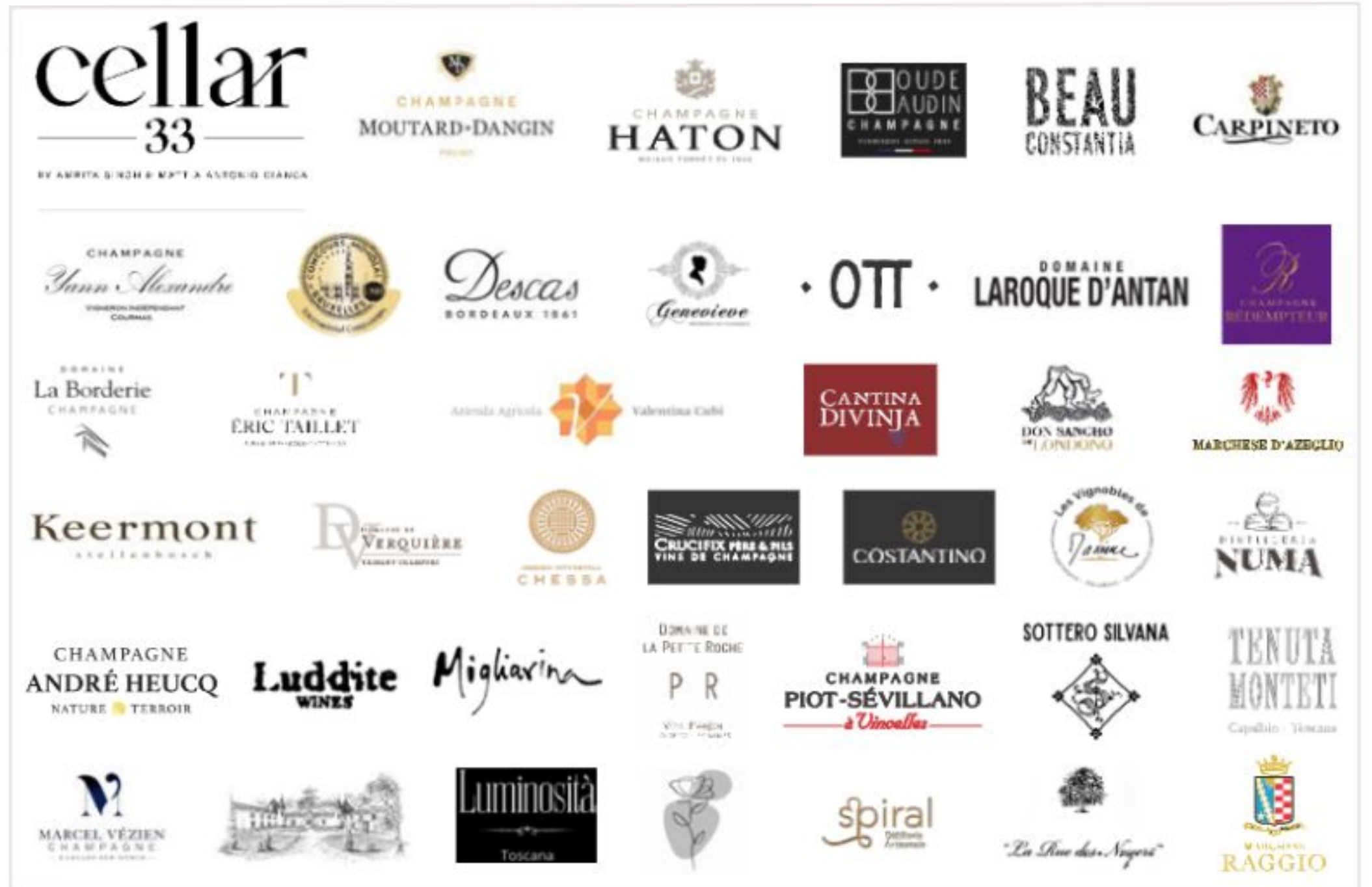
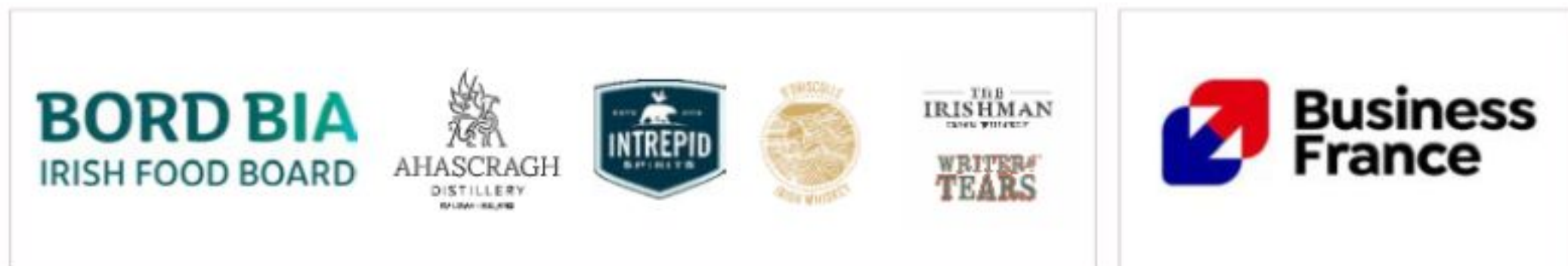
# PARTICIPATING BRANDS

## ProWine Zero - Zero & Low Alcohol Brands

**ProWine ZERO**  
**DRY DRINKS**  
**ARTISAN**  
**BIERE DES AMIS**  
**CROSSIP**  
**ExOH**  
**MAESTRO**  
**WINE MERIDIAN**  
**SRACCO**  
**DAMILANO**  
**ANECOOP BODEGAS**  
**ANGEL'S SHARE**  
**ANGUS DUNDEE**  
**ANTICA CANTINA LEONARDI**  
**ARESTI**  
**ASPRI SPIRITS**  
**A. BARONET**  
**AMARUA**  
**BELUGA**  
**BAREFOOT**  
**LOS VASCOS**  
**19 Crimes.**  
**ALBFRT BICHOT**  
**Black Tower**  
**BORN WEST**  
**BURNETT'S LONDON DRY GIN**  
**Dusk Ballad**  
**Camille de Labrie**  
**CASTELLO DI BOSSI**  
**Casillero del Diablo**  
**CHATEAU DE FONTENILLAS**

**GINARTE**  
**VEUVE DU VERNAY FRANCE**  
**FREIXENET**  
**U'LUVKA VODKA**  
**Don Angel**  
**DONNAFUGATA**  
**GOLDEN SPARROW**  
**MATEUS ROSÉ**  
**Riunite**  
**MOLINARI**  
**roberto cavalli VODKA**  
**WOLF BASS**  
**008 FIANOS**  
**Evans Williams Bourbon**  
**BLACK BOTTLE**  
**CHAMPAGNE Nicolas Feuillate**  
**SILK & SPICE**  
**Tito's Handmade VODKA**  
**FRONTERA**  
**BELLA TAVOLA**  
**PERONI MAESTRO AZZURRO**  
**TWO OCEANS**  
**ASSOCIATED Kedia Group**  
**NICOBAR INDIAN DRY GIN**  
**HILLFORT**  
**TITANIUM TRIPLE DISTILLED VODKA**  
**MONTCLAIR**  
**kultur HARD SWEETENED**  
**WELLINGTON ISLAND**  
**STOK**  
**LEMOUNT**  
**AUSTRALIA**  
**LAMBERT ESTATE**  
**BEC HARDY**  
**PUNT ROAD YARRA VALLEY**  
**peerick**  
**AUSWM BEVERAGES BRIDGING JOY & VALUE**  
**azzarosol**  
**Disti Distribution Solution**  
**KILIMANJARO AFRICAN CHAMP GIN**  
**KIWINGU**

# PARTICIPATING BRANDS



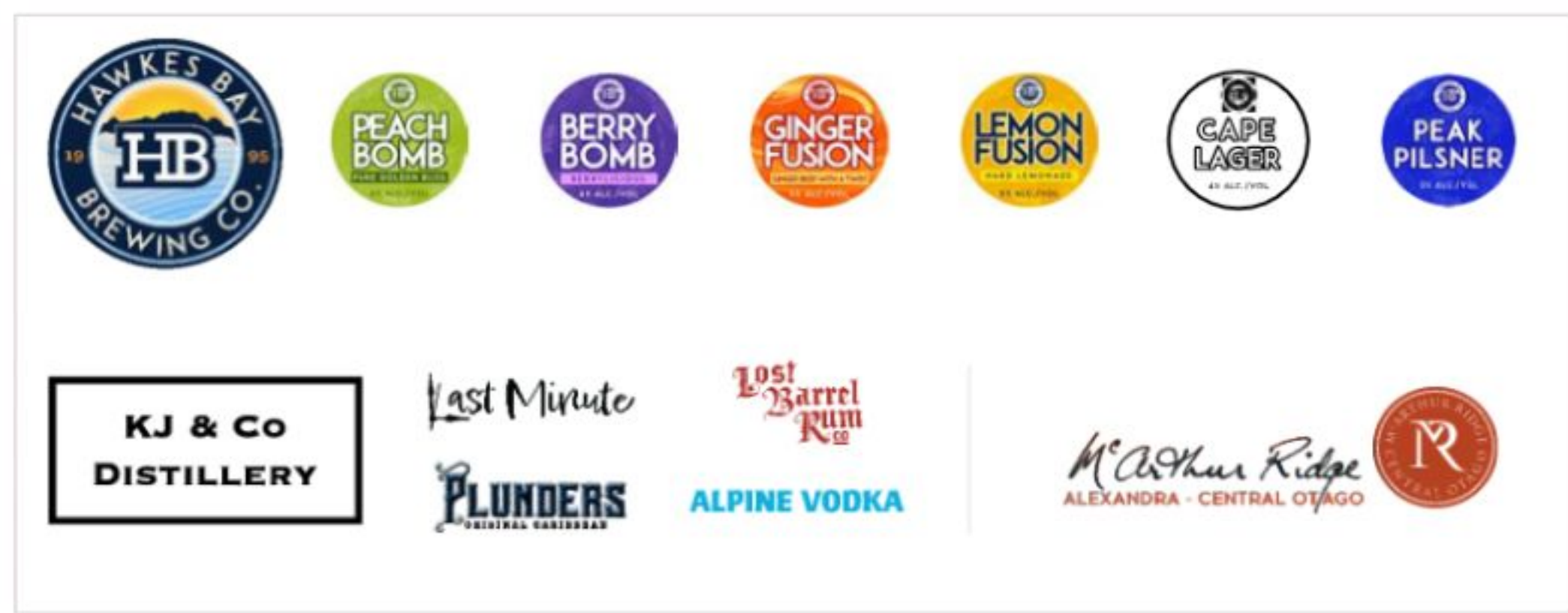
# PARTICIPATING BRANDS



# PARTICIPATING BRANDS



# PARTICIPATING BRANDS





# MASTERCASSES

12 Packed sessions led by acclaimed sommeliers and experts from around the world covered everything from terroir driven wines and sustainable viticulture to Irish spirits to sake and craft cocktails.

# MASTERCLASS SCHEDULE



**Day 1** 31<sup>st</sup> October 2025

🕒 11:55 AM - 12:40 PM

**Sips of Switzerland: From the Alps to your Glass**

**Karina Aggarwal**

Wine & Spirit Education & Consultant  
Founder - Giggglewater Beverage Concepts

---

🕒 1:00 PM - 1:45 PM

**Spirit of Ireland: Irish Spirits Masterclass**

**Michael Jacob**

Drinks Sector Manager  
Bord Bia – The Irish Food Board

---

🕒 2:05 PM - 2:50 PM

**Japanese Sake Masterclass – From Rice to Refined Elegance**

**Kunal Kaul DipWSET**

Sake Sommelier & Educator  
on behalf of National Tax Agency, Japan

---

🕒 3:10 PM - 3:55 PM

**Spirited Tales from the British Isles, a UK Craft Wines and Spirits Experience**

**Vikram Achanta**

Tulleeho, Hosting on behalf of UK Government

🕒 4:15 PM - 5:00 PM

**Provenance, Passion, Purpose: An Introduction to Germany's VDP.Prädikatsweingüter**

**Sonal Holland MW**

On Behalf of  
VDP

---

🕒 5:20 PM - 6:05 PM

**Against the Grain: Whiskies That Change the Narrative Presented by WSET**

**Charlie McCarthy**

Business Development Manager – Spirits  
Presented by WSET

---

**Rajan Singh**

Brand Ambassador & Sommelier  
Fratelli Wines



**Day 2** 1<sup>st</sup> November 2025

🕒 11:55 AM - 12:40 PM

**Uncorking Australia: Premium Wines & Beverages, Crafted Down Under**

**Nikhil Agarwal**

On behalf of  
Australian Trade and Investment  
Commission (Austrade)

---

🕒 1:00 PM - 1:45 PM

**Styling it out: Crafting Wines That Speak of Place and Sell**

**Pritish Matai**

Advisor - Strategy and Operations  
Aspri Spirits

---

🕒 2:05 PM - 2:50 PM

**Mixing It Up: Why Blends Make Great Wines**

**Rajan Singh**

Brand Ambassador & Sommelier  
Fratelli Wines

🕒 3:10 PM - 3:55 PM

**Japanese Spirits Masterclass – Discover Japan's Distilled Treasures**

**Kunal Kaul DipWSET**

Sake Sommelier & Educator  
on behalf of National Tax Agency, Japan

---

🕒 4:15 PM - 5:00 PM

**And Then There Was Water**

**Ganesh Iyer**

India's First Certified Water Sommelier  
Veen Waters

---

🕒 5:20 PM - 6:05 PM

**A Journey Through Italian Wines**

**Riccardo Gabriele**

Founder  
PR Comunicare il vino

---

**Sanghamitra B.**

Founder & CEO  
Winesutra

# THE PROWINE & PROSPIRITS CHALLENGE

With no registration fee for participating brands, the Challenge ensured equal opportunity for all, encouraging healthy competition and fair representation. A meticulous jury blind-tasting evaluated **310 labels** to recognise excellence. Participating brands gained invaluable insights into local consumer preferences and consumers have a ready list of winning wines and spirits to experience.



Winners of the competition were featured at the prestigious ProWine Mumbai Night. Guests had all-access to taste the winning labels at the dedicated '**Infinity Bar**'.

## WINNERS' LIST

→ <https://www.prowine.in/pwpscwinners2025>

# THE PROWINE & PROSPIRITS CHALLENGE JURY



**Aditya Ramani**  
Director of Food & Beverage  
JW Marriott Mumbai Juhu



**Amber Deshmukh**  
Business Development Manager - Wines  
Monika Alcobev Limited  
Certified Sommelier - Court of Master Sommeliers



**Arth Jain**  
Head Sommelier  
The Taj Mahal Palace & Tower



**Ashwin Rodrigues**  
Founder & Winemaker  
Good Drop Wine Cellars



**Bazil Moniz**  
Operation & Bev. Head  
I Think Foods



**Dushinka Malhotra**  
Head of Brand  
Olive Bar & Kitchen  
Olive Bistro & Bar | Call Me Sofia



**Franzina Coutinho**  
Director  
Inspirium Holistic



**Gargi Kothari**  
Founder & Sommelier  
Magic Cellars



**Irène Hebrard**  
Co-Founder  
Spill It Consultancy



**Kevin Rodrigues**  
Head of Wines  
EHV International



**Dr. Lancelot Pinto**  
Pulmonologist & Epidemiologist  
Hinduja Hospital



**Luca Bernardini**  
Italian Wine & Food Expert



**Prithvi Nagpal**  
Co-Founder  
Spill It Consultancy



**Prithish Matai**  
Advisor - Strategy and Operations  
Aspri Spirits



**Robin Kumar**  
Collector



**Rohan Jelkie**  
Brand & On Trade Advocacy Manager  
Suntory Global Spirits India



**Shweta Kaushik**  
Interior Designer  
SKID



**Sovna Puri, DipWSET**  
Wine & Spirits Educator



**Sumedh Mandla, DipWSET**  
CEO  
VBev and AWS Global



**Sumit Jaiswal**  
Chief Operating Officer  
Grover Zampa Vineyards



**Suneeta Kanga**  
Wine and Single Malt Appreciation



**Udit Sethi**  
Founder  
Hops Cork



**Vaniitha Jaiin**  
Founder  
The Perfect Pour



**Vishal Nagpal**  
Co-Founder  
Trippy Goat Cafe & Wine Bars

# THE PROWINE BARTENDERS' COMPETITION

A crowd favourite, this lively space brought out a dazzling demonstration of the craft. With an equal representation of male and female finalists, and judged by the legends Yangdup Lama and Charlie McCarthy, among others, the **ProWine Bartender of the Year 2025** title was won by Deepika Shukla (Japonico, Gurgaon). Deepika now has the golden opportunity to take over **The Haflington, Hanoi (#87 Asia's Best Bars 2025)** besides winning a cash prize and a seat at WSET's training course.



# JURY 2025



## Yangdup Lama

Bartender & Bar Owner  
Sidecar | Cocktails & Dreams Speakeasy  
Roku Industry Icon on #Asias50Best



## Aditi Dugar

Restaurateur  
Masque | Bar Paradox  
First Female Restaurateur on #Asias50Best



## Charlie McCarthy

Business Development Manager – Spirits  
Wine & Spirit Education Trust



## Fay Barretto

Mixologist & Founder  
Mr. Bartender & The Crew

# PROWINE BARTENDER OF THE YEAR 2025



## DEEPIKA SHUKLA

Japonico, Gurgaon

# THE PANEL DISCUSSIONS

Pulling in industry stalwarts from the biggest wine and spirit companies to iconic restaurant/bar owner and hoteliers chasing controversial discussions on **'What is India Drinking?'**, **'What's right and wrong about Wine Programs in India'** and the hot favourite, **'What's next in the Cocktail Revolution'**.



# THE PANEL DISCUSSIONS



## WHAT IS INDIA DRINKING?

Hosted By

**Gauri Devidayal**  
Co-Founder  
Food Matters Group

**Advait Menon**  
West Head Sales and Marketing  
Sonarys Co-Brands Pvt. Ltd.

**Anmol Chandhok**  
Vice President  
Chenab Impex

**Jezan Limzerwala**  
Associate Vice President  
Food & Beverage  
Taj Hotels

**Kunal Madan**  
Senior Vice President -  
International Business  
Radico Khaitan Limited

**Pawan Shahri**  
CEO & Founder  
Chrome Hospitality

**Maj Gen (Dr) Rajesh Chopra,  
AVSM (Retd)**  
Director General  
Indian Malt Whisky Association (IMWA)



## WHAT IS RIGHT & WRONG WITH WINE PROGRAMS IN INDIA?

Hosted By

**Ruma Singh DipWSET,  
FWS**  
Independent Wine & Spirits  
Journalist & Writer

**Aditya Ramani**  
Director of Food & Beverage  
JW Marriott Mumbai Juhu

**Dushinka Malhotra**  
Head of Brand  
Olive Bar & Kitchen |  
Olive Bistro & Bar |  
Call Me Sofa

**Ganga Ghale**  
Bar Manager & Sommelier  
Wine In Progress

**Dr. Lancelot Pinto**  
Pulmonologist &  
Epidemiologist  
Hinduja Hospital

**Nikhil Shah**  
Cork Dork  
"I make pour decisions"



## WHAT'S NEXT IN THE COCKTAIL REVOLUTION?

Hosted By

**Shahrom Oshtori**  
Partner and Founder  
Sixteen 33

**Abhishek Bindel**  
COO | Luxury Hospitality Leader |  
F&B Visionary  
Aditya Birla New Age Hospitality

**Fay Barretto**  
Mixologist & Founder  
Mr. Bartender & The Crew

**Pratham Wahi**  
Export Director - Asia  
Nimblity

**Sharad Gautam**  
National Lead - Key Accounts  
Pernod Ricard India

**Suchismita Roy**  
Restaurant & Bar  
Operations Manager  
The Leela Palace Bengaluru

**Vicky Singh**  
Partner  
Slink & Bardot | Mezcallita

# THE PROWINE MUMBAI NIGHT

The who's who of India's beverage industry gathered to celebrate excellence, innovation and community in true ProWine Mumbai style. The evening shone a spotlight on the winners of the **ProWine & ProSpirits Challenge**, that were showcased at the exclusive **Winning Wines & Spirits Infinity Bar**, giving guests the opportunity to taste and understand Indian market preferences. ProWine Mumbai Night also felicitated the best in the business at the **ProWine Mumbai: Honoring Excellence** ceremony. Guests experienced an exclusive **VDP Bar**, featuring the finest German wines from the world's oldest winemakers' association, Verband Deutscher Prädikatsweingüter.



# PROWINE MUMBAI: HONORING EXCELLENCE



This awards ceremony celebrated the pioneers, innovators and achievers who are driving the wine and spirits industry forward in India.



# AWARDEES



Excellence in Creating a World-Class Wine Program

**The Trippy Goat**



Excellence in Creating a World-Class Wine Program

**Masque | Bar Paradox**



Excellence In Cocktail-Forward Hospitality

**ZLB23, The Leela Palace Bengaluru**



Excellence in Cocktail Innovation/Bar Program

**Bandra Born**



Excellence in Cocktail Innovation

**Pankaj Balachandran**



Excellence in Bringing Contemporary Indian Food and Wine Together

**Avartana, ITC Maurya New Delhi**



Excellence in Brand Marketing

**Pernod Ricard India**



Excellence in Retail

**World of Wines**



Excellence in Packaging

**Stranger & Sons x The Bombay Canteen Perry Road Peru**



Excellence in Creating a World Class Platform to Promote Indian Craft Spirits

**The Good Craft Co. by Diageo India**



Excellence in Pioneering Wine Culture in Mumbai

**Pali Village Cafe**



Excellence in Promoting Indian Wine

**Ashwin Rodrigues**



Excellence in F&B Leadership

**Atul Tiwari, The Leela Palace New Delhi**



Excellence in Providing Consistent Regional Wine Promotion

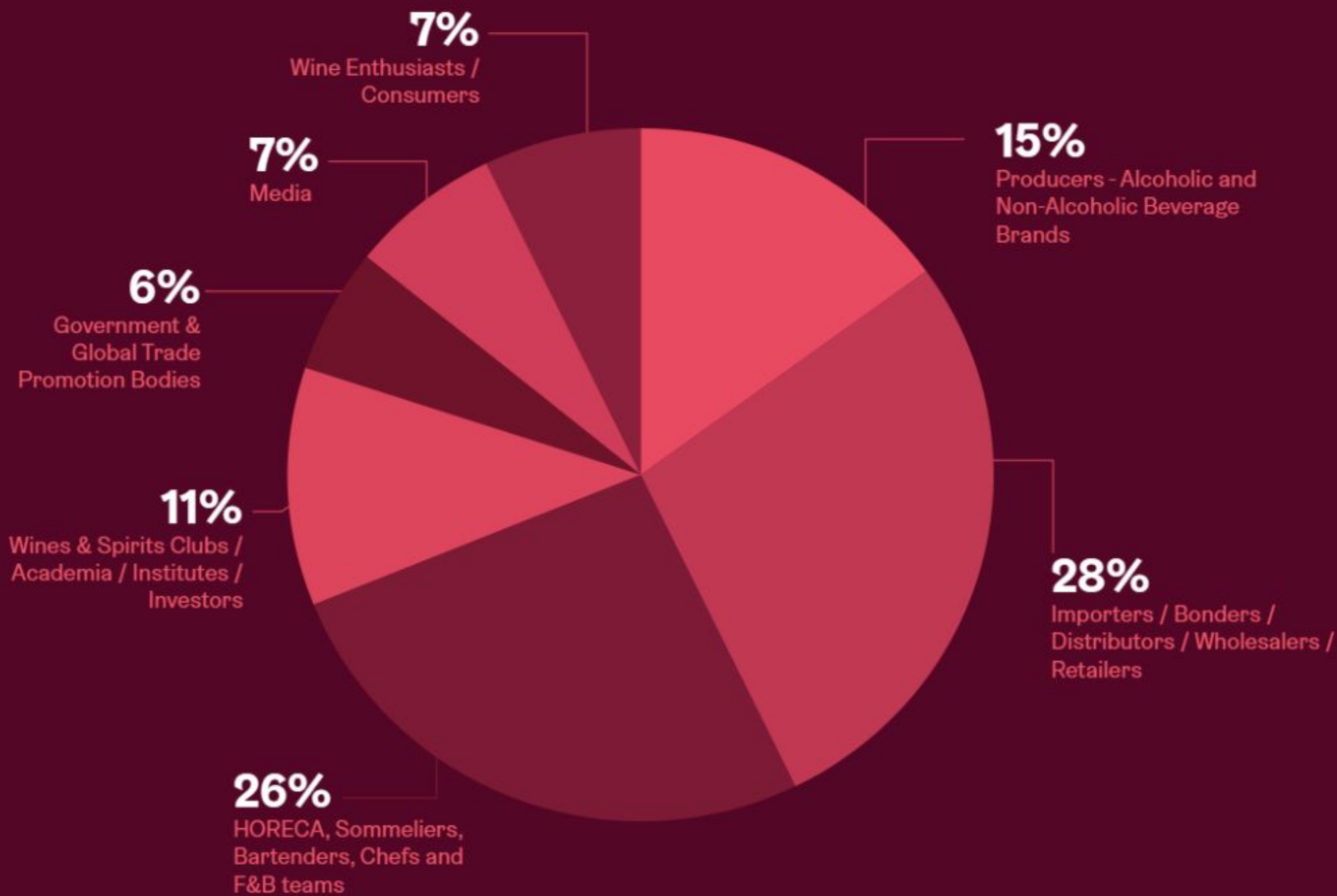
**The Bangalore Wine Club**



Excellence in Taking Indian Craft Spirits to Global Acclaim

**Hapusa**

# VISITOR PROFILE



# 33 VISITING COUNTRIES

- Australia
- Belgium
- Canada
- Chile
- China
- Czech Republic
- France
- Germany
- India
- Ireland
- Israel
- Italy
- Japan
- Mauritius
- Mexico
- Netherlands
- Nepal
- New Zealand
- Poland
- Portugal
- Romania
- Russia
- Saudi Arabia
- Scotland
- Singapore
- Spain
- Sri Lanka
- Sweden
- Thailand
- Turkey
- UAE
- UK
- USA

# OUR EXHIBITORS, OUR ADVOCATES



ProWine Mumbai proved to be an excellent fair, with a noticeably more qualified and better-selected trade audience compared to the previous edition. We established valuable and concrete contacts, and the overall organization was outstanding. We will certainly return next year and highly recommend ProWine Mumbai to any company looking to enter the Indian market.

**Giulia Ercole**  
Executive Assistant Manager | Absit Daily - Wine Meridian



ProWine Mumbai is an exceptionally well-organised event from the planning stages right through to onsite execution. The support and dedication of the entire team is outstanding – their attention to detail, responsiveness, and professionalism make participation seamless and highly rewarding each year. Lisa Smyth, Project Manager, Bord Bia

**Lisa Smyth**  
Project Manager | Bord Bia



ProWine Mumbai 2025 was an excellent platform for Cherrapunji Gin to connect with trade partners, distributors, and spirit enthusiasts from across the country. The event brought together a truly vibrant alcobev community, and the engagement we received was both insightful and encouraging. We're grateful for the opportunity to showcase our craft and look forward to being part of future editions. Name: Nidhi Jain Designation: Founder's Office, Raincheck Earth (Cherrapunji Gin)

**Nidhi Jain**  
Founder's Office | Raincheck Earth Private Limited



Participating in ProWine has been an exceptional experience for Cristal Azul. The event provided us with a valuable platform to launch & connect with industry leaders, showcase our brand, and engage with a global audience. We deeply value the professionalism and support extended by the ProWine team and eagerly anticipate contributing to future editions. Aakrti Morarka - Director Integrated Marketing

**Aakrti Morarka**  
Director Integrated Marketing | Cristal Azul



ProWine India was exceptionally well-organized, offering a seamless platform for engagement with the trade. By welcoming consumers as well, the show added tremendous value for exhibitors—helping us build brand awareness, drive interest, and directly connect with future customers. A truly impactful experience for importers like us. - Anandita Anand, Marketing Manager, Anggel's Share LLP

**Anandita Anand**  
Marketing Manager | Anggel's Share



Wines of Moldova participated for the first time at ProWine Mumbai and it was a very important experience for us. It gave us the opportunity to feel the pulse of wine professionals and people in the industry. The event helped us better understand the Indian market and even changed some of the ideas we previously had about it. – Diana Moraru Wines of Moldova, brought to India by IndoMold Connect

**Diana Moraru**  
Founder | Indomold Connect (OPC) Private Limited



We are so glad that we were a part of ProWine 2025, its a great platform to showcase our brands and meet people from the industry and take insights from them on what new they are doing. And entire team of ProWine was also very cooperative and supportive, Cheers! - Bhavika, Brand Manager at Fratelli Vineyards.

**Bhavika**  
Brand Manager | Fratelli Vineyards



# OUR EXHIBITORS, OUR ADVOCATES



ProWine Mumbai 2025 was a first step to enter the market at India. It exceeded my expectations and believe it will keep growing year after year. Time for Wine at India. Cheers Joao Andrade | Adega Redondo, Portugal

**João Andrade**  
Director Comercial &  
Business Manager | Adega Redondo



We are delighted to participate in Prowine Mumbai 2025. The event helped us to reach out to right distributors in the geographies we are looking for and also connect with the right audience in positioning our products. We would like to participate in 2026 as well. Amarnath Chowdary, Founder & CEO, DryDrnks.

**Amarnath Chowdary**  
Founder CEO | Exotic DryDrnks  
Retail LLP



It was a pleasure to have a booth at Prowine Mumbai 2025. I recommend this fair for wineries that want to enter growing markets such as India. Blends France - Nicolas Le Puil (Export Manager Asia)

**Nicolas Le Puil**  
Export Manager Asia | Blends France



Interesting exhibition which shows the interest of Indian Consumers about wine.

**Ingo Stuetz**  
CEO | Kessler-Zink GmbH



Consulate of Argentina was happy to participate along with co-exhibitor Rutini Wines at the well-organized ProWine 2025 event. We showcased wines from 3 different Mendoza wineries: Andeluna, Pecne Te and Chakana. We received a satisfactory response. Our objective was to keep up with the competition and maintain the standing that our wines have in the Indian market.

**Maria Silvina Costa**  
Head of Trade Section | Consulate  
General and Promotion Centre of  
Argentina in Mumbai



Being part of ProWine 2025 was a rewarding experience — a perfect blend of collaboration, innovation, and cultural exchange within the global alco-bev industry. We're proud to have represented Swiss winemakers on such a vibrant international stage. ProWine 2025 was an outstanding platform to connect, collaborate, and showcase the excellence of Swiss winemaking. The event offered valuable industry insights and meaningful exchanges, making it a truly enriching experience for all participants. Vikram Bhatnagar - Director, SWINTRA Ventures Pvt. Ltd.

**Vikram Bhatnagar**  
Director | Swintra Ventures Pvt. Ltd.



Well executed and professionally handled India edition of the global premier wine and spirits show Prowine. An appropriate platform to profile Australian capability in the premium wine and beverage space along with Australian brands interested in India market, facilitating interaction with Indian importers and showcasing their offering to the broader wine fraternity- Murray Spence, Trade and Investment Commissioner, Austrade South Asia

**Shruty Saini**  
Director Trade and Investments  
Austrade (Australian Government)



November 18-19  
2026

Pavilion 3  
Jio World Convention Center  
Mumbai

SEE  
YOU!

