

Voluntary Report – Voluntary - Public Distribution

Date: April 01, 2022

Report Number: IN2022-0028

Report Name: Opportunities in India to Highlight American Wines and Craft Distilled Spirits at Upcoming Trade Shows

Country: India

Post: Mumbai

Report Category: Beverages, Wine, SP1 - Expand International Marketing Opportunities, Trade Show Announcement, Promotion Opportunities

Prepared By: Dhruv Sood, Agricultural Specialist and Mariano J. Beillard, Senior Regional Agricultural Attaché

Approved By: Mariano Beillard, Senior Regional Agricultural Attaché

Report Highlights:

FAS Mumbai (Post) wishes to bring to the attention of U.S. exporters of alcoholic beverages the possibility of participating in some of India's upcoming key wine and distilled spirits tradeshows in 2022 – Brews and Spirits Expo 2022 (July 6-7), VIN-Expo 2022 (August 18-20), and ProWine 2022 (October 17-18). India's alcoholic beverage sector, with a value of \$35 billion, is the world's third largest. FAS Mumbai will support those U.S. companies interested in participating at these shows. Post can facilitate introductions and provide additional details. U.S. exporters are always encouraged to conduct their own research to verify costs, obligations, and logistics prior to registration.

GENERAL INFORMATION

FAS Mumbai (Post) wishes to bring to the attention of U.S. exporters of alcoholic beverages the possibility of participating in some of India's upcoming key wine and distilled spirits tradeshows in 2022 – Brews and Spirits Expo 2022 (July 6-7), VIN-Expo 2022 (August 18-20), and Pro-Wine 2022 (October 17-18).

India – A Growing Market for Alcoholic Beverages

India's alcoholic beverage sector, with a value of \$35 billion, is the world's third largest. Despite India's high import tariff structure, state specific regulations, and at times the limited opportunities for the marketing of alcoholic beverages, the sector continues to witness significant growth.

In calendar year (CY) 2021 (January-December), India's imports of wines and distilled spirits shot up to \$319 million, that is an impressive 40 percent year-on-year increase. During 2021, U.S.-origin exports of American wines and distilled spirits to India rose by 114 percent on year-on-year basis to \$7 million.

Table 1: U.S. Exports of Wine and Distilled Spirits to India, 2017-21

Area/Partners of Destination And Commodities Exported		January - December Values in Thousands of dollars					Period/Period % Change (Value)
Partner	Product	2017	2018	2019	2020	2021	
India	Distilled Spirits	6,304	7,037	6,976	2,613	5,807	122
India	2208309030 - WHISKIES EX BOUR	3,559	5,562	5,424	1,396	3,099	122
India	2208306040 - WHISKIES, BOURBO	159	477	612	540	1,005	86
India	2208700000 - CORDIAL, LIQUEUR	435	686	569	293	739	153
India	2208600000 - VODKA	35	126	71	12	289	2,400
India	2207103000 - ETHYL ALCOHOL UN	7	8	13	0	288	--
India	2208306020 - WHISKIES, BOURBO	106	114	197	249	262	5
India	2208309025 - RYE WHISK X BOUR	0	0	0	0	57	--
India	2208309040 - WHISKIES EX BOUR	0	45	0	56	53	-5
India	2208500000 - GIN AND GENEVA	0	19	41	69	12	-83
India	2208909002 - OTHER SPIRITUOUS	0	0	15	0	4	--
India	2208200000 - GRAPE BRANDY	69	0	0	0	0	--
India	2208309020 - WHISKIES EX BOUR	1,893	0	0	0	0	--
India	2208400030 - RUM AND TAFIA, C	33	0	34	0	0	--
India	2208905100 - TEQUILA	8	0	0	0	0	--
India	Wine & Related Products	879	885	556	628	1,124	79
India	2204214000 - GRAPE WINE NESOI	645	668	476	446	682	53
India	2204290120 - GRAPE WINE NESOI	0	34	0	0	207	--
India	2204217000 - GRAPE WINE NESOI	124	149	25	19	126	546
India	2204212000 - EFFRVSCENT WINE	0	0	0	147	86	-42
India	2206007000 - FERMENTED BEVERG	0	18	32	15	23	52
India	2204100000 - SPARKLING WINE	0	0	4	0	0	--
India	2205100000 - VERMOUTH/GR WINE	0	0	19	0	0	--
India	2205900000 - VERMOUTH/GR WINE	11	0	0	0	0	--
India	2206001500 - CIDER	99	16	0	0	0	--
Grand Total		7,182	7,922	7,533	3,241	6,932	114

Source: U.S. Census Trade Bureau.

What is Stimulating Demand: India’s young demographic, along with rising affluence, rapid urbanization extending to the tier 2 and tier 3 cities, and the wider social acceptance of alcohol consumption is fueling growth.

At the same time, several Indian states are lowering state-level taxation and facilitating regulatory policy changes to ease commerce. Some states now allow for the eCommerce sale of alcoholic beverages, home delivery, and have reduced the legal minimum drinking age from 25- to 21-years of age. These measures are supporting greater consumption, as well as enhancing the development of greater awareness for wine and of high-value craft spirits in the Indian market.

Table 2: India, Legal Drinking Age in States and Union Territories

Andhra Pradesh 21	Arunachal Pradesh 21	Assam 21	Bihar Alcohol Sales Banned	Chhattisgarh 21	Goa 218
Gujarat Alcohol Sales Banned	Haryana 25	Himachal Pradesh 18	Jharkhand 21	Karnataka 21	Kerala 23
Madhya Pradesh 21	Maharashtra 21 (beer/wine), 25 (hard liquor)	Manipur Alcohol Sales Banned	Meghalaya 18	Mizoram Alcohol Sales Banned	Nagaland Alcohol Sales Banned
Odisha 21	Punjab 25	Rajasthan 18	Sikkim 18	Tamil Nadu 21	Telangana 21
Tripura 21	Uttar Pradesh 21	Uttarakhand 21	West Bengal 21	Andaman and Nicobar Islands 21	Chandigarh 25
Daman and Diu, Dadra and Nagar Haveli 21	Delhi 21	Jammu and Kashmir 21	Ladakh 21	Lakshadweep 21	Puducherry 21

Source: Hindustan Times and FAS Mumbai office research.

Market Entry Opportunity through Tradeshows

FAS Mumbai will support those U.S. companies interested in participating at these shows. Post can facilitate introductions and provide additional details. U.S. exporters are always encouraged to conduct their own research to verify costs, obligations, and logistics prior to registration.

Alcoholic Beverage Tradeshows: Historically, India has counted with a very limited number of tradeshows focused on the alcoholic beverages sector. The emergence of alcoholic beverage sector specific tradeshows within the past three years, highlights the proclivity for increased receptivity and consumption of imported wines and distilled spirits.

Trade show participation improves the visibility of American wines and distilled spirits, transforming these venues into a good platform for introducing new products to the market. Trade shows attract the participation by key decision makers from the hotel-restaurant-institutional (HRI) trade, allowing them to sample products and obtain company information with minimal effort. Participation also enables the decision makers to obtain point-of-contacts for future inquiries.

The Trade Shows

Brews and Spirits Expo 2022 (July 6-7, 2022)

Manpho Convention Centre, Manyata Tech Park Road, Bengaluru - <https://brewsnspiritsexpo.com/>

Brews and Spirits Expo is trade event being organized by PDA Ventures Private Limited. The organizers are the publishers of [Brews and Sprits Magazine](#) and had previously organized two editions of the Craft Drinks India Expo in 2018 and 2019. The show will bring together raw materials suppliers; brewers, winemakers, and distillers; distributors and retailers of alcoholic beverages; food and beverage experts from the hotel, restaurant, and entertainment sector; technology providers, equipment, and component manufacturers as well as connoisseurs of spirits and wine. The current format of the event includes panel discussions, presentations, workshops master classes alongside the expo on latest and futuristic trends that are relevant to the Indian alcoholic beverage sector. This show is designed specifically for key players across the multiple groceries, convenience, wholesaler, on-trade sectors as well as producers, wineries, distilleries and service providers across the private label and branded wine and spirits sectors.

VIN-Expo 2022 (Aug 18-20, 2022)

Bombay Exhibition Center, Mumbai - <https://www.vinexposium.com/en/vinexpo-india/>

VIN-Expo Mumbai is a trade event being jointly organized by InterAds Exhibitions, and VinExposium (a merged entity from two stakeholders - ComExposium and VIN-Expo). The event will be co-located with SIAL India food show. SIAL is organizing the Mumbai event after concluding events in New Delhi and Shillong, offering platform for different states to showcase their local produce. Similarly, VIN-Expo will focus on promoting Indian wine and spirits, along with international products through the expo supported by a program of masterclasses and tastings. In December 2021, the first joint exhibit was held in New Delhi. The three-day show hosted masterclasses with experts from the food and beverage industry. Other concurrent culinary events included demonstrations, and live cooking classes with renowned chefs. The target audience for the show includes Wine and Spirits Importers, Distributors, Wholesalers, Retailers, Hoteliers, Restaurateurs, Café Owners, and other stakeholders.

ProWine 2022 (October 17-18, 2022)

Jio World Convention Centre, Mumbai - <https://www.prowine.in/>

ProWine Mumbai is jointly organized by Messe Düsseldorf India, one of the leading trade fairs companies in India and All Things Nice, which is India's leading wine, spirits, and luxury marketing consulting and events agency. The two-day event will bring together industry stakeholders with a full-fledged Trade Fair for wine, spirits, craft drinks, and related products and services with a comprehensive Masterclass Program. This will be the second edition of the show. ProWine Mumbai 2021 was the first in-person comprehensive trade fair for the wine and spirits industry in India. The event featured over 200 brands from 70 companies across 13 countries with 15 masterclasses and 2,017 attendees. The target audience for this show includes wine and spirits importers, bonders, distributors, wholesalers, retailers, hoteliers, restaurateurs, café owners, wine enthusiasts, investors, sommeliers, chefs, food and beverage teams, wines and spirits clubs, academia, and institutes. FAS Mumbai previously participated at the ProWine 2021 to promoting highlight California wines.

Attachments:

No Attachments.