

ALCHEMY

A comprehensive source for discovering
fine wines and spirits for the Indian Market



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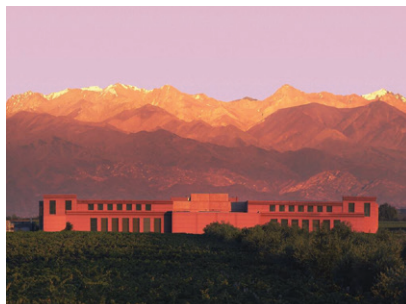
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and spirit market in India, to further
cultivate the growth of the industry.

The Best Pink Luxury Champagne!

Laurent-Perrier Rosé Champagne is the true epitome of elegance and finesse. Crafted from a blend of Chardonnay, Pinot Noir, and Pinot Meunier grapes, this champagne is a masterful creation by the esteemed French champagne house, Laurent-Perrier.

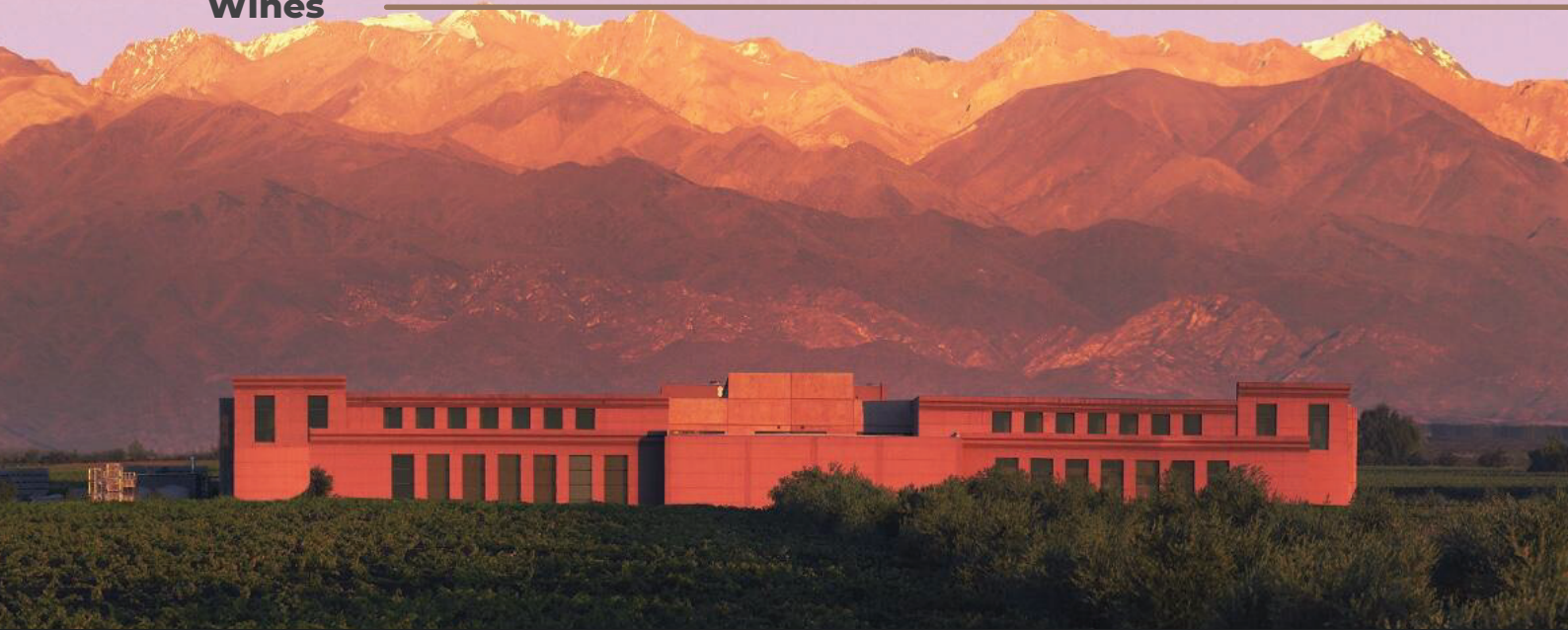
Its iconic bottle design, with its distinctive shape and elegant label, adds to its allure, making it a true symbol of style and sophistication in the world of champagne. The unique aspect of this champagne is its stunning salmon-pink color, which is achieved through a short maceration of the

Pinot Noir grapes during the winemaking process. The result is a champagne with a refined and delicate bouquet of red fruits, floral notes, and hints of citrus, followed by a lively and fresh palate with a long, creamy finish.

The fine bubbles dance on the tongue, creating a luxurious and indulgent drinking experience. Laurent-Perrier Rose Champagne is a versatile choice, perfect for celebrating special occasions, romantic moments, or simply savoring as a luxurious treat.



The flagship wine of Laurent Perrier,
an 100% Pinot Noir rosé champagne.



REBIRTH OF MALBEC, WHICH GAVE SPARK TO ARGENTINA'S WINE INDUSTRY

Amidst World Malbec Day (17 April), we remember and celebrate the first vineyard planted in Mendoza's Uco Valley. A grape variety originated in the European region but was restricted to meet its full potential, which was later experimented within Argentina's high-altitude regions with dry and colder temperatures. Such conditions made Malbec a prominent face of the Argentinean wine industry and a beloved grape variety to the government, media, and locals.

While celebrating the signature grape variety, we celebrate one of the signature producers: Rutini. It is a brand that is not just big in production but also in its virtues. Rutini Wines has been implementing several sustainability ideas, staying true to its role as a Uco Valley pioneer. The major objective is to preserve the ecosystem and help the neighbourhood of what is thought to be one of the most significant terroirs in the world for both the present and the future. The development of organic technology throughout the lifecycle of Rutini Winery has opened the door for a century of meticulous winemaking. Thus, these actions give rise to some of the best versions of Malbec from this country in the world.





SO THIS WORLD MALBEC DAY

SIP ON:

RUTINI COLECCION MALBEC

Rutini Coleccion Malbec is a high-quality Argentinian red wine that has gained a reputation for its rich flavor and smooth texture. Made from 100% Malbec grapes, this wine is aged for 12 months in oak barrels, which gives it a distinct smoky flavor and aroma. On the palate, Rutini Coleccion Malbec is full-bodied with flavors of ripe black fruits, chocolate, and coffee, with a long and pleasant finish. This wine is a perfect accompaniment to red meats, stews, and spicy dishes. With its excellent quality and reasonable price point, Rutini Coleccion Malbec is a great choice for wine lovers who are looking for a high-quality Argentinian wine to enjoy with their meals or to savor on its own.

RUTINI APARTADO GRAN MALBEC

Rutini Apartado Gran Malbec is a premium Argentinian red wine that is renowned for its complexity and depth of flavor. Made from hand-selected Malbec grapes from the Uco Valley, this wine is aged for 18 months in new French oak barrels, which gives it a rich, full-bodied character. On the nose, Rutini Apartado Gran Malbec is intense, with aromas of blackberry, plum, vanilla, and spices. On the palate, the wine is silky and elegant, with flavors of dark fruit, chocolate, and tobacco, as well as hints of cedar and espresso. The finish is long and lingering, with velvety tannins that make it a perfect match for grilled meats, hearty stews, and other robust dishes. With its exceptional quality and complexity, Rutini Apartado Gran Malbec is a wine for true connoisseurs who appreciate the finest things in life.



SOL ASENSIO

UNCOVERING THE FLAVOURS OF ARGENTINA

1. Tell us briefly about yourself, your background, and how you started your journey with Rutini Wines?

As a Business Administration graduate and Oenology expert, I joined Rutini Wines 16 years ago with the goal of expanding their market position globally. Through my experience in marketing and hospitality, I became the Global Director of Exports and established Latin America and China as the main export markets. Today, we maintain the top spot in China and are present in over 50 countries. I am dedicated to sharing my passion for our exceptional wines with customers worldwide. My clear vision is to replicate the market position Rutini has in Argentina, in the whole world.

2. Can you give us a rundown on Rutini Wines, how it started, and how you and your team built such a successful wine brand?

Rutini Wines has a long and distinguished history regarding winemaking dating all the way back to 1885. Now, over 135 years later we have continued the vision of our founder Felipe Rutini and are proud to be one of the leading brands throughout not only Argentina but also to over 65 international markets. Rutini is the most listed brand on the wine lists in our capital city Buenos Aires with many of our 90+ point scoring wines available in restaurants all over the city. We have gained this market position by following the vision set up from the past but Rutini has always been looking ahead and we now own a new state of the art winery in the world-famous Uco Valley where our top wines



Sol Asensio

Export Director – Rutini Wines.

are produced using the latest technology. The man behind the wines for the last quarter of a century has been Mariano Di Paola who was recognized by Decanter magazine as one of the top 30 winemakers of the world, and earlier this year was named “Winemaking Legend” by Tim Atkin MW in his Argentina Report.

As with all luxury brands we are always looking to expand and to give as many people as possible worldwide the opportunity to try our wines, this is why we are continuously looking to expand our number of importers and distributors around the globe and Indian market is a main market for us.

3. What does your role as Export Director entail?

Senior executive with more than 17 years of experience in international and national markets, specializing in the wine industry. Very methodical in the extrapolation and study of external and internal data to facilitate decision-making. Constant traveling around the world and learning firsthand about many different cultures have made it possible to create a wide network of contacts in various sectors. Extensive knowledge in team management and market segmentation and consumer needs, creating different commercial and distribution structures, in addition to tailored marketing plans.

4. What is unique about Rutini Wines for them to have won as many awards internationally?

Tradition – Passion. – Quality first of all

5. What do you think of India as a wine market? How do you adapt your marketing strategy for different cultures and markets?

India is an amazing country. Wine industry is growing step by step and Rutini desires to have a solid role on this movement. We have the same challenge all over the world, replicate the position we have in Argentina. Be the Argentinean face when people think in quality products.



Mariano Di Paola

Head Winemaker at Rutini Wines, the “Winemaker of the Year” award.

6. Can you tell us a little about Mariano Di Paola and how he contributes to the Argentinean wine industry?

Di Paola, a prominent figure in the Argentinean wine industry, has been the head enologist at Rutini Wines since 1993. Acknowledging his invaluable expertise and his more than three decades in the field, in 2015 the British magazine Decanter named him one of the top 30 enologists in the world. His winemaking philosophy emphasizes experimentation and constant learning. He is passionate about vines and enjoys strolling through the vineyards, where he oversees the progress of the future harvest every year. He is involved in the winery’s enological processes, displaying an inexhaustible desire to perfect its products. He focuses his efforts on creating sophisticated wines with unique profiles. For him, the best harvest is always the next. His singular approach and innovative spirit allow Rutini to produce wines that are a benchmark in today’s winemaking scene. So we are always looking for new trends.

7. How do you decide which importer is suitable for your brands?

Do you have any criteria? Mmmm... difficult question... trying to identify good values as Monika has.

8. Where do you see Rutini Wines in the Indian market in the next five years?

No boundaries, no limits ...

1865 SELECTED VINEYARD



Pinot Noir

James Suckling- 93

In 1997, Viña San Pedro introduced its second line of premium wines, which was named 1865 in honor of the winery's founding year, marking over 150 years of history. These wines are known for their use of iconic grape varieties sourced from various unique wine regions in Chile.

Varietal: Pinot Noir

Appellation: Elqui Valley

Alcohol: 13%

This Pinot Noir showcases red berries fruit typicity and the freshness of the Elqui Valley terroir nearby the Pacific Ocean. The wine was aged for eight months in a mix of foudres, concrete eggs and barrels in order to achieve a subtle and balanced integration of oak which is representative of 1865's sophisticated style.



ELQUI VALLEY

THE NORTHERNMOST FRONTIER OF CHILEAN VITICULTURE

Bordering the Atacama Desert, Elqui Valley's latitude of 29° makes it Chile's northernmost wine region. It's at the very southern edge of the Atacama Desert, located 250 miles (400km) north of the Chilean capital, Santiago. Traditionally, the region focused exclusively on producing Chile's trademark spirit, Pisco, but today Elqui Valley vineyards are producing bright, intensely aromatic wines.

Each wine is carefully crafted using grapes sourced from meticulously selected vineyards, situated in the ideal valleys for each grape variety.

Varietal: Cabernet Sauvignon

Appellation: Maipo Valley

Alcohol: 14%

From Chile's finest terroir comes this Cabernet Sauvignon full of complex quality. The grapes are grown in poor, gravel soils at the foothills of the Andes Mountains and produce a wine that reflects the true expression of Maipo Valley. This provides 1865's with its high quality footprint of Cabernet Sauvignon.



MAIPO VALLEY

WHERE HISTORY WAS BORN

Maipo Valley is the oldest winemaking region of Chile, located in the Metropolitan Region, 40 km south of Santiago. In the foothills of the Andes, this valley has a Mediterranean climate, with large temperature swings between day and night, which creates a thermal oscillation of 20°C. This origin is recognized for producing quality Cabernet Sauvignon with high complexity.



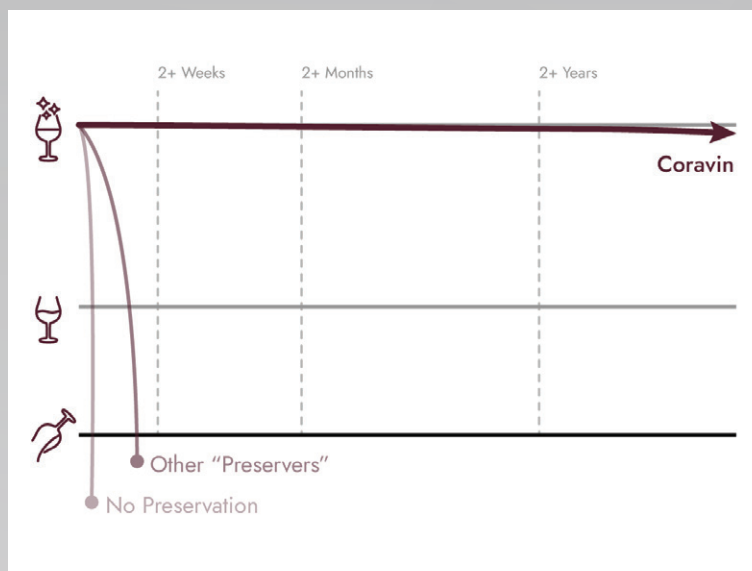
Cabernet Sauvignon

James Suckling - 91
Wine Spectator - 90

WHY CORAVIN PIVOT?

For those who enjoy the taste of wine, having a Coravin means you can access your collection anytime and drink at your own pace without worrying about the wine turning bad. This is especially convenient if you own good wines but don't want to drink them all at once. You can simply pour a glass of that special Châteauneuf-du-Pape whenever you feel like it and put the bottle back on the shelf for later use. It's also ideal for cooking with wine since you can use a cup or two for a recipe and save the rest for future use.

Over the past decade, the Coravin has become more affordable, making it accessible to a wider audience beyond just wealthy wine enthusiasts. Additionally, the company has introduced two new models, the Coravin Pivot which is less versatile but more affordable, and a Sparkling system designed specifically for preserving the effervescence of champagne and other bubbly wines; something the company's founder previously thought was impossible.



CORAVIN PIVOT

Budget-friendly and a must-have for wine enthusiasts

The Coravin Pivot, which was introduced a few years ago, uses argon to repressurize wine and keep it fresh after opening. Unlike the original Timeless model, the cork is removed with this system and a special stopper is inserted to pour the wine. There is no needle used in this model.

However, since the seal is compromised, the wine can only remain fresh for about three or four weeks, and users need to buy additional Pivot stoppers or a bundle with multiple stoppers to repressurize and "recork" multiple bottles at once.

If you're not interested in tasting multiple wines simultaneously but want to enjoy your open bottles at a slower pace, the Coravin Pivot may be the best option for you.

KUNAL PATEL

THE MAVERICK TRAILBLAZER SHAKING UP INDIA'S ALCOBEV SCENE WITH UNCONVENTIONAL FLAIR AND UNLEASHING A BOLD NEW ERA OF LUXURY LIBATIONS



Kunal Patel
Managing Director & CEO

Kunal Patel, the Chairman of Monika Alcobev, started his journey with the company at the young age of 23. As the torchbearer of the Patel family's vision, Kunal Patel has upheld the values and principles that have guided the company since its inception.

He remains steadfast in his commitment to business ethics, fostering a culture within the organization that values ownership, transparency, and meritocracy. With a keen strategic vision, he forged exclusive partnerships with international liquor brands, importing an impressive portfolio of over 200 spirits and wines into India.

Kunal's innovative thinking, coupled with his deep understanding of the market, has been instrumental in driving the company's growth. Recognized for his outstanding contributions, he was honored with the esteemed Rising Entrepreneur award by The Economic Times and Business Excellence Awards by Outlook Business.

With Kunal at the helm, Monika Alcobev continues to flourish as a premier importer and distributor of premium alcoholic beverages in India, setting new standards for excellence and ensuring that discerning customers receive only the finest offerings from around the globe.

Silver

Smoothness with a touch of silver

Our signature process strikes a balance between high-tech modern processes and time-honored traditions.

Beautifully balanced complex flavors and a smooth finish. See how we've mastered the art of tequila making.

Diamante

World's first Cristalino tequila

The original Cristalino tequila and our brand's hero product, Diamante is the epitome of our spirit of redefining.

Double filtered and innovative, Diamante delivers a crystal clear smoothness.

MAESTRO DOBEL® TEQUILA



MAESTRO DOBEL® TEQUILA



Reposado

**Rested. Roasted.
Restless**

In our search for exceptional, we
gave smoothness a dab of gold.

In our search for
exceptional,
we gave smoothness
a dab of gold.

Añejo

**Flavour in the age
of innovation**

Our Añejo tequila is aged in select
white oak barrels that have been
roasted to accentuate the aromas
and flavors they impart.

Exceptional aromas. Superb flavor.
That is what our Añejo is all about.

THE LEGENDARY LOUIS XIII COGNAC

A SYMBOL OF LUXURY AND TRADITION



LOUIS XIII

Rémy Martin
COGNAC GRANDE CHAMPAGNE

Louis XIII Cognac is a rare and precious spirit that is steeped in history and tradition. Its origins can be traced back to the early 19th century when a cellar master at Rémy Martin, André Renaud, created a special blend of aged eaux-de-vie to commemorate the coronation of King George IV of England. This blend was named Louis XIII in honor of the French king who had ruled over two centuries earlier.

Since then, Louis XIII has become one of the most iconic and revered cognacs in the world. Its unique blend of eaux-de-vie, aged for decades in oak barrels, creates a depth of flavor and complexity that is unparalleled. The decanter that holds the cognac is a work of art in its own right, with its distinctive shape and intricate design crafted by Baccarat's master craftsmen.

Louis XIII Cognac is often enjoyed on special occasions or as a gift to mark a significant event, such as a wedding or anniversary. It is best served at room temperature and sipped slowly to fully appreciate its rich and complex flavor. The cognac is also a favorite among collectors, with rare and limited editions fetching high prices at auction.

In addition to its rich history and exquisite taste, Louis XIII Cognac has also been associated with luxury and sophistication. It has been featured in movies, television shows, and popular culture, cementing its status as an iconic symbol of French elegance and refinement.

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SUMMER-IZE YOUR COCKTAIL!

**PERFECT BLEND OF TRADITION AND REFRESHMENT WITH
LA BOTIJA PISCO'S SIGNATURE PISCO SOUR!**

La Botija Pisco and Pisco Sour are both perfect for enjoying during the summer season. The refreshing and citrusy taste of Pisco Sour makes it an ideal cocktail for a hot summer day.

La Botija Pisco is an excellent choice for this cocktail because of its unique flavor profile that complements the tartness of the lime juice and sweetness of the simple syrup. Its smooth and complex taste adds a layer of depth to the cocktail, making it even more enjoyable.

In addition to being a delicious cocktail, La Botija Pisco and Pisco Sour are also a great way to experience the rich cultural heritage of Peru. These traditional drinks symbolize Peruvian pride and have been enjoyed for generations. So, why not add a little bit of Peru to your summer this year by trying out this classic cocktail with La Botija Pisco?





CLASSIC MARGARITA

JOSE CUERVO MARGARITA FEST

The Jose Cuervo Margarita Fest was an event held across cities in India from 22nd to 24th of February 2023. This event was dedicated to celebrating the iconic Margarita cocktail made with the world-renowned Jose Cuervo tequila. This festival is a unique opportunity for cocktail enthusiasts and casual drinkers alike to explore the wide range of flavors and variations that this classic cocktail has to offer.

The festival takes place over several days in each of the cities, with each city hosting its unique line-up of curated cocktails and experiences. The cities included Mumbai, Pune, Goa, Bengaluru, Hyderabad, Gurugram, Noida, Lucknow, Shillong and Guwahati. Ensuring that there is something for everyone, no matter where they are located in India. The Jose Cuervo Margarita Fest is an exciting celebration of the rich cultural heritage and diverse flavors of India, with a unique twist that showcases the versatility and popularity of the Margarita cocktail. Whether you are a seasoned cocktail aficionado or a curious newcomer, this festival is the perfect opportunity to immerse yourself in the world of cocktails and experience the ultimate celebration of tequila and Margaritas.



**LIBERATE
— YOUR —
SPIRIT**

HIGHLIGHTS OF THE UNFORGETTABLE EVENING AT KOISHII



BRUICHLADDICH: A SCOTTISH GEM

Bruichladdich's launch party as a lavish and sophisticated event, aimed at promoting the brand's latest offerings to a discerning audience of whisky enthusiasts and connoisseurs.



Bruichladdich, the famous Scottish distillery, recently launched its premium whiskey in India with a special menu at the luxurious Koishii restaurant in the St. Regis Mumbai. The event was a glamorous affair, attended by whisky enthusiasts and connoisseurs alike, who came to sample the unique flavors and aromas of Bruichladdich's latest offerings.

Bruichladdich whisky, hailing from the Isle of Islay in Scotland, is known for its distinctiveness and innovation, making it stand out in the world of whisky. With a commitment to traditional methods, modern technology, sustainability, and experimental approaches, Bruichladdich has carved a unique niche for itself in the whisky industry.

The whisky was served neat along with signature cocktails curated and paired with delicious bites from the Koishii kitchen. Where guests were able to enjoy the whisky with Japanese delicacies. The combination of the exquisite whisky and delicious food was truly a match made in heaven.

One of the key elements that sets Bruichladdich apart is its dedication to traditional production methods. The distillery employs floor malting, a labor-intensive process where barley is spread on the floor to germinate, and is turned by hand to ensure even malt development. This traditional method allows the distillery to have precise control over the malt's flavor profile, resulting in a distinct character in their whiskies.

We selected Koishii at The Penthouse on the 37th floor of The St. Regis, Mumbai, partly because it provides Nikkei cuisine, which blends the culinary traditions of Peru and Japan in perfect harmony. In conclusion, like Koishii's commitment to blending culinary traditions, from traditional yet cutting-edge production methods to experimental expressions that challenge the norm, Bruichladdich continues to push the boundaries of what is possible in the world of whisky, making it a truly unique and distinctive distillery.



PROWINE

ProWine Mumbai is a highly significant international event for the wine and spirit industry, where prominent producers, distributors, retailers, and other professionals gather from all over the world every year. The 2022 edition took place on October 17th and 18th at the Jio World Convention Centre in Bandra Kurla Complex.

The event comprised a comprehensive trade show with exhibitors from around the globe, coupled with an extensive conference schedule featuring speakers from India and abroad. Monika Alcobev was the pavilion partner for ProWine, and we were allotted the largest pavilion space, where we showcased 24 brands of wines and spirits for tastings, along with our global brand representatives. This allowed us to reach out to the trade with a wider range of international premium wines and spirits, and allowed for multiple product samplings under the same roof.



2022

Moreover, Prowine provided trade professionals with the opportunity to interact with brand representatives directly and understand the production process and development of the wines and spirits.

In addition, we curated two cocktail hours over the course of two days. The first day was hosted by the prestigious bar, Soy Como Soy, located in Pune, in collaboration with our Japanese Liqueur, Choya Umeshu Liqueur. On the second day, Gavin Teravassan from 28 Hong Kong Street, which is part of the 50 Best Bars competition, hosted the event in collaboration with Diplomatico Rum.

The two-day event was a tremendous success, with positive feedback from both attendees and exhibitors. We extend our gratitude to all who participated and helped make it a memorable experience.





Established with a steadfast commitment to bringing the finest premium wines and spirits to India, Monika Alcobev has become a leading player in the alcobev industry.

With a portfolio that spans the spectrum of premium offerings, from luxurious boutique wines to the finest spirits and liqueurs, Monika Alcobev is dedicated to curating a diverse range of choices to meet the growing demand in India.

'Only the Best' stands by what it says. The company does not solely aim for luxurious liquor, but a selection of range that holds a remarkable calibre.

"A promise of Quality
A promise of #OnlyTheBest"



Monika Alcobev Brochure