



### **Opera Consortium wines set to dazzle during the Indian Sommelier Championship 2009**

With vast population base, growing middle class and strong macroeconomic environment, it is no surprise that India's alcoholic beverage market is expected to reach the 3 billion litre mark by 2012. Beer and imported liquor remain among the most popular drinks in this sector, however the wine industry is experiencing unprecedented growth with consumption forecast to triple to 17 million litres by 2011.

In recognition of this escalating growth and interest in the wine industry, the International Food & Drink Expo India 2009 will incorporate India's ONLY Sommelier Championship, organised by IWBS (Institute of Wine + Beverage Studies) in association with Wi-Not Beverage Solutions Pvt Ltd.

**Opera, under the aegis of the European Excellence promotional campaign,** is welcomed as the Gold Sponsor of the Indian Sommelier Championship. A selection of their members' wines will be hand-picked by Magandeep Singh, Chairman of the Championship and India's leading sommelier, for use in the live final of this prestigious competition on 3 December, at the International Food & Drink Expo India 2009.

**Europe Excellence – Excellence from our Fields** is a promotional campaign funded by the European Union, governments of EU member-states, agricultural cooperatives and companies working in the agro-food sector.

**Opera** is a consortium between cooperative agricultural enterprises and Italian food-farming. The consortium represents a variety of sectors, with their wine division presenting an exciting range of great Italian wines.

Dr Nina Saxena, Director of Eloquenza, Opera's representative in India, commented "**Opera is delighted to be the Gold Sponsor of the Indian Sommelier Championship and we are looking forward to showcasing our wines at the event. It is exciting to think that India's most promising young sommeliers will be experiencing the variety of wines we have to offer.**"

There have been a record number of entries for the Indian Sommelier Championship, where finalists will be tested at both theory and practical levels by an expert panel of judges, including –

Ms. Kavita Devi Faella- Head Sommelier Aman New Delhi

Mr. Dirk Reinhardt- Food Beverage Director, The Claridges, New Delhi

Mr. Angelo De Ioia- Sommelier & Restaurant Manager-Travertino, The Oberoi, New Delhi

The **International Food & Drink Expo India 2009** will take place 2 – 4 December, Pragati Maidan, New Delhi. The **Indian Sommelier Championship 2009** will take place on 3 December, 1100hrs – 1300hrs, in the tasting theatre at the International Food & Drink Expo India 2009.

Leading the Flavour Revolution: [www.indiafooddrinkexpo.com](http://www.indiafooddrinkexpo.com)