



2 - 4 December 2009, Pragati Maidan, New Delhi

Press Release
7 July 2009

International Food & Drink Expo India 2009 welcome IWBS and Wi-Not as Event Partners!

Since its official launch in April 2009, the [International Food & Drink Expo India 2009](#) has gone from strength to strength, capturing the interest of global food & beverage producers who are keen to do business in India and local suppliers who are looking for ways to increase their market penetration.

The International Food & Drink Expo India 2009 is now delighted to announce its official partnership with IWBS (Institute of Wine & Beverage Studies) and Wi-Not Beverage Solutions Pvt Ltd. Both businesses are the creations of Magandeeep Singh, India's first French-certified Sommelier and leading F&B consultant. IWBS and Wi-Not will play important roles in the wine sector of the show.

IWBS, our Wine Education Partner, is the first establishment to run an internationally recognised wine course in India. IWBS will host the preliminary rounds of the Indian Sommelier Championship, with the final taking place live at the International Food & Drink Expo India 2009 on 3 December, in front of an expert panel of judges.

Wi-Not Beverage Solution Pvt Ltd, our Wine Activities Partner, will take charge of the Wine Tastings, delivering three days of creative tastings which will showcase the variety of wines exhibited at the show to India's hotels, restaurants, wine importers and distributors.

Magandeeep Singh says 'IWBS and Wi-Not Beverage Solutions Pvt Ltd are proud to associate with the International Food & Drink Expo India 2009. India is currently showing 30% annual growth in the wine sector and has the biggest pool of young population with global exposure and expendable incomes. The global Indian with his taste for finer things has finally arrived. With a population of 1.12 billion, India holds tremendous opportunities: this is a good time to introduce new and exciting alcoholic beverage products into the Indian market.'

The International Food & Drink Expo India 2009 will take place 2 - 4 December, Pragati Maidan, New Delhi.

For further information relating to the Sommelier Championship, the Wine Tastings or the show in general, please contact Lauren Morrey on Tel: +44 (0) 20 8846 2772 or lmorrey@tarsus.co.uk

