

When Common Consumer Chose *Best Wines*

Ashwini Patil Avate



This platform would create an independent view on consumer's likes and dislikes and also bring to the forefront wines that deserved the recognition

From my first serious wine tasting seven years ago in France at the Val de la Loire 2007, lots of wine have been tasted by me but still I was thrilled to know that an organisation, All Things Nice, was holding the first ever Indian Wine Consumer's Choice Awards 2012 (IWCCA) at ITC Grand Central Parel, Mumbai.

All Things Nice, on a mission to promote the culture of wine in India, wants to give Indian consumers an opportunity to judge for themselves the best Indian wines available in the country. It brought together all domestically produced premium category wines and had these wines tasted and assessed by the actual consumers themselves. This competition created an independent list of India's finest wines judged by the very people who drank them. The consumer tasted the wines blind, unaware of the brand name, thereby allowing an unbiased judgment based on the quality of the wine itself.

In this first of its kind initiative, All Things Nice tried to find the general consensus on what the Indian palate prefers. Strongly believing in the Indian wine industry, the organization hoped this platform would create an independent view on consumer's likes and dislikes and also bring



The Indian Wine Consumer's Choice Awards 2012

Category	Wine	Vintage
GOLD		
White Sparkling	Zampa Soiree Brut	2011
Rose Sparkling	Sula Brut Rose	NV
Chenin Blanc	Sula Chenin Blanc	2012
Sauvignon Blanc	Sula Sauvignon Blanc	2012
Chardonnay	Reveilo Chardonnay	2011
	Reveilo Chardonnay Reserve	2010
Viognier	Nine Hills Viognier	2012
Other white varietal	Sula Riesling	2012
Rose	Nine Hills Shiraz Rose	2012
Cabernet Sauvignon	Nine Hills Cabernet Sauvignon	2010
Cabernet Shiraz blends	Alpine Oro Cabernet Shiraz	2011
Shiraz	Myra Shiraz	2012
Other red varietals	Reveilo Nero D'Avola	2012
Merlot Reserve	Vallonne Merlot Reserve	2011
Cabernet Sauvignon & Cabernet	Reveilo Cabernet Sauvignon	
Sauvignon Based Blends (Reserve)	(Reserve)	2009
	Vallonne Cabernet Sauvignon	
	Classique (Reserve)	2009
Shiraz Reserve	Chateau d'Ori Cabernet Syrah	2008
Dessert Wines	Alpine Vindiva Reserve Estate Shiraz	2010
	Sula Late Harvest Chenin Blanc	2012

Silver award winners:

Sula Seco, York Chenin Blanc 2012, Fratelli Sauvignon Blac 2011, Big Banyan Chardonnay 2011, Sula Dindori Reserve Viognier 2012, Vinsura Rose 2009, Fratelli Cabernet Sauvignon 2011, Reveilo Syrah 2011, Fratelli Cabernet Franc Shiraz 2011, Vinsura Merlot 2009, Good Earth Basso Cabernet Sauvignon Reserve 2009, Grover La Reserve 2011 and Pause Shiraz Reserve 2011.



to the forefront wines that deserved the recognition. Its findings become a valuable feedback to wineries on consumer preferences.

The format and execution of this plan was simple. Premium Indian Wine Labels were

registered into the competition. The judging panel for IWCCA 2012 included wine consumers from the All Things Nice community of wine and drink aficionados. Wines were tasted blind, with the bottles kept in opaque bags. The scores were given on the basis of appearance, nose, palate and finish and the results were calculated and verified in an unbiased manner leaving no room for error with 100 per cent accuracy in the results.

The list above is what the verdict was given by our consumers. One could actually take this list and go shopping since this is what the general Indian palate seemed to like! 🍷