

JET AIRWAYS LAUNCHES DAILY NONSTOP FROM BANGALORE TO AMSTERDAM

✉ IRENE SUSAN EAPEN

This flight will be Jet Airways' third daily service between India and Amsterdam and will complement its existing direct daily operations to Amsterdam from Mumbai and Delhi.

Jet Airways organised a press conference to announce its daily nonstop service from Bangalore to Amsterdam launching on the 29 October 2017. This flight will be Jet Airways' third daily service between India and Amsterdam and will complement its existing direct daily operations to Amsterdam from Mumbai and Delhi.

The new service will be operated in codeshare with KLM Royal Dutch Airlines, Air France and Delta Air Lines, with each airline placing their respective codes on the service.

- Jet Airways 9W 236 will depart Bengaluru at 02h25 (LT) and arrive in Amsterdam 08h35 (LT).
- Jet Airways 9W 235 will depart

from Amsterdam at 10h50 (LT) and will arrive in Bengaluru at 00h40 (LT).

On the occasion of the event, H.E. Alphonsus H.M. Stoelinga, Ambassador of the Netherlands to India, said –“ Holland is a hub for India and this connectivity will connect multiple destinations in India and Europe. The Dutch traders felt at home in India four hundred years ago. Already 400 years ago, Netherlands was Asia's hub in Europe and is India's hub in Europe. Today again, India and Netherlands are very important economic partners for each other. The number of visas we issue to Indian citizens is increasing at 25% per year.”

“A lot of Indian companies consider Netherlands to be an ideal location for setting up their head office in Europe like Tata Steel Factory. Today again, Netherlands is the hub for Europe and India. Netherlands as a destination is a hub for India and also a hub for travellers. We will be opening a consulate general in Bangalore which will be the second consulate opened in India after Mumbai. One week before Jet Airways launches the Bangalore to Amsterdam flight, we will organise a Holland meets Bangalore event a weeklong event,” he added.

Vinay Dube, Chief Executive Officer, Jet Airways, explains, “We are very proud to introduce our new flight

from Bangalore to Amsterdam with this we will be connecting to the Southern part of India to Europe and beyond. This is the third international destination out of Bangalore. For Bangalore is the domestic and international hub for us in the Southern part. We are happy to connect with Bangalore via Schipol as we can connect all of Europe and via Schipol you can also connect all of North America as well. Bangalore has a vibrant economy and a growing market; so the growth is just getting started for us plus you also have an excellent middle class crowd. Bangalore is the hub for seamless connectivity for India and the rest of the world.”

Luxury Travel

LUXURY, WINE AND ALL THINGS NICE...!

✉ ANJU ANNA ALEX

Nikhil Agarwal, Sommelier & CEO at All Things Nice, talks about the wine culture in India and the demand for luxury spirits from the Indian market.



Demand for luxury spirits & wine culture in India

There is a certain bracket of people in India who consume the very best and enjoy ultra luxury, fine wine and spirits. This is a very tiny percentage of people. Then there is the next segment which enjoys luxury wine and spirits. Both the segments specified, see more people enrol into the categories on a yearly basis and they form the bulk demand of luxury wine and spirits in India. What amazes me is the price that people are willing to pay.

This price is far more than the price someone would pay in any other country which gives you an idea of just how wealthy this group is. They drink Champagne, Cru Classe Bordeaux, the best of Italian and top end wines from around the world. In terms of spirits they have moved on from the regular brands you would

see in a typical 5 star bar and are looking for something different. More artisanal, more unknown. Japanese whiskies have taken on cult status for example here in India.

Tell us about the experiential events that you organize

All Things Nice puts together hedonistic events bringing together high quality wines or spirits and gourmet food. The events are curated by us and allow our guests to understand and experience these beverages or food and drink pairings like never before. We reach out to a well heeled audience that are sincerely enthusiastic about food and drink. We do wine and malt dinners, tastings and also have original event formats like Twisted Decadence, Submit, the Indian Wine Consumers Choice Awards, Celebrating India's Finest, Tour de Cognac that we do with Martell, Malt Week that we have partnered with

Diageo and more.

Emerging trends

I think more people are drinking more wine and they are taking food and wine pairing more seriously. There is a steady increase in sales of both domestically produced wine and wines from other countries. Artisan gin is very fashionable at the moment. Well crafted cocktails are a rage. Craft beer has boomed in the last few years and I don't see the boom stopping for time to come.

Today All Things Nice has added many more verticals. We offer PMS services through our relationship with Alchemy (one of the partners bieng Rakesh Jhunjunwala). We work with top end luxury brands including all the major players in the luxury automotive sector. We also have started bespoke food and drink international tours which caters to a very niche audience.