



[www.allthingsnice.in](http://www.allthingsnice.in)

# All Things Nice Company Presentation

# Company Profile



- All Things Nice (ATN) is a platform to introduce the Indian consumer to all things nice ranging from wines, cognacs ,single malts and beer to cheese, charcuterie and gourmet food.
- We work with corporates in **the financial and luxury sector** in their **client engagement** and **client acquisition activities** through innovative events and services.
- We offer **consultancy** to restaurants, hotels, retail chains and airlines and Indian and international brands in the luxury food and drink sector.
- We work with producers of wine, importers of wine & spirits and international wine & spirit brands available in India.
- We aim to bring together the consumer and brands that deserve recognition through superior tastings and educational events. Our events are a celebration of all things epicurean at the city's best restaurants, hotels and even at art galleries.
- The ATN member database has **9,600 high net worth members** who have chosen to be part of our experiences and a mailing list of 2,62,000+ subscribers.
- We offer Fine Wine Investment Services through our partnership with APM based in the UK.



Nikhil Agarwal  
Sommelier & CEO  
All Things Nice



# About Nikhil Agarwal



- All Things Nice has been conceptualized by Nikhil Agarwal, a trained Sommelier who received his degree in London.
- Nikhil won the Wine Australia scholarship in 2012 and in 2013 Wine Australia made him their A+ Wine Educator in India.
- He launched the first ever Indian Wine Consumers Choice Awards in 2012 and The All Things Nice Wine Week 2013
- He was the Project Director of the Sommelier India Wine Competition, chaired by Steven Spurrier in 2009 & the Indian Wine and Spirits Challenge in 2010
- Prior to setting up All Things Nice, Nikhil launched the division of Sula Vineyards, India's most recognized wine brand. He has worked with LVMH, and was responsible for trade marketing at Diageo
- Nikhil has been in the wine business for over 16 years and has hosted over 2000 wine events, festivals and training sessions over the last few years.
- Nikhil has been appointed as Program Director of the Wines Of India Program which currently has 11 of India's leading wineries on board.
- Nikhil is one amongst five contenders shortlisted by the International Wine and Spirit Competition 2015 (IWSC), for The Julian Brind Award for Outstanding Achievement in the Wine Industry from scores of entries around the globe.

# About Nikhil Agarwal



- Nikhil has lent his written expertise to eminent publications like BBC Good Food, GQ, Times of India, HT, Femina, and Mumbai Touchdown, among others. The reputed Fortune India, Grazia, Man's World, Millionaire Asia, Time Out, The Entrepreneur & Bombay Times have also featured him.
- He has been featured on TV channels such as NDTV Profit, Times Now, Bloomberg TV and ET Now. CNBC did a feature on Nikhil as part of the show 'Young Turks' in 2013.
- Discovery Channel featured Nikhil in the show The Flying Wine Maker in 2015. The show is currently being telecasted in 116 countries and was viewed by over 66 million people.
- Nikhil was voted as India's TOP 10 Movers & Shakers in Verve magazine in June 2014.
- Nikhil has been invited by Trade organizations from around the world like HFTDC, SIAL, ProWein, etc to speak about the Indian wine industry for international exhibitors and buyers.

# What We Do For Hotel Chains, Restaurants, Modern Retail Stores & Airlines



- Staff training on wine & spirits.
- Beverage menu engineering.
- Restaurant & bar showcase through events.
- Wine by the glass program.



# Restaurant & Bar Showcase at Events



All Things Nice Penfolds Wine Dinner at Ellipsis



Cognac Tasting at Hakkasan



Walk Around Tasting at Novotel for the Indo-French Chamber of Commerce & Industry



Charity Fundraiser with ATMA at Shiro



# Events At Hotels

Pali Village Cafe

## DISCOVERING AUSTRALIAN WINE

This July The Taj Mahal Palace Mumbai and All Things Nice combine to give you an Australian Wine Experience like no other!

We have Australian Wine Flights, Set Course Menus paired with handpicked Australian wine, a Masterclass on Australian Wine with Sommelier Nikhil Agarwal and a very special Penfolds Wine Dinner.

For more information mail us at [info@allthingsnice.in](mailto:info@allthingsnice.in) or call 9769508278.

Reserve in advance for the Masterclass and Penfolds Wine Dinner.

Full payment confirms your booking.

WINE BY THE GOBLET AND A DECADENT PLATTER OF CHEESE.  
AND TO THINK, IT'S ONLY TUESDAY EVENING.

JOIN SOMMELIER NIKHIL AGARWAL, FOR A WINE AND CHEESE MASTERCLASS.

This month, we invite you to raise a toast with Sommelier Nikhil Agarwal from All Things Nice, as he pairs fine wines from India and across the world, with a scrumptious selection of cheeses. From Gorgonzola and Parmigiano Reggiano to sparkling wines and dessert wines, learn the nuances and know-how of the good life by the goblet and the silver. Shall we say cheers then?

VENUE: PALI VILLAGE CAFÉ, BANDRA | DATE: 18<sup>TH</sup> DECEMBER, 2012 | TIME: 7 PM

REGISTRATION FEES: ₹ 1,000 PER PERSON. TO REGISTER CALL: +9120375444 OR MAIL US AT: [INFO@ALLTHINGSNICE.IN](mailto:INFO@ALLTHINGSNICE.IN)



TO SUBSCRIBE TO GOODFOOD MAGAZINE SMS GFSLR TO 9888 OR LOG ON TO [MAGS.THEGROUP.COM](http://MAGS.THEGROUP.COM) | ALSO AVAILABLE ON ZINDA.COM AND MAGZTR.COM



## DISCOVERING AUSTRALIAN WINE

This July The Taj Mahal Palace Mumbai and All Things Nice combine to give you an Australian wine experience like no other!



### Australian Wine Flights

July 14-27

Discover wine regions across Australia with our selection of wine flights created exclusively for the festival. Choose from a selection of three flights and unravel Australia one sip at a time.



### Set Course Wine Dinners

July 14-27

Savour carefully designed set course menus with hand-picked Australian wine at Golden Dragon, Souk, Wasabi, Zodiac Grill and Masala Kraft. Cuisine from around the world with wine from Down Under.



### Masterclass with Sommelier Nikhil Agarwal

July 18

Wine Australia's official Wine Educator Nikhil Agarwal will take you through the history of wine in Australia with a tasting of a range of wines selected from regions across the country at Starboard. A selection of appetizers will be served throughout the evening. Rate per person is ₹ 1,800 plus taxes.



### Penfolds Wine Dinner

July 19

Join Andrew O'Brien from the iconic Penfolds winery in Australia for a sit down wine dinner with a fantastic menu prepared by no other than Chef Hemant Oberoi. Rate per person ₹ 5,500 plus taxes.



For more information mail us at [info@allthingsnice.in](mailto:info@allthingsnice.in) or contact us on 9769508278.

Reserve in advance for the Masterclass and Penfolds Wine Dinner.

Full payment confirms your booking.



The Taj Mahal  
Palace



# Staff Training



**WHISKY TERMS**

- OAK**  
It is made. By low Scotch & Irish whisky must be aged in oak
- SINGLE CASK**  
Is the bottling of a whisky from a single cask
- SINGLE MALT**  
Malted barley, and which is the product of a single distillery
- UN-FILTERED**  
Not filtered at a low temperature to remove the clouding (if whisky gets very cold. Some would argue that this may also filter out some of the character)
- UN-COLOURED**  
Liquor colour has been added to ensure consistency of colour
- WHISKY**  
Distillation from a mash of cereal grains, yeast and water

UB France training



Novotel Training

# Consumer Services



- Fine wine and spirit events
- Educational experiences over wine and spirits.
- Vineyard Visits – India and Overseas.



# Corporate Services



- Client acquisition and engagement programs through wine, spirit and gourmet food experiences.
- Employee engagement events.
- Corporate gifting.
- Wine & spirit brand launches.
- Consumer & trade marketing wine & spirit brands.
- Curating & sourcing wine & spirits for your events.



An Evening with Louis XIII de Remy Martin



# Corporate Events



Mercedes launch new series with All Things Nice



All Things Nice Hosted An Evening Over Single Malt with Porsche guests



# Supporting Indian Wine



## Representing the Indian wine industry at SIAL China 2015

Sommelier and Director, Nikhil Agarwal was invited to speak at the Wine Innovation Forum at SIAL China, Asia's largest food and beverage exhibition where he addressed a group of over 100 international exhibitors and buyers. He represented the Indian wine industry by speaking about the wine market in India, the general Indian wine consumer and the potential of wine trade between India and China.

A tasting of 5 domestically produced wines that best represent India was conducted by Nikhil at the exhibition.



# Myra Vineyards



- Myra Vineyards, headquartered in Bangalore, was launched by Ajay Shetty and Nikhil Agarwal in 2013.
- The wines are now available in leading wine retail stores in Mumbai, Pune, Bangalore and Goa. Myra is also making its foray into the Hong Kong market.
- Nikhil passionately leads the teams responsible for production, marketing and sales of Myra wines in India and overseas.
- With Nikhil's efforts, Myra Vineyards has been voted the top 10 brands from South India and is one of the fastest growing wine brands in Asia
- The brand has won medals at Decanter Asia Awards 2014 , the International Wine Challenge in London, Hong Kong Wine and Spirits Competition 2014 and the Indian Wine Consumer's Choice Awards
- Myra Vineyards has been recently added to the wine list of India's leading hotel chain, The Taj Group of Hotels.
- To have a look at the extensive media coverage of Myra Vineyards, please visit <http://www.myravineyards.com/press.html>



# Working With International Wine & Spirit Brands



- All Things Nice could introduce your wine & spirit brand to hotels and restaurants we consult
- All Things Nice works with every single importer of wine in the country and will acquaint importers with your wine & spirit brand
- Nikhil writes for relevant publications in trade and lifestyle categories and could showcase your region and/or wine & spirit brand in India through media recommendations and coverage.
- Increase consumer awareness through wine tastings and wine dinners of your wines.



# Working With International Wine & Spirit Brands



The Penfolds Wine Dinner organized by All Things Nice at Ellipsis



With Simon Cant, Global Brand Ambassador, Penfolds Winery (Australia's Most Iconic Wine Brand)

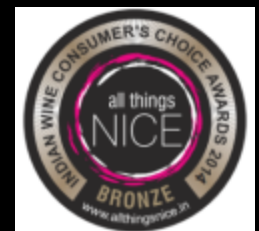




# The Indian Wine Consumers Choice Awards



- Conceptualized by Nikhil Agarwal and launched in 2012, this annual event is a consumer driven recognition of the finest wines produced in India.
- IWCCA gives the Indian wine enthusiast a platform to voice his own opinion and to help create an independent list of India's finest wines without a brand bias.
- Consumers judge and evaluate wines for themselves via a blind tasting.
- The results of the IWCCA provides wine consumers with a guide to the best Indian wines produced.





# The All Things Nice Wine Week

- Wine prices in India pose a great deterrent to consumption patterns. Wine Week gives enthusiasts access to wine at Mumbai's best restaurants and 5-star hotels at a flat 30% less for one week only.
- With high taxes and mark ups, this unbelievable deal has made wine more approachable and definitely more affordable to thousands of wine lovers in the city. Currently, Wine Week is in its 5<sup>th</sup> successful edition.
- Some of our restaurant and hotel partners include Four Seasons Hotel, Taj Land's End, Sofitel, JW Marriott, Trident, Le Pain Quotidien and more.
- Our partners include Vogue, Conde Nast Traveller, Deutsche Bank, Hafele, BBC Good Food, PVR, Jean Claude Biguine and Uber among others .

**HAFELE** presents

**all things NICE**

www.allthingsnice.in

**THE all things NICE WINE WEEK**

22<sup>nd</sup> TO 28<sup>th</sup> FEBRUARY 2015

**VOGUE** | **Conde Nast Traveller**

Enjoy 30% off on over a 1000 Indian & International wines and devour our Chef's special set course menus paired with wine.

**RESERVE YOUR TABLE NOW**


Make your reservation at [www.allthingsnice.in](http://www.allthingsnice.in)  
 For more information call +91 98206 98883 or write to [wineweek@allthingsnice.in](mailto:wineweek@allthingsnice.in)  
 Reservations are mandatory



# Some Of Our Unique Event Properties



## Celebrating India's Finest

Celebrating India's Finest showcased the Indian Wine Consumer's Choice Awards 2012 winning wines. Each winery was given a designated space and could also showcase wines from their portfolio apart from the winning wines. Representatives of each winery interacted with the guests over wine. Guests were handed a booklet with each winning wine and tasting notes and had the opportunity to taste all the winning wines as well as wine from each winery portfolio.



## Twisted Decadence

This unique style of dining gives guests the experience of dining blind folded. The taste and aroma of the food and wine, are heightened making it an absolutely pleasurable experience. NDTV Profit features Twisted Decadence, to watch [click here](#)



# Some Of Our Unique Event Properties



## Submit

We believe wine and food are art forms and with Submit we ask our guests to submit their senses to us as we take wine and food as art forms and pair it with other forms of art. Giving our guest an experience that is completely unique and one that activates all their senses.



# Our Fine Wine Investment Services



All Things Nice now offers Fine Wine Investment Services to the discerning Indian consumer.

To facilitate and amplify this arm of our portfolio, we have partnered with UK's leading fine wine investment analysis and management firm.



## AMPHORA BRINGS FINE WINE TO INDIA

19th August, 2014 by Lucy Shaw

UK-based wine investment company Amphora Portfolio Management has Mumbai consultancy to bring fine wine to Indian investors.

## Amphora Portfolio brings excellent t India, eyes 100 investors

## THE ECONOMIC TIMES

### Stocks in News

Home Markets Stocks IPOs/FPOs Market Stats Live Technicals Commodities Forex IPO Bonds Mon

Market News Stocks in News Views/Recommendations Stock Quotes Market Calendar

04:04 PM   27 Aug	SENSEX	26,560.15	▲ 117.34	NIFTY	7,936.05	▲ 31.30	GOLD (MCK) (Rs/10g)	27,801.00	▼ 54.00	USD/INR	60.45	▼ 0.01
-------------------	--------	-----------	----------	-------	----------	---------	---------------------	-----------	---------	---------	-------	--------

MARKET STATS

UK-based Amphora Portfolio brings fine wine arm to India, eyes 100 investors in the first year



# Our Clients And Partners

The logo for A+ Australian Wine, featuring a red "A+" symbol followed by the words "AUSTRALIAN WINE" in a red, serif font.	Official Wine Educator
The logo for IFCCI (Indo-French Chamber of Commerce & Industry), featuring the letters "IFCCI" in a stylized font with a colorful arc above them, and the full name below.	Official Partner Providing Distribution Solutions and Marketing Expertise to French Wine and Spirit brands
The logo for ATMA, featuring a blue circle with a white shape inside, and the letters "ATMA" in blue below.	Charity Partner
The logo for IBG (India Business Group), featuring a stylized figure in blue and green, the letters "IBG" in blue, and the text "India Business Group" and "The New Age Chamber" below.	Affiliated with
The logo for NCPA, featuring a red circular emblem with a white symbol inside, followed by the letters "NCPA" in a red, serif font.	Cultural Partner



# Our Clients And Partners



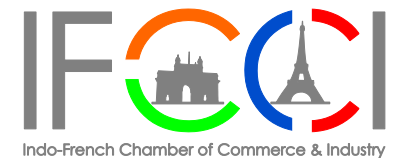
# Our Clients And Partners



www.allthingsnice.in



Volkswagen



# Our Events And Experiences; Customer Engagement



## Wine Appreciation Program



## Wine & Music Festival



# Corporate Events



Walk Around Wine Tasting at the Chambers, Taj Mahal Palace Mumbai.



*Advice International*  
WORLDWIDE

**PRODUCER - HENRI BOURGEOIS**  
**GRAPE VARIETY - SAUVIGNON BLANC**  
**VINTAGE - 2012**  
**REGION - SANCERRE**  
**COUNTRY - FRANCE**

**TASTING NOTES**

**NOSE:** Delicate Nose With Aromas Of White-Flesh Fruits And Citrus-Fruit. This Sancerre is Highlighted By its Typicality And its Great Expression Of The Sauvignon Grape.

**PALATE:** A Wine Of Exotic-Fruit And Citrus Aromas. Subtle Yet Powerful. Its Persistence And Harmony Find Their Origin In The Exposition And Quality Of The Terroir.



# Corporate Events



The All Things Nice Single Malt Evening in association with BNP Paribas, Ferretti Yachts and Millionaire Asia magazine.



# Corporate Events



All Things Nice hosted a Single Malt Evening for Nomura Bank at Four Seasons Hotel, Mumbai.



# Corporate Events



Wine and Cheese conducted by All Things Nice for Bain and Company



# Corporate Events



All Things Nice hosted its newest concept Submit for Citibank at the Taj Lands End. Wines were paired with a traditional Indian thali along with art.





# Our Events And Experiences



Wine & Single Malt Tastings and Dinners, Cognac Evenings and other Epicurean Experiences.



56 **BARBARA HIND** (LONDON) FEBRUARY 2013  
FIRST PERSON



*Nikhil Agarwal photographed at Cafi Zoo, Mumbai*

## A 'SPIRIT'ED TRANSFORMATION

The Marwari community's penchant for relishing the finer things in life is not new, even when it comes to wine, in spite of the fact that they are by and large known as a community that abstains from spirits. **Nikhil Agarwal**, sommelier and director of *All Things Nice*, an enterprise that offers customised food-and-beverage experiences, talks about the shift in the Marwari perception of wine against the backdrop of the fast-growing wine culture in India.

to work out how they can cater to the hospitality and who may in turn educate the consumers. It is really at the grassroots level, but it is exciting as we have seen some growth in the market. There are difficulties with so many states and various legislations in India - all with different taxation laws, regulations, taxes, laws of states, but we are here for the long term," he adds.

Prashant wishes to stress on getting the best grapes possible and to do so, rather than where it comes from. "For example, the local Chardonnay Vintners we import are probably from Tasmania and we have made a recent acquisition to buy more vineyards in Tasmania. Grapes, the world over, that we make generally come from South Australia, and it is also from Barossa valley, but at the same time we source grapes from all across South Australia and some of the other states. We are in the heart of wine making regions in Australia - the spiritual home is in MargRit, which is only 15 km out of Adelaide city centre. It is probably the only working winery that is within the CBD of the city," informs O'Brien. The 180-million range from 1000 to 10,000 for a bottle. "Every month for Wine Australia the body that has certified Agarwal, there will be standards for con-



Right now the consumption is very small, but the population is very large so it is very exciting for us to be at the grassroots of it



sumers and 1000 inside. "We will also be working with brands like Penfolds. Australian wine is close to me, it is a natural fit of very high quality," says Agarwal.



**Fully Automatic Conveyor Ovens**



**PIZZA EXPRESS**

Completely hands free operation for producing large volumes. Robust stainless steel construction and digital controls, 18" wide reversible conveyor belt. Hot air jet technology for faster and even cooking.

**Aster Technologies Pvt. Ltd.**  
sales@asterindia.com  
Phone: 011 43157300  
www.asterindia.com

Delhi • Mumbai • Bangalore • Chennai  
New • Kolkata • Hyderabad

# In The Media

Business India – September 2014



Advertising & Marketing

BUSINESS INDIA • THE MAGAZINE OF THE CORPORATE WORLD

MARKETING

## Spirited returns

Wine investment offers high returns and popular amongst HNIs



**N**ikhil Agarwal, sommelier and founder, All Things Nice, has a firm conviction that "Indians are smart, getting more sophisticated and they have been drinking wine for 15 to 20 years, while some parts of the western world has been drinking for 1,000+ of years, but already a small percentage of Indians can trump even the most experienced wine connoisseur."

Not empty talk from Agarwal. He should know better after having worked with companies like Sula Vineyards, Moet Hennessy and Diageo and having been associated with the liquor industry for the past 10 years. Agarwal realised that one thing that was missing was someone looking out for the consumer, making them understand and appreciate wine and spirits, and enabling them to make better buying decisions.

So rather than just start wine tasting sessions, Agarwal decided to provide that missing link through his company, All Things Nice, where apart from marketing brands that

deserve recognition also help the hospitality and travel industry, namely airlines, put together world-class offerings and service standards for wine and spirits. In addition, and most importantly, highlight to Indians that investment in wines can bring high returns.

"Any brand that offers quality and value is in demand here. And depending on the risk appetite of the investor, we're targeting a minimum of 14 per cent per annum, but this is simply the lowest return we envisage," says Agarwal.

### High returns on investment

There is profitable logic behind this. Luxury wines have become a status symbol for India's new high net individuals (HNIs) irrespective of the cost. The reason, according to Akh Nanda of Akh Nanda Company, is the label and year, and the older the wine, the prestige value increases because there are only few available.

Appreciation of fine wines is on the rise with India being the 11th

largest wine consuming country in Asia Pacific, and wine consumption is poised to rise from 1.21 million cases in 2013 to 2.1 million cases by 2017, according to an International Wine and Spirits Report 2014. As a result, local consumption will be 1.25 million cases of red wine, 0.63 million cases white wine and 0.10 million cases rose wine by 2017, and one-in-four bottles consumed would be imported.

With wine consumption and appreciation on the rise, All Things Nice has tied up with UK's Amphora Portfolio Management to bring in fine wine investment for India's wealthiers.

Agarwal explained, "Yes, there is a definite demand from the growing urban middle class for the finer aspects of life, and food and drink are amongst the top 10 investors are generally into of both the sexes and they either understand wine or understand financial investments. In addition, there is also demand from investors in tier II or III cities who look at wine purely on a financial basis without being interested in wine culture."

And portfolio can range from ₹3,000 (₹3 lakh) to ₹20,000 (₹20 lakh). But it is not just every foreign brand that can bring in the returns. Wines that are easily tradable are listed on the Bloomberg LIVEX100, a fine wine index that monitors the price movement of 100 of the most sought-after fine wines, and they include Bordeaux wines, often called First Growth and include Latite Rotchchild, Margaux Medoc, Latour Medoc, Haut-Brion and Mouton-Rothschild.

Also Cheval Blanc, Petrus, Aonane and wines from Burgundy, the Rhone, Champagne, and Italy. And wines bottled in 1989, 2000 and 2005, kept in store for 7-10 years, would also bring a healthy return.

For the investor, wines are stored in government-controlled bonded warehouses with proper identification in London, by Amphora Portfolio Management, and investors receive a certificate of ownership, which can be used to achieve returns

### VIKAS BAHU

Film Director and Producer

Unsure lies the head that wears the crown. But Vikas Bahu seems very happy being anointed the new king of the box office after the runaway success of his directorial venture, Queen. This boy from Delhi tends to dress like Ashton Kutcher in Two and a Half Men as he is normally seen in jeans, a tee and an unbuttoned, checked shirt loosely thrown over. He looks casual, simple, very much like the person that he is known to be. What do stand out are his pair of blue-rimmed spectacles and his smile of success as he continues to ride the magic flying red carpet. Bahu's courage to portray women exactly as he had seen them whilst he was growing up in Delhi, reveals his empathetic side. Bahu believes that interesting stories will always be heard.



### NIKHIL AGARWAL

Wine Sommelier

Nikhil Agarwal launched All Things Nice, to promote wine, single malts and other gourmet food culture in India. After a stint with Diageo backed by an advanced degree from WSET, London, Agarwal set up a platform to introduce and educate the Indian consumer on all things nice such as wines, cigars, cognacs and cheese. He has brought his expertise to Indian customers which include restaurants, hotels and companies, giving a new swirl to the wine industry in the country.



### AMIR RAO

Gaming Inventor

Boys will be boys and they all love playing games. But what fun it must be to conceptualise and invent your own game! Amir Rao, the boy from San Jose, graduated from Columbia University and initially joined Electronic Arts to work on the Command and Conquer Franchise. In his pursuit to give back to gaming, he set up, with Gavin Simen, Supergiant Games, an American video game development company. Its first game 'Bastion' was listed among several 'Game of the Year' lists. After the success of 'Bastion', Rao's 'Transistor' is expected in 2014, with a female protagonist. Rao looks like a young Bill Gates with rimmed spectacles and a trademark hoodie, which he sports at almost all appearances.



Verve Men's Special  
June 2014



## CALENDAR

### AROUND TOWN



**Pushover** Kaha Chhina is a play that highlights contemporary times where selfish behavior is allowed. It focuses on the mental and physical anguish that our couples face due to the callousness on the part of their children who do not wish to be burdened with the responsibility of looking after their aged parents. Directed by Onyiahara, it stars Isha, Poojita Chatterjee, Ross Shetty, Pooja Perdikar, Chaitanya Sharma and others. Time: 9 pm; Venue: Pithul Theatre, Janki Kulkarni, Juhu

**PERFORMANCE** Blue Frog: The club is starting their SAE (SAGE) which property tonight, where they will feature a new band every month, and one band will be the choice to take a course at one of the international SAE campuses. Underground Authority performs tonight. Their music is a mix of protest poetry rap and old school influences packaged in a fresh avatar. The entry is free. Time: 10 pm-11.30 pm; Venue: Blue Frog, Mathuradas Mills Compound, Lower Parel  
**NCPA**: The centre is organising Educating Rita, a play about a young forthright girl who is working as a hotelier in a busy London but is hungry to know everything. She joins an open university course where she is assigned to tutor, Frank who is a lecturer of English.

His disillusioned outlook towards life has driven him to seek refuge in bottles of whisky. The play depicts the journey of Wita and Frank whose relationship takes a number of twists and turns. This makes the play amusing and sets out as the fresh and authentic approach of Watch the play to see how Rita gets clouded and offed as she grapples with the problem of a formal education. Time: 6.30 pm; Venue: Experimental Theatre, NCPA, Nariman Point; Contact: 022 6623 2237  
**MUSIC HALL** Waterstones Bar & Grill: For a break from everyday monotony, hotelier/writer/blogger is hungry to know everything. She joins an open university course where she is assigned to tutor, Frank who is a lecturer of English.

salads and chaat for appetizers. For the main course, you can choose from a wide range of options available in veg and non-veg like the Thyme-terred Roast Chicken and other veg curries options. Two of the finest dessert options each day will ensure a sweet ending to this culinary experience. Price: Rs 1,000; Time: 12 pm-2 pm; Waterstones Bar & Grill, Waterstones Hotel, Sakhar Elstern Road, Andheri East  
**Renovations**: With Ganesh Chaturthi just around the corner, the Renaissance Mumbai Convention Centre Hotel has cooked up a delight to welcome the gods. The hotel will be serving a great variety of Modaks and a traditional Maharashtrian menu at Lake View Cafe. The highlight of the festival will



**Indragiri Art Gallery**: Contemporary artist Deepak Sankar is showing paintings that address diverse issues ranging from the personal to the universal. Sankar believes that his works are a visual comment on socio-political issues and a declaration of values, human beliefs and obsessions. The paintings borrow heavily from from pop culture, predominantly Bollywood cinema posters. On till August 31, Time: 11 am-7 pm; Venue: Indragiri Art Gallery, 161-B, M.G. Road, Kala Ghoda; Contact: 09992426695.

Indian Express  
Mumbai Newline  
28th August 2014

Afternoon DC – 16th August 2014

EVENT WINE WEEK BY ALL THINGS NICE

# A WEEK OF WINE INDULGENCE

All Things Nice is holding a wine week. **Rhea Dhabhoora** finds out more about it

Midday – 16th January 2014

# 05 HITLIST THE GUIDE to food/art/books/shops



## You win(e) some you lose some

Most of you have been reading about wines for years now — the different varieties of grapes used, the process of fermenting them, the correct colour of the wine, its aroma and taste, and above all how to pair wines with Indian food. If you consider yourself a wine connoisseur, and can tell a wine's name by just a sip, now is the time to put that knowledge to test. All Things Nice has organised the Indian Wine Consumer Choice Awards where

they will be offering a range of domestic wines for testing without any labels. All you have to do is grade it based on your understanding of wines and on the basis of its appearance, aroma, palate and finish. So, join wine-lovers from all over Mumbai and judge the best domestic wine.

ON January 18, 2 pm onwards  
 AT Taj Lands End, Bandra (W).  
 TO REGISTER Log on to  
[www.allthingsnice.in](http://www.allthingsnice.in)



Wine Week is back! Organised by All Things Nice in association with The Dettville Bank, the second edition of the week promises to be a lot of fun, giving you the opportunity to experiment with new wine and savour a wide selection for an entire week.

The event is taking place at some of the best restaurants and hotels, with top-end restaurants offering set menus and a 30% discount on wine.

Participating restaurants include Sun Qul, Patis, Olive, Rotisserie, Vinosos by Sola, Basaba, Courtyard, Meriton, Ten One Two Bar & Grill, Puro Loco, Pagan Wines, Masala Bay and several more on the full list of which is available on the All Things Nice website.

Rishik Aggarwal, director of All Things Nice, tells us, "The week is designed for people who love wine, wine and food and for those who are curious. One can indulge in wines from all over the world at a 30% discount or go for the set menu with wine paired with it. There is hardly any better time to experiment or indulge than Wine Week."

There will also be a menu created by each restaurant with signature dishes paired with the wines for you to indulge in.

Wine till August 31  
 Select restaurants across the city (check their website)  
 Contact [www.allthingsnice.in/](http://www.allthingsnice.in/)  
 09992426695

# In The Media



HT Brunch – 4<sup>th</sup> May 2014

Blackbook – April 2013

## Nikhil Agarwal

Wine and whiskey promoter at All Things Nice

**WHAT YOU THINK HE DOES:** Drinks fine wine and spirits as a matter of daily routine. Eats at the world's top restaurants. Travels to vineyards and distilleries over the weekend, sourcing new flavours to introduce people to.

**WHAT HE ACTUALLY DOES:** "Guilty as charged," says Nikhil Agarwal. His job as founder of All Things Nice, which aims to introduce regular people to wines, whiskies, single malts and gourmet experiences, is pretty much what people imagine it to be. But Agarwal adds that the hours between the hedonistic moments are hectic. When your day ends and you're looking to unwind – that's when his workday begins. An event that might last barely a few hours on a Friday evening means he works non-stop from Thursday morning to Friday late night with just a few hours of sleep. Week-days and weekends blend into each other and so does the personal and professional. Agarwal now averages about two or more events per week.

For someone dealing in the finer things, the pressure is always on. "It's our job to pay attention to everyone's likes and dislikes," he says. "While we get similar questions from different groups of people, it is difficult to anticipate all of them. You have to know your field of work well and be quick to answer questions accurately"

And have everything ready on time too. "The bad days in this field are not always event related," Agarwal says. "Most of the time, the agony is caused by vendors who don't deliver on time."

So when an event, big or small, is a success, "there's a sense of pride for having introduced such concepts and executing them in India," says Agarwal. It's what makes the sore throat, the yelling at suppliers and the many test bottles of bad wine worthwhile.

**WANT TO DO THE SAME?** Educate yourself on wines and spirits with certification courses abroad. "It's very important to have a clear definition of what you want to be," Agarwal says. Network well so people trust you and taste all the wine and spirits the world has to offer. Get into the field only if you are really passionate – it's the biggest reward.

*Chetna Chakravarty has something of a dream job herself. As the founder of The Basket Case (@TheBasket), she runs a homemade gourmet food delivery service and gets to taste a lot of goodies as part of the job.*



that some Indian consumers are willing to spend the equivalent of luxury alcohol prices.

In a global perspective, internationally when someone orders single malt or a glass of champagne it isn't tabulated under luxury consumption. However in India, it is. The concept of champagne is still very new in the country. In a country like France or even Singapore, luxury consumption would relate to an older age of the same single malt or a vintage cuvée.

The finest brands of whisky, vodka or wine are often consumed by people at their homes, in the company of select special guests. They move on to a cheaper option at restaurants and bars or when entertaining a large number of people. To quote a friend who often travels to the country from Toronto, "if you want to take up your dinner bill in India, call for a bottle of wine". A shocking percentage of a dinner bill is often attributed to alcohol.

Most frequent travellers often stock up their bar with purchases from the duty free outlets, for others who do not have the privilege of travelling often, private membership clubs are great places for some of the finest spirits at marginally low prices. With a captive audience and demanding members, many of these clubs have remained their wine kits and bar menus.

The one industry that benefits from the travels of the wines and spirits industry is the large city market. Typically, while India's export department, is a hub to rare higher revenue, lower high duties on imported alcohol, products eventually become an expensive but convenient look for cheaper alternative means to source them.

Devoid of a common alcohol because they love the finer things in life! Well always. There are many other reasons of consumption in the country.

- Social status and public perception takes consumption to completely different level. Hosts of weddings and large scale parties, in a bid to maintain an image, serve the finest brands. Not because they are knowledgeable about the products, the choice is based on price, the more expensive the alcohol, the better it is perceived to be. Many Indians see this guideline for purchasing luxury because of our lack of openness to experiment and understand qualities on the back of taste.
- Indian consumers also spend lavishly on occasions and on hard-earned products like jewellery and watches. However, most of us are not so open-minded about spending on alcohol, having said that, younger generations do not have the prejudices and values that their ancestors did. They are more aware because of the wide variety of choices around them and want to be able to consume luxury much faster than the rest.
- Consumption patterns depend on the city that the consumers live in. People in New Delhi spend more lavishly than those in Mumbai. On the flipside, real estate in Mumbai is more expensive than that in the capital. This is a larger number of people in Mumbai live in family homes, and so have an incredible ability to spend on rarely accessible varieties the fine spirits.

The food revolution undergoing in the country at the moment will have a huge positive effect on luxury alcohol. As costs get refined and there is a higher availability of disposable income India, being one of the fastest growing economies of the world, will become a strong market for the wines and spirits industry. It is the right time for investors to enter the market and cash in on India's growing demand for luxury.



**Nikhil Agarwal**  
Director and Sommelier, All Things Nice, a platform that helps consumers fine-tune their taste for the finer things in life such as wine, whiskey, single malts and gourmet experiences.

# In The Media

BBC Good Food – April 2012



Nikhil Agarwal, a trained sommelier, gives you the lowdown on the top wines – local as well as international – available in Indian wine shops. Agarwal is director of All Things Nice, a company dedicated to introducing the Indian consumer to the gourmet life.

## 10-MINUTE WINE GUIDE Rieslings and Malbecs

Wine pro Nikhil Agarwal picks his favourite Malbecs and Rieslings available in the Indian market

**T**his is an interesting time to be drinking wine in India. More awareness coupled with a higher degree of availability makes it easier for oenophiles to try different grape varieties. Malbecs and Rieslings are two delicious varieties that have been available in India for a long time but haven't been as popular as the Shiraz and Cabernet Sauvignon varieties.

The first time I came across a Riesling wine was 14 years ago, when I visited the Neuschwanstein castle in Germany, the same one that inspired the castles in Walt Disney productions. My host, friend and part mentor ordered a bottle at lunch and I was floored by the purity of the taste.

Riesling, considered the king of white grape varieties, is held in great esteem – it makes wines ranging from dry to lusciously sweet while perfectly expressing the terroir from which it comes from. It also has the ability to age for many years allowing the wine to develop over time.

A Riesling's distinctive aroma and flavour make it a delightful varietal. Versatile enough to be enjoyed with a salad, a spicy Thai curry or even desert, this wine is sure to get your taste buds tingling.

Another personal favourite is the Malbec, produced under the appellation Cahors in France (which is where it originated) but it is in Argentina that it has gained massive ground. In Argentina, one can get 100% Malbec varietal wines that are full bodied and juicy with notes of blackberry, plum and some spice. After aging in French or American oak, you get a rather dandy wine.

### RIESLINGS

**Domaine Schläpfer Riesling Grand Cru Kitterlé, Alsace, France** (€ 2,990, available at prominent wine shops nationwide)  
This is a dry, powerful and perfectly balanced wine, with complex, concentrated flavours of citrus fruits and a subtle minerality. It pairs well with a warm goat's cheese salad.



**Dr. Loosen Riesling Bernkasteler Lay Kabinett, Mosel, Germany** (€ 2,902, available at prominent wine shops nationwide)  
Kabinett is a style defined by the German quality system (Prädikat). It has a low amount of sugar. This wine comes from a top vineyard and is richly textured. It pairs well with oysters.



**Erica Riesling, Washington State, USA** (€ 4,750, available at prominent wine shops nationwide)  
One of my personal favourites, the Erica Riesling has sweet lime aromas that are backed by subtle minerality. The wine is well balanced. Try it with a green Thai curry or even a pad Thai salad.



**Villa Maria Riesling, Marlborough, New Zealand** (€ 2,304, available at prominent wine shops nationwide)  
This ripe citrus wine is delicate and beautifully balanced. It is inferior with good length and a lively finish. Try it paired with avocado and crab sushi.



### MALBECs

**Bodega Norton Reserve Malbec, Mendoza, Argentina** (€ 1,472, available at prominent wine shops nationwide)  
This Malbec is ruby coloured with aromas of plum, mocha and spice. It is full bodied with a long finish and tastes best with mushroom risotto.



**Terrazas Malbec, Mendoza, Argentina** (€ 1,594, available at prominent wine shops nationwide)  
Terrazas Malbec is deep crimson with red hints. On the nose, you get blackberries and cherries with spice and smoky undertones. It tastes of ripe fruit like plum with chewy tannins. Pair it with barbecue chicken.



**Tropiche Oak Cask Malbec, Mendoza, Argentina** (€ 1,514, available at prominent wine shops nationwide)  
An excellent value for money wine, it has a deep purple colour with notes of vanilla from the oak ageing, plum and blackberry and chocolate as well. Dark chocolate tastes delicious with it.



**Bodega Centena Zapala Malbec, Mendoza, Argentina** (€ 2,728, available at prominent wine shops nationwide)  
The Bodega Centena is dark violet in colour. On the palate, tobacco, dark berries and minerals give way to a long fruit finish. Try it with well done steak.



**HOW TO SERVE WINE**  
The temperature of your wine is as important as the wine itself. Serve reds at room temperature, whites at 10°C below room temperature, sparkling at 6°C below room temperature.

## DNA offer hrs – 26<sup>th</sup> August 2014

Mumbai, Tuesday August 26, 2014  
eoperechandi.com

**2** after **dnahrs**

movies • fashion • trends • theatre • food • goss

**WHY DON'T YOU**

**Around Town**

**Visit this exhibit**  
Featuring Nathdwara paintings by Kabra & Sons  
**WHEN & WHERE:** Till August 28, from 11 am to 8 pm at Janki Kutli, ahead of Prithvi Theatre

**In your city**

**Food & Drinks**

**Maharashtrian delight at Diva**

**Maharashtrian Thali**  
Diva Maharashtra brings for you the most authentic Maharashtrian Thali offering both vegetarian and non-vegetarian dishes at a nominal price. It offers more than hundred vegetarian and non-vegetarian dishes like Raju Akhambhi Vast, Chicken Sagoti, Kokari Prawns, Tambada Rassa, Shanfir Khejadi etc, as well as vegetarian varieties like KRP, Shaakhe Bharta, Jigazhe Panchdanya, Wanguche Bhavrit, Hissara Batawa Pattice, Katchi Arni and Moolsi Bhaat. Bhavrit, Wangi and yummy desserts like Kharvir, Doodhi Halwa, Puran Poli and Shevayachi Kheer and so on.  
**WHERE:** Monday-Friday, 12pm-4pm, 7pm-12am  
**WHERE:** Diva Maharashtra, Mahim

**Festive delicacy**  
This festive season celebrate with innovative desserts at Goa Portuguesa. Indulge in mouthwatering rose petal kheer – Chef Deepa Suhas Awach's speciality. The dish is prepared with milk, almonds, raisins, rose syrup and petals.  
**WHERE:** Ongoing  
**WHERE:** Goa Portuguesa, Mahim, Andheri & Thane  
**TIME:** 12pm-4pm, 7pm-12am

**A treat for wine lovers**  
All Things Nice had introduced a week dedicated to wine for the first time in India in 2013. Owing to its success All Things Nice is back with Wine Week's fourth edition. Wine aficionados can look out for an opportunity to indulge in the widest selection of Indian as well as international wines available at the city's restaurants like Serafina in Lower Parel for one week only.  
**WHERE:** Till August 31

**Sticker fest**  
Grab a bite of Falafel with Tahini, Cottage Cheese Limbika, Crispy Chick Peas Hummus with Sumac Grilled Pitta, Shahi Tandoori, Mediterranean Lamb Koftah with Za'atar, Moroccan Lamb Kebab are the few among the many kebab dishes one can try during the festival. In sticker variety Alfredo's offer Mediterranean Mushroom Lamb Cheese, Peas Mash and Cottage Cheese Steak with Mexican Salsa, Sizzling Panang Curry Vegetables, Chili Oyster Roast Pork with Brown Onion Sauce and many other mouth watering dishes.  
**WHERE:** Today, 12 pm to 1 am  
**WHERE:** Alfredo's Royal Classic, New Link Road, Andheri (W)

# In The Media



ET Panache – 27<sup>th</sup> August 2014

Sunday Mid Day – 17<sup>th</sup> August 2014

## It's all about wine

### AUGUST 25-31:

In its fourth edition, All Things Nice Wine Week will offer set course menus paired with wine at restaurants such as Serafina, Masala Bay, Olio and Kebab Korner. All Things Nice is offering its patrons 1,300 varieties of both domestic and International handpicked wines at 30 per cent less than regular list price at select restaurants in Mumbai.

**BOOK:** Log on to [wineweek@allthingsnice.in](mailto:wineweek@allthingsnice.in), or call 9820698883

**LIST:** The list of restaurants and wines is available on [www.allthingsnice.in](http://www.allthingsnice.in)



MUMBAI, WEDNESDAY, 27 AUGUST 2014

04

## Let the good times roll

Get high on Wine Week from August 25-31

[glynda.alves@timesgroup.com](mailto:glynda.alves@timesgroup.com)

All Things Nice Wine Week is back in its fourth edition. Conceptualised by Sommelier Nikhil Agarwal, the aim was to bring together consumers and brands that deserve recognition. Agarwal says, "We started All Things Nice in January 2010. I had worked with companies like Sula Vineyards, Moet Henessy and Diageo and had realised that there was nobody out there looking out for the consumer. We wanted to be a voice that would guide and showcase the best

of wines and spirits across the globe to consumers who wanted to experience the best."

Wine Week was born out of this desire to let Mumbaikars explore a thriving culture. Agarwal says, "Over the last 15 years, wine consumption in Mumbai has truly taken off. There are bars, restaurants and hotels with a higher degree of focus on wine and there are wine events and festivals... People increasingly serve it at parties. They want to educate themselves on wine."

The Week allows patrons to

PIC: THINKSTOCK



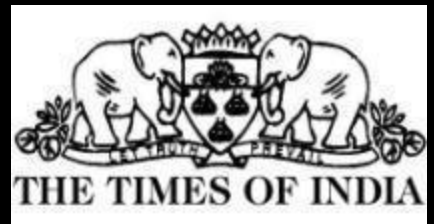
Sommelier  
Nikhil Agarwal

try 1,300 varieties of both domestic and international handpicked wines at 30 per cent less than their regular price at their partner restaurants. Some of the participating restaurants include San-Qi, Botticino, LPQ, Nico Bombay, Cheval, Taj Lands End and Olive.

Agarwal says, "My favourite place to drink wine is Maritime by San Lorenzo at the Taj Lands End. I also love The Table, Indigo and the Taj Mahal Palace & Towers."

**When:** August 25-31;  
**Booking:** Mail All Things Nice at [wineweek@allthingsnice.in](mailto:wineweek@allthingsnice.in) or call 98206 98883







# Testimonials



*"I was introduced to Laborie Pinotage at one of ATN's tasting events. I really loved the wine and the next night on a family outing at Olive @ ARC called for 4 bottles!"*

**- Aditya Vazirani, Consumer**

*"All Things Nice takes the very necessary steps to introduce consumers to fine foods and wines which is the need of the hour in India".*

**- Jehangir Lawyer, Fortune Gourmet - India's Largest Importer of Gourmet Products**

*" I had the opportunity to cooperate with Nikhil and All Things Nice' staff on various occasions for wine tastings and workshops, but I also had the pleasure to enjoy his wine pairings. All those events were perfectly organized, well attended and ATN has been a great support in promoting French wine but also in discovering and exploring the opportunities of Indian wines."*

**- Matthieu Lefort , French Trade Commissioner**

*" Technique of selling alone is not the key to open a market to Champagne. The product and passion are essential too. We are indeed happy that All things Nice has taken the responsibility to help people know their drink. With Nikhil's impeccable knowledge on the subject and drive, All Things Nice will definitely guide the category. We at Champagne Ayala, look forward to encouraging the cause. We will play a key role in the activities of ATN and make sure that the discerning Indian champagne drinker forms the best preferences."*

**- Ray Martins, Area Representative, South Asia, Champagne Ayala**

*All things nice is a fabulous, fun way to learn about and at the same time enjoy wine! It's exactly what all wine enthusiasts need. All things Nice professionally executes wine tasting events and dinners while still allowing their patrons to enjoy a relaxed evening of fine wine and gourmet food. Congratulations !!!! Keep up the good work !!!*

**- Neethu Sheth, The Wine Rack – Importer**

*"Wine is about passion. Working with All Things Nice, one is always assured of passion and attention to detail in every aspect. Two thumbs up!"*

**- Ravi Gurnani, Director, York Winery**



For more information on our events, services and media coverage please visit [www.allthingsnice.in](http://www.allthingsnice.in)

Thank-you!