

# Nikhil Agarwal of All Things Nice shortlisted for The Julian Brind Award

Sommelier Nikhil Agarwal, Founder and CEO, All Things Nice is one among 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.

Sponsored by Waitrose, the Outstanding Achievement in the Wine Industry was created in 2012 to highlight an individual who demonstrates exceptional contribution to increasing awareness of wine and spirits.

The original aim of the IWSC was to award excellence to wines and spirits worldwide. This remains the aim today, with the Competition now in its 46th

year, encouraging consumer and trade recognition for quality products and personalities.

The IWSC receives entries from nearly 90 countries worldwide. No matter where the entry originates, whether it is youthful or aged, it is judged according to its class and treated with respect and consideration.

The Competition has the support of many of the world's top wine and spirit producers, setting the international benchmark for quality. The unique combination of detailed technical analysis and specialist judging panels means that gaining an IWSC 'Competition Award' is an exceptional achievement.

IWSC each year, celebrates exceptional achievements and contribution to the world



Nikhil Agarwal

of wine and spirits, featuring the brightest talent in the drinks trade. 🍷

## New Consumer Goods and Retail Industry Study Reveals Need to Rethink the Value Chain

The Consumer Goods Forum (CGF) and Capgemini recently published results from their new report "*Rethinking the Value Chain: New Realities in Collaborative Business.*" The report identifies future trends in the consumer products and retail (CPR) sector and concludes that traditional value chains are no longer sufficient to keep pace. In order to secure long-term growth, it recommends the adoption of a "value network" approach to doing business. The report was unveiled during the CGF's Board of Directors meeting in Amsterdam, with special recognition going to Muhtar Kent, Chairman & CEO of The Coca-Cola Company, and Motoya Okada, President and Group CEO of AEON Co., LTD, who initiated the project at the Board level and who are long-time Board co-sponsors of the CGF's End-to-End Value Chain & Standards Pillar, where this project sits.

It's believed that this fresh perspective to the value chain will engage manufacturers, retailers and additional stakeholders. The industry should no longer think of the

value chain as a linear journey, whereby products and information flow linearly and sequentially from supplier to manufacturer to retailer to consumer. Instead, it will increasingly organise itself as networks around consumers, offering a multiplicity of channels and interfaces across all value-add processes and business entities. Ultimately, the consumer is increasingly in charge, making decisions that have direct impact across the value network, with the industry responding to that – rather than the other way around.

Muhtar Kent said, "Today's consumer is empowered like never before. Consumers now have the power and the means to share their opinions and concerns with a larger audience than ever, through a growing array of social and digital channels. In this era of rising consumer expectations and a rapidly changing business environment, there is one crucial question we need to ask ourselves: How do we strengthen our industry and benefit consumers through the unprecedented challenges that lie ahead? This report,

initiated by The Consumer Goods Forum, considers some of the essential ways of anticipating and addressing such profound shifts."

The report is the result of extensive working sessions and expert interviews with thought leaders from the world's top CPR businesses as well as subject matter experts. It highlights how the industry needs to fundamentally change the way it collaborates with all stakeholders.

Motoya Okada said, "Members of The Consumer Goods Forum and our industry have a responsibility to collaborate for a better future for the world's consumers. This Future Value Network report highlights additional opportunities, due to the many changes impacting our industry, for all of us to become even more effective in making lives better for consumers while delivering on our responsibility of value and trust. We can achieve these goals by collaborating much more effectively than in the past. The world is changing profoundly and so must we." 🍷