

PROFILE



SAVOURING THE NICE LIFE!

Initiated with the idea of providing the indulgent experience of fine fare, 'All Things Nice' is a name to reckon with for the spreading of awareness and education about everything from fine wines and single malts to cheese and chocolates, to teas, coffees and cigars!

'All Things Nice' is based on the simple philosophy of savouring the pleasures of life, to provide an opportunity to relish your senses, tickle your taste buds and give in to the pleasures of indulgence. It is a platform, a movement, to introduce and educate the Indian consumer on all things nice ranging from wines, cognacs and single malts to cheese, charcuterie, chocolates, teas, coffees and really fine cigars. 'All Things Nice' is a taste experience!

'All Things Nice' aims at bringing together the consumer and the brands that deserve recognition through superior tastings and educational events. It regularly hosts All Things Nice Shine Nights a celebration of all things epicurean at the cities best restaurants, hotels or even art galleries.

'All Things Nice' is the voice that will lead consumers to a path of discovery of all the wonderful wines and culinary trends that the world has to offer, providing an unforgettable experience. They work with corporates to promote their brand through non-conventional mediums like fine-dining experiences, All Things Nice gifting hampers, corporate tasting events, employ-

ee training programs and many more.

'All Things Nice' also offers consultancy to restaurants and hotels to compile exhaustive or just plain innovative wine lists, wine and food pairings, staff-training or to take over the entire beverage programme. As part of its portfolio, 'All Things Nice' also provides international companies in the F&B sector marketing and distribution solutions and effective know how to navigate the intricate Indian systems. They work with wineries and importers of wines, beers and spirits and gourmet food companies in their marketing and sales efforts.

Their portfolio includes hands-on experience over a period of 10 years with industry giants Moët Hennessy, Diageo and Sula Vineyards. They are involved with TASTE – India's largest wine and food exhibition as well as the India Wine and Spirits Challenge and have played a leading role in the Sommelier India Wine Competition.

'All Things Nice' has been conceptualised by Nikhil Agarwal, a trained sommelier having acquired his degree in wine and spirits from London. He also writes for many luxury-oriented national and international publications in India on food and drink. ■

