

Marwaris are usually associated with hard core businesses like metal, cement, jute, sugar... Nikhil Agarwal breaks the norm by starting a company to promote wine culture in India

The Spirit of Enterprise



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oming from a family that imports ball bearings and dyes, Nikhil Agarwal, trod a totally different path by becoming a wine sommelier! With an Advanced Degree in Wine & Spirits from the Wine and Spirits Trust, UK and a Post Graduate Diploma in Business Management, Agarwal is today a renowned Sommelier and the Director of All Things Nice. What made him take the plunge you ask?

"I always wanted to start a business of my own ever since I was in college. I just didn't know what. I fell in love with wine, with the experience of taste, of knowing and appreciating what we drink and eat and wanted to promote epicurean culture in India through trainings and events and most of all by

Hennessy to spearheading the Imported Wine Portfolio from inception at Sula Vineyards. He also boosted brand awareness and sales for many imported wine brands in Delhi's challenging market space and launched several brands for Diageo as well as and conducted trainings for its hotel and restaurant partners through out the country. He spearheaded the first ever Sommelier India Wine Competition in 2009 that had none other than the legendary Steven Spurrier as Chairman. He was part of a team that conducted a three day seminar for IHM-A's top students as well as one that conducted an intensive seminar for ITC chefs from all over the country. He has also been a consultant to TASTE,

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introducing people to beverages and foods from all across the world."

He continues, "When I saw people react to a fantastic glass of wine or a wine and food pairing that blew their minds. I knew that I wanted to be at the forefront of helping people in India have that experience again and again." It was with this in mind that he launched his own company in 2010.

His company promotes wine culture in India by way of educational training programs, consumer tasting events and introduction of quality international wine labels into the Indian market amongst other services to the F&B world Having been an integral part of the hospitality industry from early 2001, Agarwal has a number of achievements under his belt. From leading a research project on wine and champagne brands and culture in India for Moet

India's biggest wine show and is currently the India agent for the India Wine and Spirits Challenge. Nikhil also lends his expertise by contributing articles to various publications like BBC Good Food and Femina among others.

Nikhil's hobbies being travelling, wine and food, he has travelled extensively to most of the major wine producing regions in the world like Spain, Italy, France, Germany, UK, Australia, Czech Republic and Austria to name a few. His vision is "to take India to world class standards and beyond for consumption and appreciation of the wine and all its extensions".

Spending time with his wife, family and friends, drinking wine, eating great food, swimming and going to Goa as often as possible are all part of his unwinding routine. Not forgetting his social responsibilities, Nikhil supports a child through Plan India.

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