

Wines from Mercury to Enter Indian Market

Launched through An event of Art, Wine & Music

Mumbai, Maharashtra, IND, 2008-01-17 22:21:32 (IndiaPRwire.com)

Mercury Winery Pvt. Ltd., a new entrant in the fast growing Indian wine market today marks its debut by launching three brands viz. **Aryaa**, **Ex** and **Mex**. At an event that was a perfect fusion of Art, Wine and Music, Mercury launched its wine brands. An event for the discerning connoisseurs with a performance of the noted percussionist **Mr. Trilok Gurtu** and series of artworks on the show marked the launch of three new labels of wine from Mercury Winery.

Commenting on the launch of new wines **Mr. Viral Pancholia, Director, Mercury Winery Pvt. Ltd.**, said *'With the total construction of over 35,000 sq. feet our setup and over 100 acres of vineyards, we are among one of the largest in size & facilities in the country. We have a production capacity that can be expandable up to 1 million Litres and our setup is completely automated with minimal human interface maintaining ultimate hygiene while production. At our site in Nasik, we have one of the most modern setups including Bottling Line, Chilling Plant, Steam Machines, Generators and Tanks etc., with latest and state-of-the-art technologies.'*

'Indian market is still in the nascent stage when compared with the wine consumption world over and promises a great potential for quality offerings. To begin with we will offer our products in Mumbai & Maharashtra and also tap the export markets of UK. Simultaneously, over the next year we will expand to other centres in North and South of the country. At Mercury, we endeavour to finest experience of wine to the discerning customers and our focus will be producing high quality product and not just selling cases,' added **Ms. Bina M Pancholia, Chairperson, Mercury Winery Pvt. Ltd.**

Mr. Stephen Donnelly, Chief Winemaker & Consultant, Mercury Winery said, *'This is my first vintage in India and I am delighted with the wine that has been produced and compares favourably with the world market. All the wines have been produced to EEC standards, and they are best drunk young to enjoy their vibrant, fresh & fruity flavours.'*

Mercury Winery's **Aryaa** will come in *Shiraz, Cabernet Sauvignon, Sauvignon Blanc* and *Chenin Blanc* variants while **Ex** will be available in *Shiraz* and **Mex** will be available in *Rose* variant. These labels will be priced from Rs. 400 to Rs. 499 at a MRP.

- END -

About Mercury Winery Pvt. Ltd. Mercury Winery Pvt. Ltd., is one of the largest wine making companies in India. With vineyards spread over 100 Acres, Mercury has it's facility in Nasik. The company has deployed the state-of-the-art technology at its manufacturing facility and plans to go national in the coming years.

For more information, Please contact:

Contact --

PR - Brodeur India

Page 1/2

© Copyright 2006 India PRwire Pvt. Ltd. All Rights Reserved.

India PRwire disclaims any content contained in press releases published on IndiaPRwire.com. Issuers of press releases are solely responsible for the accuracy of their content.

+91-11-26142292

You can also visit www.brodeurindia.com for more information.