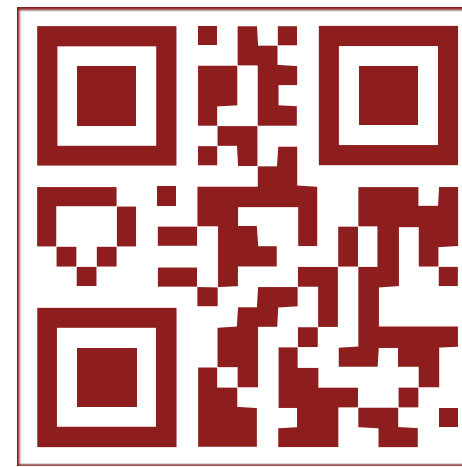


WSOI

Wine & Spirits Club of India

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Newsletter

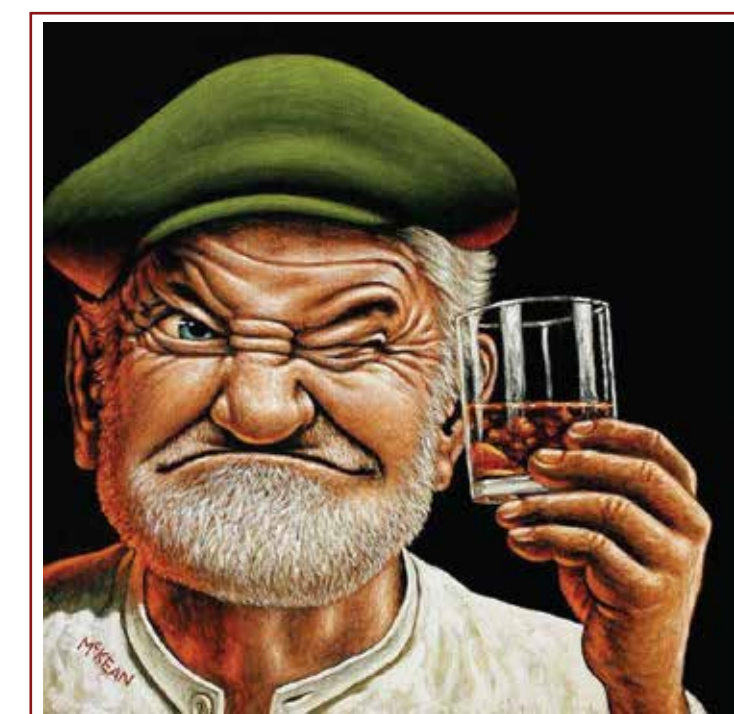


http://wsci.in/

Drink tastefully and enjoy responsibly.

As we approached last month of the year, which pushed us enough to rethink our existence, challenged our strategies & plans and made us realise that we need Mother Nature and not other way round. A year full of mixed feelings and many more experiences to carry forward to the year 2021. We started the journey of the WSCI Newsletter in this year and glad to publish our 10th edition.

Out of many learnings of this year, the pivotal one is HEALTH, a good combination of healthy mind and body. This month's edition covers the biggest family owned winery of South Africa, Van Loveren and showcase how they are focussed on the NO alcohol and LOW alcohol wines which is a global trend today. India is going to pleasantly accept this trend soon and Van Loveren winery hopefully will be the flag bearer with its **"Absolute Zero Nectar"**



From the Editor's Desk
Cheers - Malay Kumar

"Never let a good crisis go to waste" – Winston Churchill



2020 has undoubtedly been one of the tumultuous years on record. While the ongoing Coronavirus pandemic has wreaked unprecedented disruption around the world, opportunity always lies around the corner. The Four Cousins team have been busy innovating during the Coronavirus pandemic and are always looking for new solutions. Realising the increasing trend of lower and non-alcoholic wine products (also known as NOLO), Phillip Retief, CEO of Four Cousins, commented: "It's part of a larger international 'healthification' trend where consumers are looking for other/more options that suit their lifestyle." Maintaining a healthy lifestyle is increasingly front of mind, particularly from a well-informed younger consumer. This has led to the successful launch of the Almost Zero range of still wines in 2018 and the introduction of the 0,0% Absolute Zero sparkling wine range in premium packaging in October 2020.

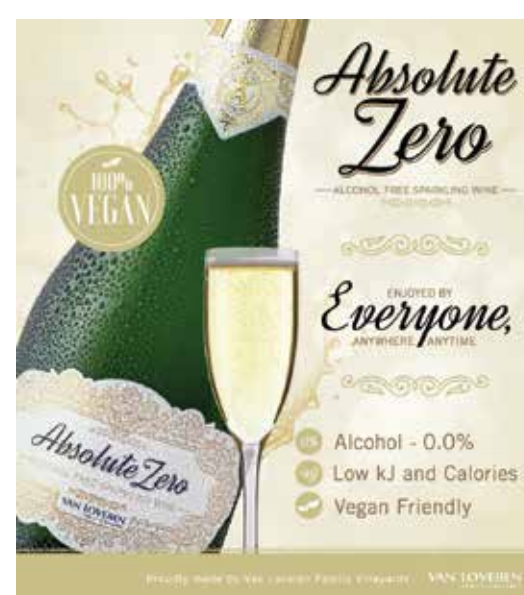
Global Market Insights estimates that the NOLO beverage category will be worth US\$30 billion by 2025 with 80% of sales stemming from the beer category. Beer's dominance has been driven by the need to ignite stagnating mature beer markets and attract new consumers. Wine has been slow to react but is catching up.

Launched in 2000, the iconic Four Cousins brand's recipe for success is based on the success of its approachable style and lower alcohol wines (under 9,0%). Introduced into India by distinguished importers and distributors Elite Spirits and Wines, Four Cousins' has gone from strength to strength on the sub-continent. The popularity of the natural sweet red and white wines stem from the hard work in the sun-drenched vineyards of the Robertson valley in South Africa. The wines are produced from hand harvested rows of Red Muscadell (Moscato) and White Muscadell vines which are nurtured to perfection to provide the exquisite aromatic flavours of the wines. All the gentle sweetness of the Four Cousins wines emanates from the natural sugars of the grapes that are created in the vineyard through the simple process of sunshine, soil and rainfall.

When vinified to a lower alcohol of under 9,0%, this presents the consumer with a gentle introduction to wine, as well as a sumptuous food pairing opportunity for dishes of diverse spices. In early 2021, Elite will add the delicious Four Cousins Natural Sweet Rose along with Merlot and Sauvignon Blanc, offering Indian consumers with a new opportunity to enjoy Four Cousins wines. The challenge with NOLO wine products has always been the perception of poor quality but technology has improved to allow for better tasting products. Like all good wines, your final product relies on the quality of the ingredients that you begin with. In the creation of the de-alcoholised Almost Zero (still wines) and the Absolute Zero range (sparkling) utilise the best base wines available. After fermentation, the wines are gently treated through Spinning Cone Technology, which is a vacuum distillation process that allows for the removal of the volatile flavour and aroma compounds as well as the alcohol within the wines through a series of perforated funnels in a column. Once removed, the alcohol is repurposed as spirits while the original flavours and aromas are carefully added back to create a de-alcoholised wine product which is as close to the original wine as possible. Unfortunately, during this process up to 15% of the wine is lost – this is equivalent to the wine spending 5 years in oak barrels and losing wines through evaporation to the "angel's share"!



Aside from having no alcohol, the added health benefits of the Almost Zero de-alcoholised wines include containing 75% less calories compared to a normal glass of wine at 13,5% alcohol but also 10 times less sugar compared to regular soft drink such as fruit juices and sodas. Further to this, a study by the University of Barcelona in 2012 concluded that the regular moderate consumption of de-alcoholised red wines can have a beneficial effect to reducing coronary vascular heart disease, as de-alcoholised red wines contain polyphenols and antioxidants (from the red grape skins) and none of the alcohol.



The Almost Zero range has enjoyed enormous success in South Africa with sales quadrupling in 2020 compared to 2019. This success encouraged the launch of a 0,0% de-alcoholised sparkling wine launched in sophisticated packaging to ensure that consumers have a premium alternative for the festive season and beyond. And the best thing about a de-alcoholised wine? No hangovers. Cheers!



Anupama Khanna Mukerji

I for one have a slightly sweeter palate when it comes to wines, and when I was introduced to Four Cousins, a naturally sweetened white wine (later, I discovered a red as well!) I thought that my prayers had been answered for an affordable, easy drinking naturally sweet wine. The wine itself is from South Africa, made from moscato grape varieties. It has a soft taste of apricots and nougats, something like a refreshing fruit salad. I found it eminently matching to our larger vegetarian food and also Chinese cuisine quite well suited. It's refreshing, fresh taste lingers on your palate for a while and it is the type of wine which you can easily serve to people without acidity. As I mentioned before, it is naturally sweet, so both pre, during and post meal duties are a charm for this. Plus, being easy on your pocket makes this a favourite quaffer.



Rajiv Aneja

I was recently introduced to the wines produced by Four Cousins. Its true that the enthusiastic young team behind the international acclaimed South African wines are actually cousins of the Van Loveren family in real life. They produce naturally sweetened wines. The wines both the red and white are easy to drink with no pretentious no frills however I found them to be of exceptional quality. I was pleasantly surprised that a classy wine could be had at an affordable price. I think now I have become their fifth cousin...Cheers



Minu Azad

Eventually I learnt to enjoy wine with Four Cousins and happen to abandon the critical reviews about horizontal and vertical tasting for wines. The mild alcohol in four cousin wines makes it so much easy to drink and suitable for beginners.

The mood sets right for celebration as you see the bottle which is packed in 1500ml size, perfect for get together. Though all wines should be tasted, you sip some and others you drink the bottle. The saying goes "best wines are ones which we enjoy together".

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