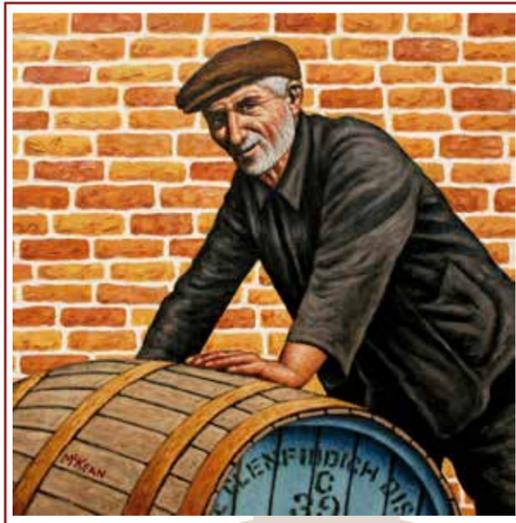


We are still continue with this ride of precautions with some certainty of vaccine against the war with Covid19. Today with this hazard we are exploring ourselves more and better. Not exactly but yes, we understand how to deal with it. This pandemic didn't allow anyone untouched from it and also instrumental in developing many new habits. It speed up many change to became trend and in this Valentine month we will share one such global trend Wine in Can. Happy and glad to cover the Fratelli Vineyards which is amongst the top 2 Indian winery to adopt this trend and excited this opportunity called TiLT.

We are also happy to add another extensions of our newsletter - The Insider. This will be a platform where we will share the concept and stories of real heroes and highlighting that uniqueness. Allow me to introduce with Pooja Mulay, the go getter girl and the concept Travelling Wine Maker.



From the Editor's Desk
Cheers - Malay Kumar



TiLT GOODNESS OF WINE, NOW IN A CAN.

Fratelli Vineyards in Solapur, Maharashtra is India's largest privately owned wine estate. Its 240 acres combine the natural gifts of a conducive terroir and climate, several pioneering international grape varieties, and master winemaker Piero Masi's Tuscan wine expertise to celebrate the most remarkable quality of entrepreneurship and product scope in India, with a truly international flavour Fratelli - Italian for brothers - stands for a 'fellowship of the grape.' Three families and three sets of brothers, from different countries, are united by a shared vision - to transform the way India understands, embraces, and savours the taste of great wine.
Crisp. Easy. Delish.



TiLT celebrates the sights, sounds, the scents, of a kaleidoscopic urban life. Fratelli now introduces TiLT - Wine in a Can for every mood. Vegan and gluten-free; the wines are presented in a 250 ml. eco-sensitive cans that are shielded from light and air. It is about savouring your favourite kind of wine with ease and style, absolutely anytime, anywhere. It's great for when you want to settle into some me-time at the end of a long day, and flip the mood around with a simple flick of the pop-tab.



Presented in red, white, bubbly rosé, and bubbly, these 250 ml cans at pocket-friendly prices of Rs. 150 to Rs 200 per can (basis region and state) you can now truly enjoy good vibes tilting the odds in your favour. TiLT is available in 16 states namely, Maharashtra, Goa, Karnataka, West Bengal, Assam, Meghalaya, Tripura, Madhya Pradesh, Uttar Pradesh, Himachal Pradesh, Uttarakhand, Rajasthan, Punjab, Chandigarh, Haryana & Delhi and will soon be available in Odisha, Telangana, Andhra Pradesh & Puducherry.

Depending on your personal choice, TiLT can be fresh and fragrant; but with just that touch of spice, bitterness, or sweet, that's invigorating enough, without being overwhelming. The bounty of Fratelli's vineyard speaks for itself and its impeccable quality. TiLT is a drink for young India, with no shackles, no boundaries, and never say never. It speaks to the confident young adult, with an inclusive and inviting mindset, whose life philosophy matches our own: live your dreams, but respect others.

On-the-go with a high-octane surge into a stronger, splendid future? Raise a toast with TiLT - and keep going! A get together with friends who make you smile? Tilt and sway and dance the night away! A long-awaited reunion, a passionate promise, heart-to-hearts on hopes and dreams? Heck, breaking the ice in the workspace, or need something to seal the deal? TiLT is your Man or Girl Friday - or Monday, Wednesday and even Sunday! A CAN can be elegant, but is TiLT a new wine vocabulary?

Important factors that the winemakers and viticulturists kept in mind was the 'soft, crisp, fresh' feeling that would greet you when opening the can, as well as the need for flavoursome profiling for the varietals. In terms of style, the winemaking team of Fratelli led by their young and dynamic Indian winemaker, Vrushal Kedari came up with styles which can resonate with most of the Indian diaspora.

They have been inspired by the character and essence of French Beaujolais wine-making, where focus is on easy drinkability and freshness. While retaining primary aromas of various fruits like melon and passion fruit, Fratelli has ensured perfect balance between three pillars of good wine: sweetness, acidity, and tannins.

TiLT your wine in a can and send us a 'Cheers!'



Fratelli represents a new India which wants to produce a product based purely on excellence and the faith that India can deliver the best from its soil. The sophistication of wine comes easy in a can, letting you enjoy the most delicious of your favourite variants. There is a TiLT for every mood. Wine is best enjoyed if it can flow to the rhythms of your life, and TiLT can help you savour 'casual-laidback-luxe,' anytime that you can" - Words of Fratelli's enigmatic founder
Late MR. KAPIL SEKHRI.



"TiLT is a young and fresh wine made to bring a wine culture to the young and buzzing Indian population. It is about giving them a tasty and flavourful beverage that will TILT their perspective about wine in a can. We also want to change the notion associated with wine drinking being a serious affair. It's about liking your wine irrespective of it being in a glass or a can!"
- MR. VRUSHAL KEDARI,
Winemaker - Fratelli Vineyards



"Within six months of its launch, TiLT has gotten immense love from all over the country. The appreciation and comments we have received from all those who have tasted TiLT has been overwhelming; be it in person, print or via social media making us more humble and has given an impetus to this project which is close to our hearts making our resolve only stronger to provide world class wines to our consumers, even in a can."
- MR. NITIN HANDA,
General Manager, Sales.

VIR SANGHVI - HT BRUNCH

The big one is TiLT, a range of fun wines in cans, aimed at a younger demographic. Each can contains only as much wine as one third of a normal bottle so you can open it without worrying about how you will finish it. There are two still wines: white and red. And two sparklers: white and rose. TiLT was Kapil's dream project and now that it is such a huge success I am sure that he is looking down proudly on up there, a smile on his face.

ROJITA TIWARI - DRINKS & DESTINATIONS BLOG & INSTAGRAM

An interesting choice of drink for picnics, parties and fun gatherings.

SHAILI SHAH - LITTLE BLACK BOOK

Well, I've come across an uber-cool brand that's making wine a little less overwhelming for us. Wine lovers, say hello to Tilt. Their tagline "Goodness of wine. Now in a can" pretty much sums up their concept. So, it's time to demystify and 'tilt' our perspective about wine. Bye-bye wine bottles. Hello, wine cans.

KARINA AGGARWAL - GIGGLEWATER411 BLOG & INSTAGRAM

TiLT wines in can actually deliver good, easy drinking & enjoyable wines.