

TASMAC to sell two brands of premium wine

TIMES NEWS NETWORK

Chennai: Vinbros, a Puducherry-based liquor manufacturing company, has started distributing its two new wine varieties — Warehouse red wine and Globus Port through TASMAC (TN State Marketing Corporation Limited). The Warehouse red wine is produced in collaboration with French company Chateau Bouscaillous. Both the wines belong to the premium category and will be the only other brands sold through TASMAC outlets apart from the Golconda brand. The Warehouse



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red wine (750 ml) costs Rs 650 and Globus Port is Rs 300 for a 750 ml bottle.

The company expects to sell 10,000 cases (a case has 12 bottles of 9 litres each) a month in the state. "We expect to earn close to Rs 1.50 crore per month from the brands," said V C Raam Sukaesh, CEO Vinbros. "We have supplied to TASMAC close to 8,800 cases of both brands of wine. The initial order was only for 4,400 cases, and then we supplied the remaining 4,400 cases."

Vinbros invested around Rs five crore (apart from the packaging costs) to acquire the know-how and the technology from Chateau Bouscaillous. The

company has manufacturing alliances with the largest spirit marketer — UB group of companies in Puducherry and Andaman and Nicobar.

Chinmaya A Raja, president Alliance Francaise and organiser of wine-tasting sessions, feels that the addition of these two brands of wines would not really effect the wine-consuming habits of people, since most wines were commonly served in high-end restaurants. He also said the wines in question were better in quality, but may not attract a serious wine drinker.