

*Sonal Holland*

MASTER OF WINE







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# Overview



Only Indian to hold 'Master of Wine' global title by London's Institute of Masters of Wine



Award Winning Broadcaster



Founded Sonal Holland Wine Academy, India's foremost wine institute, in 2009



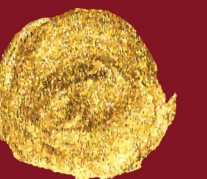
Founder of India's prominent immersive wine retail chain – Vine2Wine



International Wine Judge



Leading consultant in the alcobev industry via SoHo Wine Consultants



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# *Sonal Holland, MW Bio*

Master of Wine, Sonal Holland is India's most accomplished wine professional. The first Indian to be conferred with the prestigious global title in the industry representing the highest standards of professional knowledge in the world, with currently 420 MWs across 30 countries. Sonal is a distinguished writer, wine judge and an in-demand international speaker with diversified entrepreneurial ventures in wine & beverage education, consultancy, events, imports and retailing.

A domain expert on the business of wine, saké and spirits in India, Sonal is passionate about drawing global attention to the country's young and exciting beverage industry. She has a unique voice that combines her position as India's foremost wine voice, a pioneering wine entrepreneur, an inspiring leader, a role model for women and an opinion-maker on lifestyle and luxury. A thought-leader with access to an extensive network of wine enthusiasts, hospitality professionals, media and trade.



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# Our Businesses



## Sonal Holland Wine Academy

Founded in 2009, Sonal Holland Wine Academy, is India's foremost institution for learning about wine and beverages, offering global curriculum certification courses that are both industry- and consumer-focussed, are designed for working professionals in various stages of their career, hospitality students and budding enthusiasts who are keen to advance their knowledge, enjoyment and business of wine. After a successful decade of delivering the globally sought-after Wine & Spirit Education Trust's (WSET) qualifications as their longest-serving approved program provider in India, Sonal Holland Wine Academy launched its own online courses, during the pandemic year in 2020, such as Certified Wine Pro and Winemaking in India.



## SoHo Wine Consultants

SoHo Wine Consultants offers an all-round strategic consultancy service to the hospitality, alcobev industry and international brands seeking a foothold in India's complex marketplace. Our unique combination of expertise and effective digital outreach have got us to collaborate with VSPT, Napa Valley Vintners, South Australia Wine Program India, and many more.





# Our Businesses



## Vine2Wine Retail

Sonal launched her retail venture Vine2Wine in 2019, a chain of modern specialist stores called “The Cellar”, which features a carefully-curated selection of the finest wines from across the world, with a mission to make good wine accessible to all. The Cellar boasts of the widest collection of international and domestic wines of remarkable quality and value.



## Sonal Holland Master Select

Sonal Holland Master Select is a charismatic collection of award-winning and fabulous-tasting wines from around the world, represented in India through a unique brand ambassador program by the country's only Master of Wine. The portfolio includes only the choicest few internationally renowned wine brands with stellar reputation and long-standing legacy. These wines are marketed through our expert consumer and trade-outreach programs. From everyday drinking to fine wines for cellaring, wines included on the Master Select program offer strong value and are the best in class within the style category.





# Accolades

Sonal's exceptional contributions to India's wine industry have been widely recognised. Some of the prestigious honours Sonal has been part of are:



## ***Indian Wine Power List***

The Hindu (2021)



## ***Knorish Educator of the year***

2021



## ***40 over 40 Award***

SheThePeople (2020)



## ***Award for exceptional contribution to India's alcobev industry***

Rotary International (2019)



## ***Innovative Woman of Substance Award***

India Leadership Conclave (2019)



## ***Wine Personality of the Year award***

Food Bloggers Association of India (FBAI) (2018)



## ***Top 100 Most Influential People in Indian Luxury***

BlackBook (every year since 2016)



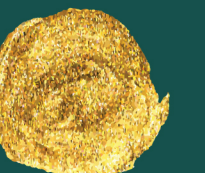
## ***Top 50 Most Powerful Women in Indian Luxury***

BlackBook (every year since 2015)



## ***Top Woman in Wine***

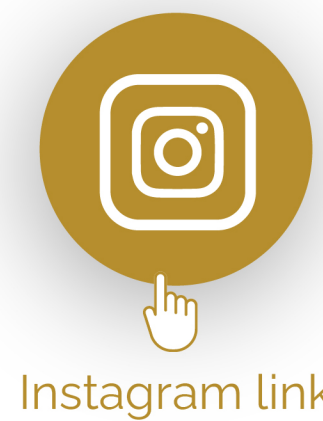
The Indian Wine Academy (every edition since 2015)



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# Social Media Statistics



**50K+**  
Followers

**20%**  
Engagement Rate

**700**  
Average Conversion (CTA Story Swipe ups)



**4.7K+**  
Subscribers

**1M**  
Total Video Views

**8%**  
Conversion rate  
(Total Link Clicks/ Total Views)



**10K+**  
Followers

**18%**  
Engagement Rate

**300**  
Average Conversion (Total Link clicks)



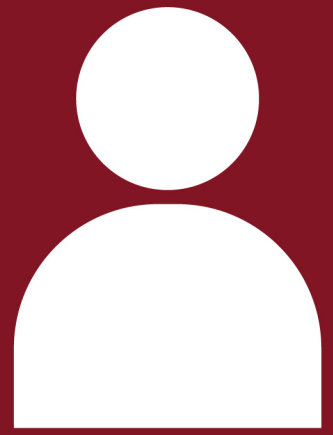
**8K+**  
Followers

**4%**  
Engagement Rate

**50%**  
Year on Year Growth



# *Media Assets*



Biography



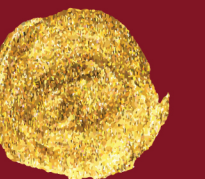
Wikipedia link



Website link



Photos link



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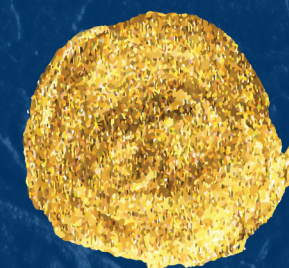
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