

Sonal Holland

MASTER OF WINE

*Profile Kit*



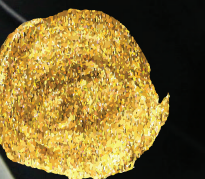


# Sonal Holland

## India's Only Master of Wine

*Sonal Holland is India's most accomplished wine professional. The first and so far, the only Indian to be conferred with the prestigious Master of Wine global title by London's Institute of Masters of Wine (IMW), Sonal represents the highest standards of professional knowledge in the world of wine, among 420 MWs across 30 countries.*

*An award-winning media broadcaster, Sonal is a distinguished writer, wine judge and an in-demand speaker with entrepreneurial ventures in wine & beverage education, international consultancy, events, imports and retail of fine wines.*



*Sonal Holland*  
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# Sonal Holland

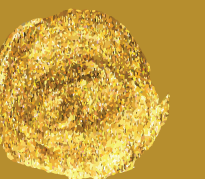
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*The most influential personality in India's luxury industry*

*A domain expert on the business of wine in India, Sonal believes in drawing global attention to the country's young and exciting beverage industry. Her vast cultural knowledge has made her a sought-after strategic consultant to international brands seeking a foothold in India's complex marketplace.*

*Sonal Holland MW 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-leader on lifestyle and luxury.*

*A thought-leader with access to an extensive network of wine enthusiasts, hospitality professionals, media and trade, Sonal Holland MW epitomises qualities of mastery, luxury, charisma and aspirations; and is often sought-after by alcobev companies as their brand ambassador and spokesperson.*



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# 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)*



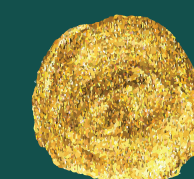
*Top 50 Most Powerful  
Women in Indian Luxury*

*BlackBook (every year since 2015)*



*Top Woman in Wine*

*The Indian Wine Academy  
(every edition since 2015)*



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# *Sonal Holland Wine Academy*

## *Gold Standard in Wine and Beverage Education*

*Founded in 2009, Sonal Holland Wine Academy, is India's foremost institution for learning about wine and beverages. The academy's certification courses teach a global curriculum that is 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.*

*Today, Sonal Holland Wine Academy prides itself on being the country's leading online provider for beginner-to specialist-level courses on wines, enabling participants to advance the knowledge, enjoyment and business of wine in India and around the world.*

*Sonal Holland MW*





# *SoHo Wine Consultants*

## *Expert Consultants for Indian Wine Market Route-to-Market Strategy & Implementation*

*SoHo Wine Consultants, a consultancy, marketing and communication services company founded in 2016 by Sonal Holland MW, combines knowledge expertise, thought-leadership, consumer and trade outreach programs and effective digital campaigns to help you and your brands build awareness, visibility and solid business opportunities in the Indian market. As an established, sought-after consultant and collaborator in the beverage space, we are best-suited to partner with you, if you are looking to gain a strong foothold of the Indian marketplace.*





# *Sonal Holland Master Select*

## *A Unique Brand Ambassadorship Program*

*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. 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.*





# Hospitality Wine Program

*We partner with hoteliers and restaurateurs to create unrivalled wine programs that use wine as an effective tool to create memorable experiences, build customer relationships, increase beverage revenue and boost profitability. We build a focussed and systematic approach in garnering attention for wine in the overall F&B pie, drawing upon our deep insights from the consumer research studies at India Wine Insider and our previous experiences with leading hotel chains, where we have created bespoke wine programs.*





# Bespoke events

*We curate wine-tasting events and fine-dining experiences for corporate, institutions and aficionados of wine. Sonal Holland's inimitable hosting style combined with wine's rising popularity as a lifestyle beverage has encouraged several top corporate and member institutions to engage with us for their client networking and office team-building events.*





# Keynote Addresses

*Every year, Sonal travels to various events across the globe, presenting talks on personal transformation, business and culture of wine in India, entrepreneurship, women empowerment, and much more. Keynote speaking is among Sonal's important mediums for raising awareness, dispelling myths or sharing an inspirational idea. Sonal enjoys being on the judging panel of some of the world's leading wine competitions. On home turf, she is the Chairperson of India Wine Awards, the country's most authoritative wine competition.*





# Digital Collabs

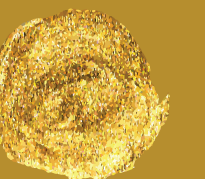
*Sonal Holland MW has a unique voice that combines her position as India's foremost wine voice, a pioneering wine entrepreneur, an inspiring leader, a role model for women and an opinion-maker on lifestyle and luxury. A thought-leader in India's beverage industry, Sonal Holland MW is changing the narrative with her innovative approach to communicating about wine. Sonal brings in a dash of freshness and energy to brands that she believes in, and epitomizes qualities that define mastery, luxury, charisma and aspiration. Her engaging work in broadcasting through videos has garnered a loyal community of professionals and enthusiasts across social media channels.*





*Powered and chaired by Sonal Holland MW, India Wine Awards are the country's most authoritative wine competition led by its most qualified wine professionals, industry leaders and tastemakers. With education, empowering consumer choices and networking opportunities at the heart of its creative intent, the India Wine Awards take space annually and features the following events:*

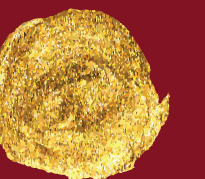
- Largest wine-tasting competition of over 500 domestic and international wines*
- Expert judging of restaurant wine menus/programs by Masters of Wine*
- Dazzling awards ceremony presented on a world-stage*
- Network-led wine-tasting pavilions with food, accessory and lifestyle product displays*
- Educational symposium of masterclasses, panel discussions and live webinars*





# *‘Vine2Wine Cellar’*

*We believe good wine should be accessible to all. In 2018, Sonal Holland MW forayed into wine retail through the launch of ‘Vine2Wine Cellar’, a collective of modern wine-specialist stores situated in Mumbai and Bangalore. These sophisticated boutique outlets offer customers an expertly curated collection of fabulous wines from across the world, picked by Sonal Holland MW.*



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# Social Media Statistics

As of July, 2022

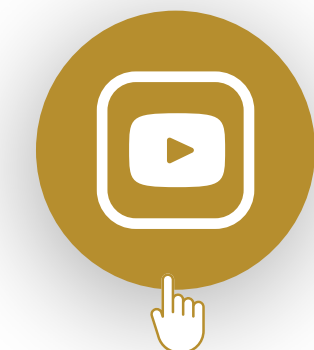


[Instagram link](#)

**123K**  
Followers

**30%**  
Engagement Rate

**5K+**  
Average Conversion (CTA Story Swipe ups)



[YouTube link](#)

**4.56K**  
Subscribers

**1M**  
Total Video Views

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



[Facebook link](#)

**10K**  
Followers

**18%**  
Engagement Rate

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



[Linkedin link](#)

**9.9K**  
Followers

**7%**  
Engagement Rate

**50%**  
Year on Year Growth



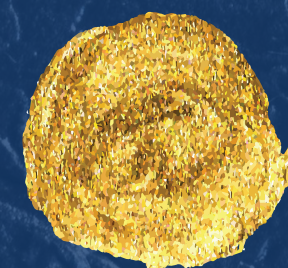
*For further information, connect with*



*[sonal@sonalholland.com](mailto:sonal@sonalholland.com)*



***+91 9820056530***



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