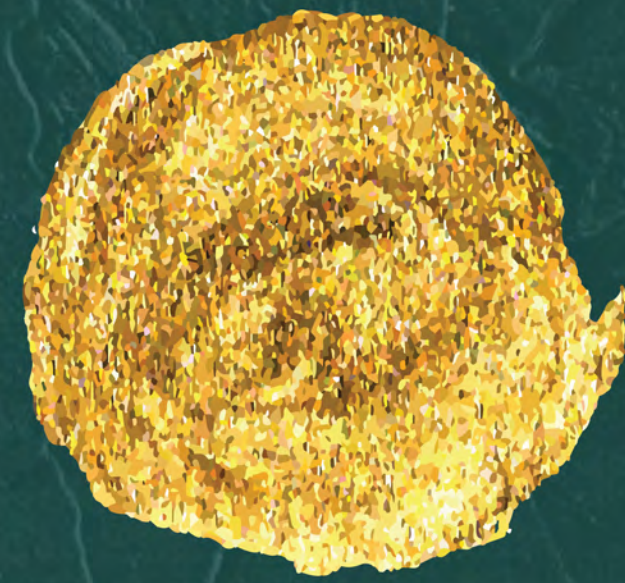




Sonal Holland

MASTER OF WINE

Press Kit





Index

Sonal Holland MW Bio	04
Achievement	05
Audience	06
Top PR	07
Media Assets	08
Digital Media	09
Contact Us	10

Overview



India's most accomplished personality in wine



Award Winning Broadcaster



Founder of the first wine academy in India: Sonal Holland Wine Education



Founder of India's prominent experiential wine retail chain - Vine2Wine



International Wine Judge



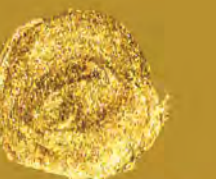
Leading consultant in the alcobev industry via SoHo Wine Consultants

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 around 400 MW's 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.



Sonal Holland
MASTER OF WINE

Accolades



Top 50 Most Powerful Women

Luxebook (every year since 2015)



Innovative Woman of Substance Award 2019

India Leadership Conclave



Top Woman in Wine

The Indian Wine Academy,
every edition since 2015



Knorish Educator of the year

2021



Wine Personality of the Year award

Food Bloggers Association of India (FBAI)



Top 100 Most Influential People

Luxebook (every year since 2016)



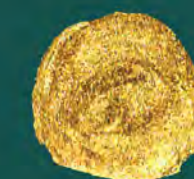
Award for exceptional contribution to India's alcobev industry

Rotary International, in 2019



40 over 40 Award

SheThePeople in 2020



Sonal Holland
MASTER OF WINE

PR Articles

GO

10 best Indian wine bottles to buy right now



Over the last few decades, the Indian wine landscape has evolved. What started out as a couple of shops, has expanded to over a dozen players. These homegrown wine brands have increased their portfolios and are offering more varieties of wines at affordable prices. This has led to the youth of India, especially in tier two and tier three cities to favor Indian wines over international ones. If you're looking to add a few bottles of Indian wines to your [basilic](#), we suggest you go with these bottles.

VOGUE



12 Indian wines you need to stock up on this year

From sparkling to red to the classic red and white, here's your definitive Indian wine list for 2021

The Indian wine industry has evolved considerably over the past few years. "The quality of Indian wine is getting better, the whole [wine-to-land](#) phenomenon is sweeping the younger audience and there is a lot of growth in tier two and three cities," says wine expert Nishu Aggarwal, CEO of all things wine. While there was a rough year for the wine industry with lagging sales in the restaurant and hospitality sector, retail sales skyrocketed and a few vineyards also launched new offerings. "Sona's and Sona's consumers and value for money options. To capitalize on this trend, both brands have introduced a new line of wine, Sona's and Sona's Zingy wine and with a made-to-order model wine is a bottle", says Sona's founder, Sona's.

2021 will be a new year for the industry. "The market with the potential of Tempranillo and Grenache grape varieties in India. We have already seen quality vineyards from Chateau, Sona's Zingy, and Sona's and I am looking forward to more," says Aggarwal. Holland recommends Valence's Sona's Cabernet Sauvignon 2018, a limited-edition release that will be available exclusively at Sona's Wine Cellar. "A Sona's Master blend, this wine is aged for five years in barrels and before being bottled, which helps it develop a rich, velvety texture with delicious flavors of dark [chocolate](#), black cherries, and sweet spices", she says.

the drinks business

Indian oenophiles to get a taste of South Australia's wines

Wine lovers in India will soon be able to enjoy more South Australian wines following the success of the South Australian Indian Wine Expansion Program.



Thanks to India's growing wine market, Indian oenophiles will soon be able to enjoy more South Australian wines following the success of the South Australian Indian Wine Expansion Program.

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The New York Times



A group of people sitting around a table, engaged in a wine tasting session, with bottles and glasses visible.

Nobody even produces a decent map of the Napa Valley's three dozen wineries, leaving visitors to rely on word-of-mouth or well-placed Google searches. The tourism body of Maharashtra, the state where Napa is located, is so apathetic that it erroneously refers to the wineries as "wineries" in a brief mention on its website. The biggest hotel in the area, the Gateway, is owned by the luxury Taj chain but has all the charm of a roadside Holiday Inn.

"India is very good at hospitality," said Sona's founder, a Mumbai wine entrepreneur and educator who runs India's premier tasting event, the India Wine Awards. "It's a real shame that the industry has failed to take advantage of this massive opportunity that wine tourism can unlock."

My wife and I had been itching to check out Napa ever since we moved to Simsbury from the San Francisco Bay Area in 2012. We both love wine, and it has been part of some of the most important moments in our lives. I proposed to her during a birthday trip to Napa, and we were married at a winery in Brooklyn, N.Y.

hotelier india

Sonal Holland Wine Academy launches its first-ever virtual wine knowledge summit

This unique, first-of-its-kind event in India will comprise of free, online Masterclasses and engaging sessions led by industry experts and innovators such as wine-makers, brand heads and CEOs, in discussions conceptualized, led or moderated by Sonal Holland.

Sonal Holland Wine Academy launches its first-ever virtual wine knowledge summit.

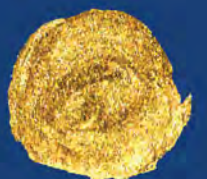
Sonal Holland Wine Academy is launching its first-ever virtual wine knowledge summit on March 19 and 20, 2021.

As the helm of Sona's, India's only Master of Wine and the most qualified wine professional in the country.

Sona's founder, "In the year 2020 was of turmoil, the year 2021 is of new beginnings and beginnings. The digital world has brought us closer than ever before. Keeping this opportunity in mind, we wanted to create a free knowledge platform for wine students, industry professionals and enthusiasts where they can learn about numerous aspects of the wine world. Participation in the Summit will be free for all."

This unique, first-of-its-kind event in India will comprise of free, online Masterclasses and engaging sessions led by industry experts and innovators such as wine-makers, brand heads and CEOs, in discussions conceptualized, led or moderated by Sona's.

Participants will enjoy stimulating and thought-provoking discussions on a variety of topics such as how to grow the Indian wine industry to \$1.5 billion by 2025, understanding the Indian consumer palate, styling for service, fine wine as an investment, how to build a career in the wine industry among others.



Sonal Holland
MASTER OF WINE

Our Businesses



Sonal Holland Wine Academy

Sonal Holland Wine Academy, founded in 2009, is India's foremost institution for learning about wine and beverages. Our certification courses teach a global curriculum that is both industry- and consumer-focussed and are designed for working professionals in various stages of their career.



SoHo Wine Consultants

SoHo Wine Consultants offers an all-round strategic consultancy services to the hospitality, alcohol 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



Sonal Holland Master Select-Imports

Sonal Holland Master Select is a charismatic collection of award-winning and fabulous - tasting wines from around the world, imported by SoHo Wine Consultants. Our wine portfolio represents the most exciting wines that are not only imported by us but also represented in India by Sonal Holland MW as the brand ambassador, and marketed through our expert consumer and trade-outreach programs.



India Wine Awards

Since its launch In 2017, the India Wine Awards, powered and chaired by Sonal Holland MW, has firmly established itself as the ultimate guide to ranking the best wines through the largest organised tasting of domestic and international wines available in the country



Activities

Bespoke Events



Keynote Speaking



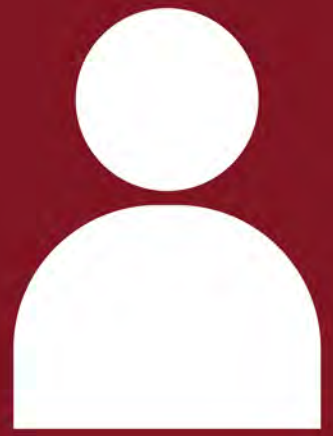
Wine Judging



Media Broadcasting



Media Assets



Biography



Wikipedia link



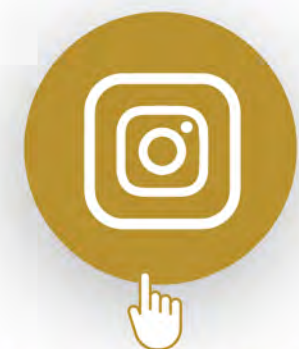
Website link



Photos link

Social Media Statistics

As of April, 2022



[Instagram link](#)

255k+

Followers

4%

Engagement Rate

10K+

Story Swipes



[YouTube link](#)

5K+

Subscribers

1 million+

Total Video Views

8%

Conversion rate
(Total Link Clicks/ Total Views)



[Facebook link](#)

12K+

Followers

20%

Engagement Rate

300

Average Conversion (Total Link clicks)



[Linkedin link](#)

17K+

Followers

10%+

Engagement Rate

50%

Year on Year Growth

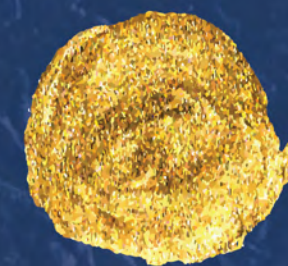


Sonal Holland
MASTER OF WINE

If you would like to further discuss developing a collaborative partnership with Sonal Holland Master of Wine, please connect with us at

sonal@sonalholland.com

[Click Here](#)



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