

*Sonal Holland*

MASTER OF WINE

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Press Kit







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# Overview



India's most accomplished personality in wine



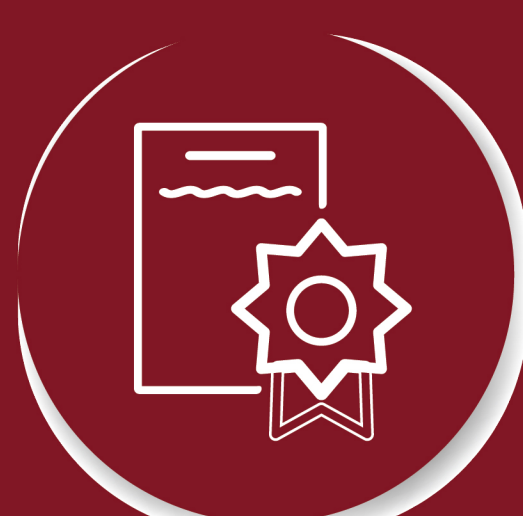
Award Winning Broadcaster



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

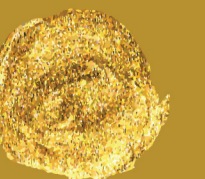


# ***Sonal Holland MW Bio***

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.



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# 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)



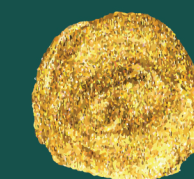
## ***Award for exceptional contribution to India's alcobev industry***

Rotary International, in 2019



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

SheThePeople in 2020



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# PR Articles

GQ

## 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 vineyards, has expanded to now a dozen players. These burgeoning wine brands have increased their portfolio 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 favour Indian wines over international ones. If you're looking to add a few bottles of Indian wines to your [homebar](#), 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 [value for money](#) phenomenon is sweeping the younger audience segment and there is a lot of growth in tier two and three cities," says [Sonal Holland](#), CEO of All Things Wine. While most wine is bought now for the wine industry with biggest sales in the restaurant and hospitality sector, retail sales skyrocketed and a few vineyards also launched new offerings. "Stoke and first-class consumers and value-for-money options. To capitalise on this trend, both Pinot Noir and Red Vintners have launched wine in case and Green Zanghi came out with a ready-to-drink rosé wine (a bottle)," says [Sonal Holland](#), Master of Wine.

2021 will likely see some interesting moves. "We started with the potential of Tempranillo and Grenache grape varieties in India. We have already seen quality vineyards from Chateau, Green Zanghi, and this and I am looking forward to more," says [Sonal Holland](#). [Sonal Holland](#) recommends Valluvali Anandh Cheluvu Sengupta 2018, a limited-edition release that will be available exclusively at Vineyard Celler. "A Syrah Merlot blend, this red wine is aged for five years in barrel and before being bottled, which helps it develop a rich, velvety texture with delicious flavours 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 launch of the South Australian Indian Wine Expansion Program.



Between the India and Australia borders, [Sonal Holland](#) recently met the initiative with two South Australian wine producers already exporting to India looking to tap into the new wine market opportunities as well as wineries looking to expand into the India market.

[Sonal Holland](#) said: "India's growing middle and upper middle class has, over the last few years, created huge market potential for South Australian products. Having South Australian wines in India provides consumers with the opportunity to taste some of the world's premium wine from some of the oldest vineyards in existence."

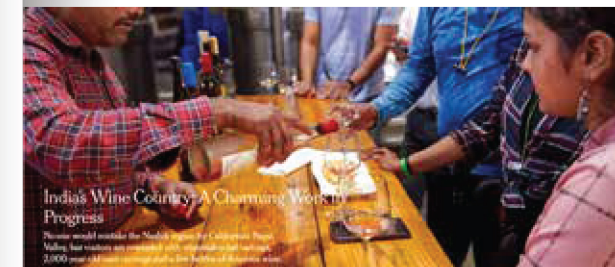
South Australia's regional director for M&A and India [Sonal Holland](#) added: "The Department for Trade and Investment acknowledged India as a key market with significant potential for South Australian wines to export."

According to [Sonal Holland](#), Indian Wine Expansion Program will run for 12 months and will feature education and assistance to South Australian wineries on how to access the Indian market, create strong brand awareness and provide importers and distributors with key information and insight into South Australian wines.

[Sonal Holland](#) (M) explained: "These consumers are young, well-educated and eager to learn about the premium products they consume. Their knowledge and interest in quality premium consumption is increasing and, as the hospitality sector begins to emerge from COVID, it is an ideal time for South Australian wine producers to consider the significant potential that Indian presents."

South Australian wine exporters can register their interest by 15 October to participate in the India wine market meeting website to be held on 15 October, hosted by [Sonal Holland](#).

The New York Times



A group of Indians looking at a bottle of Pinot Noir wine at a tasting event in Mumbai, a region in western India that is the center of India's fast-growing wine industry.

Nobody even produces a decent map of the Naskh's three dozen wineries, forcing visitors to rely on word-of-mouth or well-phrased Google searches. The tourism body of Maharashtra, the state where Naskh is located, is so apathetic that it erroneously refers to the wineries as "caverns" 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 [Sonal Holland](#), 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 Naskh ever since we moved to Simsbury from the San Francisco Bay Area in 2017. 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.

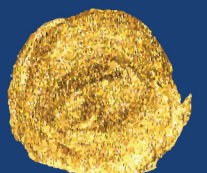
Sonal Holland Wine Academy is launching its first-ever virtual wine knowledge summit on March 19 and 20, 2021.

At the helm is [Sonal Holland](#), India's only Master of Wine and the most qualified wine professional in the country.

Says [Sonal Holland](#), "If the year 2020 was of survival, 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 [Sonal Holland](#).

Participants will enjoy stimulating and thought-provoking discussions on a variety of topics such as how to grow the Indian wine industry to \$5,500 crore by 2026, understanding the Indian consumer palate, styling for service, fine wine as an investment, how to build a career in the wine industry among others.



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# *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



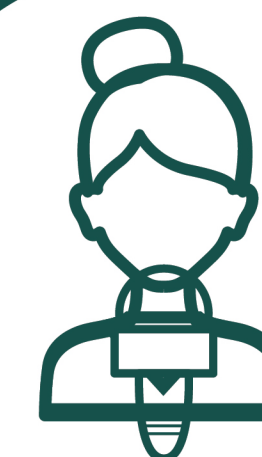
Keynote Speaking



Wine Judging

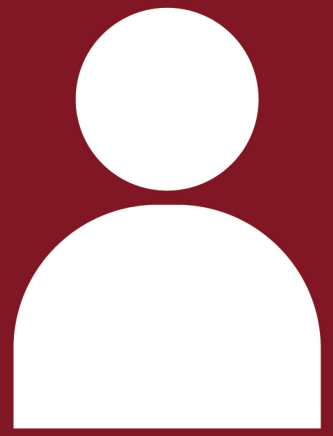


Media Broadcasting





# *Media Assets*



Biography



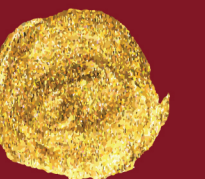
Wikipedia link



Website link



Photos link

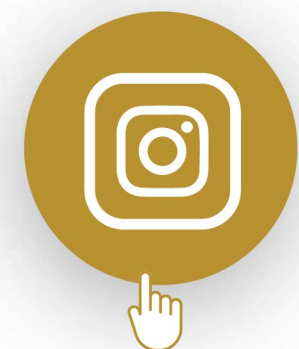


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# Social Media Statistics

As of June, 2023

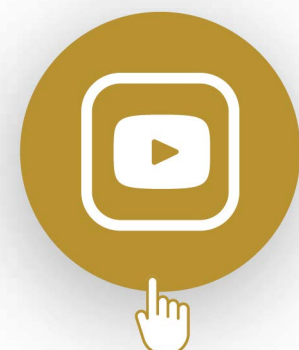


[Instagram link](#)

**331k**  
Followers

**6.35%**  
Engagement Rate

**12K+**  
Story Swipes



[YouTube link](#)

**6.3K+**  
Subscribers

**1,060,404**  
Total Video Views

**9%**  
Conversion rate  
(Total Link Clicks/ Total Views)



[Facebook link](#)

**100K+**  
Followers

**20%**  
Engagement Rate

**4%**  
Average Conversion (Total Link clicks)



[Linkedin link](#)

**21K+**  
Followers

**10%+**  
Engagement Rate

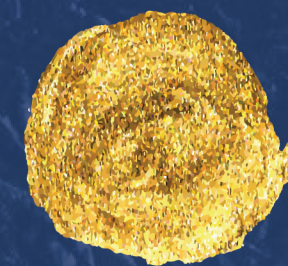
**50%**  
Year on Year Growth



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](mailto:sonal@sonalholland.com)

[Click Here](#)



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