

SOUL TREE

HANDCRAFTED INDIAN WINE





# SOUL TREE

*Character is Everything*

# Indian wine: a new perspective

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Indian wines are coming of age. But there is one Indian wine brand and one business that is changing the game faster than ever before.

Soul Tree is the first, and only, producer of Indian wine to have its headquarters in the UK, with a product line and brand that are designed specifically with the global market and consumer in mind. As a result we can develop one on one relationships with trade partners, the media, and consumer groups, and are not just more responsive to the needs of the market but actually proactive in our approach.

With Soul Tree you engage directly with the wine producer and influence the direction and fortunes of the wine, the brand, and the business.

Soul Tree is a refreshing take on the world of wine, and is truly putting Indian wine on the map!

FACT: The UK wine industry is worth approximately £13bn a year, with over 29m regular consumers

FACT: Wine drinkers in the UK are an adventurous lot, accounting for the rise of several New World wine producing regions in the last few decades

FACT: Indian wines have come a long way and are beginning to make a place for themselves internationally

FACT: Indian cuisine is the most popular cuisine in the UK, and one of the most popular worldwide

FACT: There are approximately 10,000+ Indian restaurants in the UK, and around a million Indian take-aways are sold each week

FACT: The 'experience' factor in eating out is immensely powerful - Indian restaurants mainly sell mainly Cobra and Kingfisher beer, Spanish restaurants predominantly sell Spanish wines, and Chinese restaurants mainly sell Tsingtao beer

FACT: The 6,000+ of Indian restaurants that are licensed to sell alcohol sell wine worth approximately £180m each year

FACT: So far, practically none of this wine sold is Indian

# The Soul Tree story

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Soul Tree was founded by Melvin D'Souza and Alok Mathur who, during respective career sabbaticals pursuing MBAs at the University of Oxford, discovered an innate desire to do something more meaningful than joining the commercial rat race.

As luck would have it they then went to India, happened upon a silent Indian wine revolution, and tasted wine that was second to none. Questions began popping up in their minds: Why did lovers of Indian cuisine around the world not have the opportunity to complete the experience of an Indian meal with an Indian wine to drink, and why, after many years of trying, had Indian wines still not made a place for themselves in the wine drinking world?

So they decided to do what excites them most. They had already given up their previous careers; they also decided to forego lucrative post-MBA city jobs and settled down to take matters into their own hands. They envisioned a future where every wine consumer around the world - serious aficionado or casual drinker - knows about Indian wine and has the opportunity to experience it, and a world where the Indian wine industry is not a niche player but one that is much vaunted and regarded as being amongst the best in the world. They dreamt of a world where the small, independent Indian grape farmer gets due share in a rapidly growing industry.

In the short space of time since launch in early 2011 Soul Tree Wines has already made a significant impact amongst people in the know: getting talked about, winning awards, and being widely recognised as a business that is shaping the future.







## A young, dynamic brand

Soul Tree is a dynamic brand that is always interacting with the trade and with consumers at every possible opportunity. Whether it is tasting sessions, food & drink shows, or high profile events, we love working with our trade partners to engage with consumers first hand, and to give consumers a real taste of the wines, the brand, and the people behind them both.



# India: an exciting new wine region

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## NASIK VALLEY

A city of great historical and religious importance, Nasik is home to every element of the great melting pot that is India. Easy-going, except for one madness-inducing 6-week period every twelve years - when around 5 million devotees throng to the city for the mass Hindu pilgrimage called the Kumbh Mela.

Nestled delicately on a plateau just south of the Tropic of Cancer and some 2000 ft above sea level, Nasik Valley has the perfect climate for the production of some of the best tropical wines in the world. It is often referred to as the wine capital of India and produces nearly 90% of all the wine produced in the country.

- 200 Km Northwest of Mumbai, off India's Western coast
- Areas in the region recognised as having some of Asia's best soil and microclimate for grape growing
- Winter harvest wines, harvested at roughly the same time as in regions in the Southern hemisphere
- Dry winter tropical climate with hot days and cool nights, especially in the months preceding harvest
- Hot days and cool nights and high temperature swings produce wines full of character





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2011

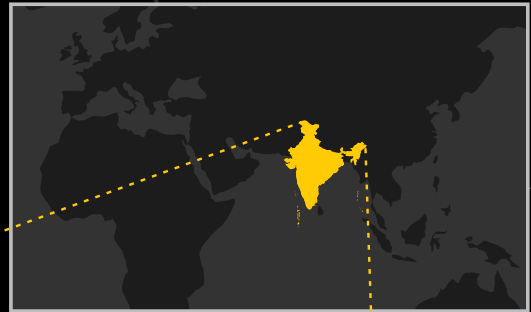
SAUVIGNON

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# India's wine regions

India has a diverse mix of climates and, as you would expect from a country of its size, as many as six major climatic sub-types. These include extremes like the alpine tundra of the lower Himalayas, the deserts of Rajasthan, and the humid and lush tropical belt of Kerala. There are regions, however, that beautifully combine the tropical macro climate with the perfect elevation, soil, and micro climatic conditions to be superbly suited to vineyard plantations. Nasik Valley, with arguably the best conditions for wine-grape growing in Asia, is one of them.



## Himachal Pradesh

Coordinates: 31.10° N, 77.17° E  
Altitude: 2,319 m (7,608 ft)

## Nasik Valley

Coordinates: 20.00° N, 73.78° E  
Altitude: 590 m (1,935 ft)

## Narayangaon & Baramati Belt

Coordinates: 18.15° N, 74.58° E  
Altitude: 538 m (1,765 ft)

## Goa

Coordinates: 15.49° N, 73.82° E  
Altitude: 9 m (32 ft)

## Kaveri Valley

Coordinates: 12.5200° N, 76.90° E  
Altitude: 580 m (1,935 ft)

## Bijapur & Sangli Belt

Coordinates: 16.83° N, 75.71° E  
Altitude: 770 m (2,530 ft)

## Nandi Hills

Coordinates: 13.38° N, 77.70° E  
Altitude: 1,000 m (3,300 ft)

## Mizoram

Coordinates: 23.36° N, 92.0° E  
Altitude: 1,000 m (3,300 ft)



### WESTERN INDIA

(approx. 3/4th of Indian wine production)

- **Nasik Valley** - The heart of Indian wine production. A region blessed with, some claim, the best terroir in Asia. Moët & Chandon produce their Domaine Chandon here.
- **Narayangaon & Baramati belt** - The region was home to Omar Khayyam, India's largest selling sparkling wine in the nineties.
- **Bijapur & Sangli belt** - Further south of Nasik, this region enjoys some interesting grape growing areas.

### SOUTHERN INDIA

(approx. 1/4th of Indian wine production)

- **Goa** - A low altitude coastal state blessed with world renowned beaches. Most wine produced here is Port style fortified wine using Vitis Labrusca varieties like Bangalore Blue.
- **Kaveri Valley** - A new & upcoming region in the state of Karnataka.
- **Nandi Hills** - Around 50 km north of Bangalore, & a region known for its temperate weather all year round.

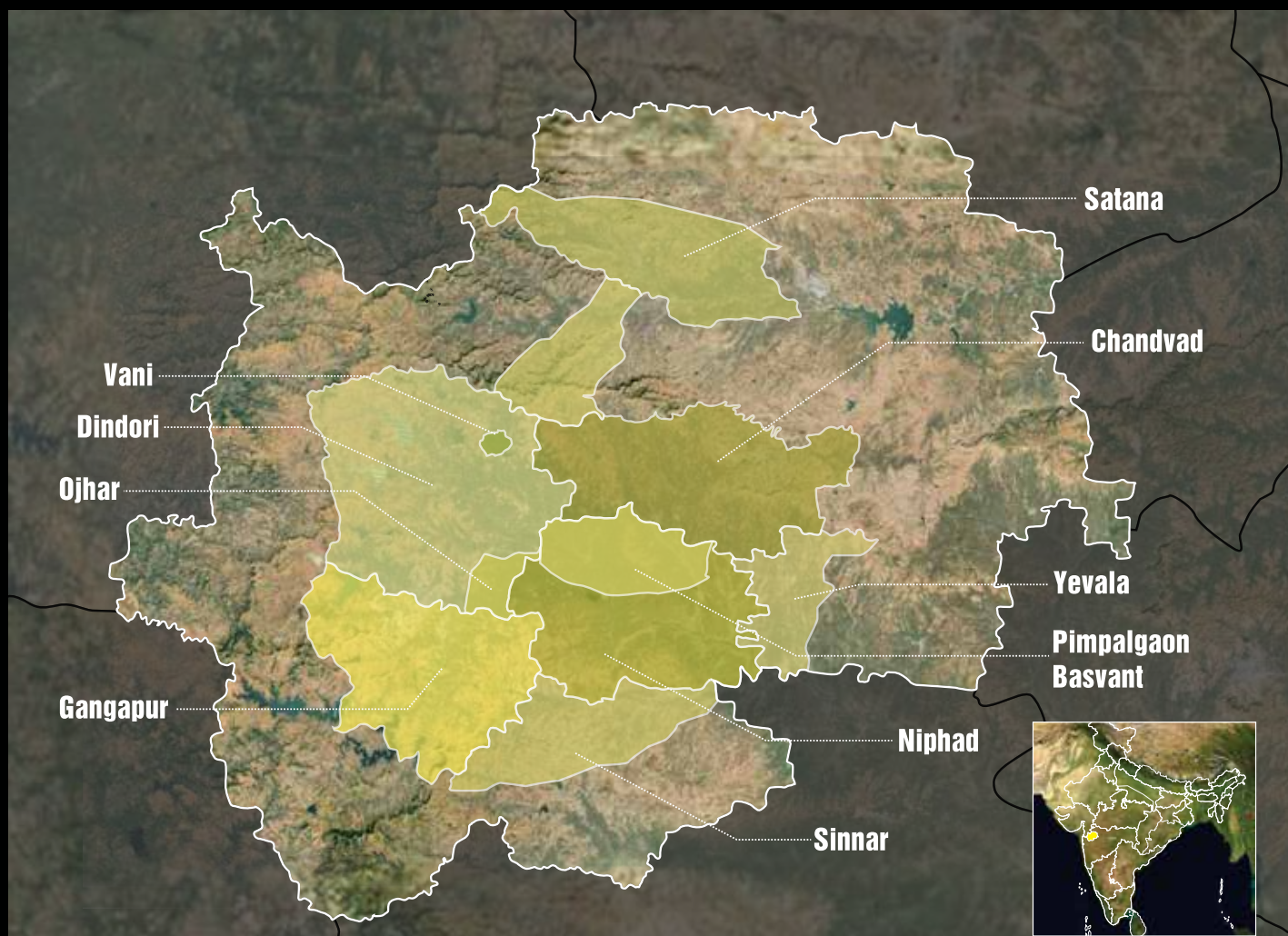
### NORTH & NORTH-EAST INDIA

(very small proportion of India's wine production)

- **Himachal Pradesh** - The northernmost grape growing region in India.
- **Mizoram** - The region's vineyards in this beautiful state are centred around the town of Champai.



# The Nasik Valley



## NASIK VALLEY

### Location:



Approx. 100 miles NE of Mumbai, on the northernmost tip of the 1000 mile long mountain range, The Western Ghats.

### The Western Ghats:



The mountainous spine runs along the Western Coast of India, and has peaks as high as 2695m and has among the world's most diverse flora and fauna. Just to Nasik Valley's North and West are forests with a thriving population of leopards and tigers.

### Harvest Period:



Late winter (February - March)

### History:



Seeped in history and mythology, the Nasik region includes a 4th century BC Buddhist cave complex with 24 interconnected caves carved halfway up a mountain. Nasik hosts the Kumbh Mela, to which some 5 million devotees throng during one manic fortnight every twelve years. Nasik also features prominently in the Hindu Epic The Ramayana – Lord Ram (avatar of the Hindu god Vishnu) and his wife Sita spent part of their 14 year Exile there.

### Climate:



Though firmly in the tropics Nasik enjoys diurnal temperature variation during the ripening phase of the grapes, owing to its elevation. Characterised by a constant variation in temperature (from 8° – 10°C at night to 20° – 28°C during the day), this increases the concentration of aromatics and flavour compounds and gives the grapes a unique organoleptic character.

### Soil:



Sandy clay loam, murrum and laterite soils rich in iron and minerals brought about by eons of soils deposited by the region's major river, Godavari. Major new investment into vineyards has happened on virgin sites in the northern part of the Nasik Valley. Among these, for example, is Dindori, which features gentle hills of red laterite and basalt. This area has well-drained light soils on the slopes that give way to heavier, clayey soils on the valley floor.

### Terroir:



The location, mesoclimate, and soils of the Nasik valley make the region the best in India (and, some argue, the best in Asia) for a wide range of grape varieties to do well.

### VITAL STATS:

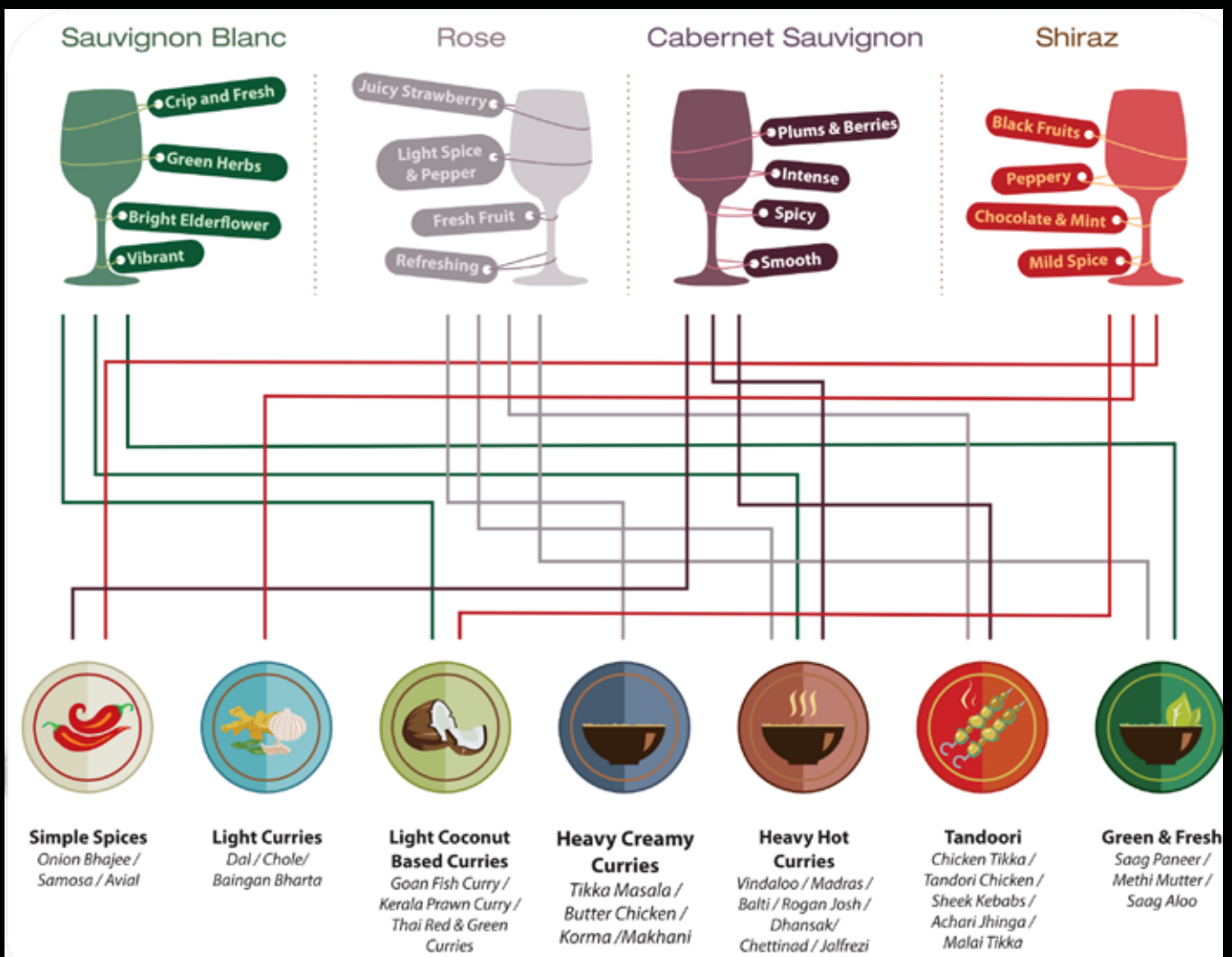


Altitude: 590 m. (1935 feet)  
Co-ordinates: 20.00 ON 73.78 OE  
Mean Night Time Temperature (Jan-Feb): 12°C  
Mean Day Time Temperature (Jan-Feb): 29°C  
Relative humidity: Jan-Feb: 56%

# Food pairing

A deep and intrinsic understanding of spices and of the big bold flavours, textures, and complexity of Indian cuisine is critical to producing wines that not only complement but greatly enhance - and even harmonise - the experience of a diverse range of spicy dishes. The styles that make up Indian and other spice-rich cuisines are varied and complex and it is not that meat but the flavours and spice combinations that are primary considerations when choosing spicy food - wine combinations.

It is no surprise, then, that Soul Tree sets the standard for pairing wine with spicy cuisine and has become accepted as the best partner to the nation's favourite cuisine.



- **Simple Spices** - Dishes that use a very limited number of spices to heighten the natural flavour of meat or main ingredient.
- **Light Curries** - Light dishes using mild spices to add subtle flavours to the dish, often tempered with garlic, mustard, cumin, and curry leaves.
- **Light Coconut Based Curries** - Light and fragrant dishes using a light coconut milk based sauce with aromatic spices like cinnamon, coriander, cumin, turmeric, and ginger.
- **Heavy Creamy Curries** - Indulgent creamy dishes that

are mild on spice, rich on aromatics and easy on 'chilli heat'.

- **Heavy Hot Curries** - Dishes with complex layering of flavours, textures, and spices, often augmented by 'chilli heat' to enhance the flavours even further.
- **Tandoori** - Meats marinated with a variety of spices along with yogurt. These are then tandoor roasted, glazed with chilli spice and served with savoury chutneys.
- **Green & Fresh** - Medium spiced dishes that use fresh green herbs with liberal use of fresh veggies.





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# An exciting, multi-award winning business

**National Business Awards:** 'Start-up Business of the Year' - Finalist

**Midlands Business Awards:** 'Entrepreneur of the Year' - Finalist

**Real Business 'Future 50':** Winner

**British Chamber of Commerce Awards:** 'Most Promising New Business' - Finalist

**Birmingham Chamber of Commerce Awards:** 'Most Promising New Business' - Winner

**Startups 100 :** Winner

**Director Magazine, Institute of Directors:** One of 'Top 20 New Businesses to Watch'

**Smarta.com:** One of 'Best 11 New Businesses of 2011'

**Zee Magazine:** One of '6 Asian Businesses Helping to Shape the New Business Decade'



Daily Telegraph

Daily Telegraph

Decanter.com

Birmingham  
Live



The Indian EXPRESS  
JOURNALISM OF COURAGE



MEININGER'S  
WINE BUSINESS INTERNATIONAL

Director



India News Bulletin



THE HUFFINGTON POST



CHAMBERLINK



Solihull & Observer



THE ECONOMIC TIMES



BIRMINGHAM POST



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