

Mumbai Wine Tasting Festival

12,13 & 14 November @ Radio Club, Colaba

Dear Sir / Madam,

You are invited to participate in the grand three-day festival.

The 2nd Mumbai Wine Tasting Festival is a focused event and is being held on November 12, 13 & 14 on The Pier of The Presidency Radio Club, a prestigious club of South Mumbai from 12am to 10pm. On all days.

The Presidency Radio Club is known for its wonderful ambience and the its picturesque view of the harbor, the ocean and the Gateway of India

The Mumbai Wine Tasting Festival is an elegant open air event.

The festival is a lifestyle event targeted at the wine enthusiasts of Mumbai. South Mumbai houses a significant proportion of high net worth individuals in prime up-market residential neighborhoods of Cuffe Parade, Colaba, Peddar Road, Marine Drive, Nepean Sea Road, Breach Candy, Malabar Hill, Altamont Road, Carmichael, Prabhadevi and Worli. South Mumbai is home to the BSE and several national and international business houses in Fort, Nariman Point, Ballard Estate and Lower Parel. South Mumbai is also home to foreign consulates, diplomatic and trade missions. We are also expecting to target areas in West Mumbai Bandra to Andheri.

Participating wineries will be housed in imported European style gazebos giving a special look:

2 x 2m gazebo / 4 square meters - Rs. 18,500/- ++

3 x 3m gazebo / 6 square meters - Rs. 36,500/- ++

We will supply tables, tablecloths

- Participating wineries must offer free tasting of their wines to the ticketed visitors holding wine passes.
- Necessary license and permissions will be obtained.
- Entry passes will be priced at Rs.750/- per PP per day.
- Entry and Exit points will be established for wine tasting areas and security staff will be deployed to check identification and to verify age of attending visitors.
- Ice and chilling facilities will be made available at extra cost.
- Wine glasses will be made available at extra cost.

- Proper sanitary facilities, security, etc will be provided.
- Wineries will be allowed to sell their wines, offer promotional discounts, etc.

FAST FACTS

Dates & Time: November 12, 13 & 14, 2010 - 12am to 10pm

Event Activities: Grand tasting of wines including award winning wines, appreciation talks by experts, cheese tasting, food stalls live music, etc.

Target Audience: Age: 25 to 65, 6000+ visitors

The Right Audience - targeted at South Mumbai. high disposable income group, wine enthusiasts, etc

Supported by: Bombay Wine Club, Terror One (Mumbai Chapter of Delhi Wine Club) Liquid Magazine, UpperCrust Magazine, Time Out Mumbai, etc.

Aggressive promotional campaign - press, direct mail, editorial and website.

If you have any queries, please contact us by phone or email.



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