

# CHATEAU D'ORI UNVEILS ITS RANGE OF WINES

MEGHANADAN S, MUMBAI

**O**RI Winery Pvt Ltd today launched its range of wines made at its state-of-the-art winery. The winery - Viva, Merlot, Sauvignon Blanc, Cabernet Merlot, and Cabernet Syrab were unveiled by the popular television star Simone Singh.

The collection of two white and three red wines are competitively priced between Rs 350 and Rs 650.

Speaking on the occasion, Ranjit Dhuru, chairman and MD, d'Ori Winery Pvt Ltd said: "Chateau d'Ori has endeavored to incorporate the best viticulture and winery practices from the Bordeaux region of France -

home of the finest wines in the world - right from the cultivation of grapes to the winemaking process - we believe it's a first in India."

Nestling on the slopes of the win hill of Nerra Ori in Dindori, Nashik, Chateau d'Ori is spread over a single estate of 100 acres. Another 300 acres have been taken up for development, to be ready by 2010. The vineyard, which has been six years under preparation, has thriving vines of Cabernet Sauvignon, Merlot, Shiraz, Sauvignon Blanc, Chenin Blanc and Chardonnay. Its Merlot plantation is the largest single plantation in India

The five wines are the creation of the winemaker extraordinaire M Athanase Fakorel-



lis. A world renowned oenologist, he has over two decades of experience in wine making

practices prevalent in the Bordeaux region. The winery has a capacity for producing

and is solely in charge of 25 renowned chateaux in France

Chateau d'Ori is the first winery in India where the entire process of wine making right from the size of vats, the sorting conveyer belts, the requirement to work top to bottom, is inspired by oenology

one million bottles per year.

After the launch in Mumbai, chateau D'Ori is planning to enter the Pune, Goa, Bengaluru & Kolkata markets, and will introduce its wines in Delhi next season

"Though at present, per capita consumption of wine in India is only six liters per person per year as compared to 60-70 litres in France and Italy, 25 lt in US and 20 lt in Australia, for the growing group of globe trotting Indians, wine is becoming a drink of choice. The advantage of wine as 'health drink' has come home to India.

Through our range we hope to give the consumer a choice of world class wines at prices they can easily afford," Dhuru said