

Chateau d'Ori

India's Finest Vineyard In Making

A favourable environment for the Indian wine industry has not only given birth to new wine brands but also has helped many companies to set up wineries and get into serious wine business. One such company is d'Ori Winery Pvt. Ltd which has just recently launched its range of wines made at its state-of-the-art winery in the same line of Bordeaux Chateaus.

Coming from the slopes of the twin hill of Nerra Ori in Dindori, Nashik, the winery Chateau d'Ori at present is spread over a single estate of 100 acres and getting ready for another 300 acres to be completed by 2010. The vineyard has been producing Cabernet Sauvignon, Merlot, Shiraz, Sauvignon Blanc, Chenin Blanc and Chardonnay and it has the largest single Merlot plantation in India.

The range of Chateau d'Ori wines varying from Viva, Merlot, and Sauvignon Blanc to Cabernet Merlot and Cabernet Syrah were unveiled by the popular television star Simone Singh at a recently organized launch event.

The collection of two white and three red wines are competitively priced between Rs.350 and Rs.650/-. Ranjit Dhuru, Chairman and MD, d'Ori Winery Pvt. Ltd said, "Chateau d'Ori has endeavoured to incorporate the best viticulture and winery practices from the Bordeaux region of France, right from the cultivation of grapes to the winemaking process."

The five wines are the creation of the winemaker M. Athanase Fakorellis. A world-renowned oenologist, M. Fakorelli has over two decades of experience in wine-making and is solely in charge of 25 renowned chateaus 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 conveyor belts, the requirement to work top to bottom, is inspired by oenology practices prevalent in the Bordeaux region. The winery has a capacity for producing one million bottles per year.

After the launch in Mumbai, Chateau d'Ori is planning to enter 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 litres per person per year as compared to 60-70 litres in France and Italy, 25 litres in US and 20 litres in Australia, for the growing group of globe trotting Indians, wine is becoming a drink of choice. The advantage of

wine as a '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," Ranjit said.

Wine today is seen as a sunshine industry in India. Over 60 wineries have mushroomed in India during the past three to four years. Most of these are situated in the district of Nashik making it the wine capital of India. The 'Grape Processing Industrial Policy' of the state government announced in 2001, was the catalyst that Maharashtra needed to transform its position as the country's largest producer of grapes to the largest producer of wine. Today it has over 50 wineries with six-million litre production capacities.

Chateau d'Ori is the creation of Ranjit who also runs a successful, Rs 400 crore multinational IT enterprise. But his passion for wines has led him to set up India's first state-of-the-art winery incorporating features like gravity flow and a fully automated bottling plant.

With the decision to replicate in Nashik a Bordeaux type vineyard and winery, he began an intense search to locate a large enough tract of land with the right 'terrior'. The present site measuring about 100 acres on the slopes of the twin hill of Nehra-Ori was acquired. In about six years of hard work with a dedicated team of workers, this tract of wasteland has been transformed into a prime estate with lush vineyards dotted with three artificial lakes, changing the ecology of the area for better. Chateau d'Ori is now undertaking the development of another 300 acres of vineyard to ensure that every bottle of wine produced by it will continue to be marked 'Estate Bottled' in the years to come.

Having benchmarked itself with the best in the world, the viticulture practices of Bordeaux were adopted at Chateau d'Ori. From selection



*Simone Singh & Mr. Ranjit Dhuru
Chairman*

of the right strains of different grapes to the plantation method of single cordon to the design of the winery itself, were of the Bordeaux style. It naturally followed that the enterprise

was named in the Bordeaux style too. The wine making process and the cultivation of the vineyard is overseen by the renowned oenologist from Bordeaux, M. Athanase Fakorellis. A man with over 25 years of experience in wine-making,

he is a consultant to over 65 wineries in the Bordeaux, Burgundy and Cahors regions of France.

The quality principles that Chateau d'Ori works on are the same that were imbibed in Aftak Ltd. – higher quality at affordable prices. Towards this end Mr. Dhuru has ensured that the best international practices and latest trends in oenology were incorporated in viticulture practices and in the design and construction of the winery. Mr. Dhuru says, "Quality is the basis behind every method that we employ at Chateau d'Ori. The size of vats, the sorting conveyor belts, the stainless fermentation tanks, the fully automatic bottling plant, everything is ruled by the best practices in the business."

Viva is an exclusive white wine which imparts a flavour of acacia, flowers and apricot with some honey undertones which pleasantly blend on the palate. It is easy and pleasant to drink and wine ideal with a variety of continental and lightly spiced Indian cuisine.