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Digital reach is tremendous

■ Kunal Kaul, Founder – Grape Xpectations

Harnessing Potential

Many alcobev brands in India's alcobev industry are harnessing their potential in clever, innovative ways and evoking interest far and wide among an ever-increasing audience. The good part is that their influence needn't be limited to metro cities either!

As I stated before, social media has a lot of impact on everyday life and business. Some brands have made inroads only through digital marketing, and have crafted quite an interesting journey. Had it not been for digital marketing, such opportunities might have been harder for them.

There have been a number of alcobev brands on the online platform, which I have come across especially in the gin and whisky categories. Terai, Hapusa and Greater Than gins, Kamet Whisky and Makazai rum are some such examples. Now spoilt for choice, I would opt for ordering food and drinks once a fortnight. **S**

I personally, haven't had the opportunity to attend any online Masterclasses yet. But it is my firm opinion that participants in such Masterclasses must be provided with tasting samples alongside the knowledge session. That is how they would be able to maximise the impact of the program.

I am also optimistic about home delivery of alcoholic beverages. While it has been a common practice in the west for many years and has even been around in some parts of our country for a while, its widespread practice in India needs to be welcomed. It bodes well for India's alco-beverages industry as well as the India's alcobev consumers, because if alcoholic beverages can be made available within safety guidelines just like other commodities, it can be a win-win situation for India's alco-beverages industry, in the post-pandemic era.

I am also enthusiastic about the potential of social media. Social media has tremendous reach and is a great channel for marketing alcoholic beverages just like any other products.