

Now, wine in 200 ml bottle —

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WINE lovers raise a toast. Now you don't have to buy a whole bottle if you just want to have a glass! Gusto Imports plans to serve select Portuguese wines from a 200-year-old label, Jose Maria de Fonseca, in 200 ml bottle priced at just Rs 266.

Taking a leaf out of marketers' strategy to offer low-priced units to expand its reach, Gusto—a month-old company promoted by one of the country's oldest logistics firms, ABC India—is betting big on size and price. "It is an interesting price point. A 200 ml size has perhaps not been experimented before. This could encourage people to try it out," said Nixon D'Mello, national sales director of

Grover's Vineyards, the country's second largest wine company.

Gusto has already registered four brands in Kolkata and Mumbai and will be followed by launches in Delhi and Bangalore. The Gusto wines start at Rs 266 for 200 ml and goes up to Rs 999 for 750 ml. The portfolio includes Lancers White & Rose, Twin Vines, Perquita, Lancers Brut and a premium dessert wine, Moscatel de Setubal.

"We wanted people to try out the wines by reaching out to a discerning but growing number of consumers. And for those, who are inclined to try we wanted to offer a convenient size," Kadambari Kapoor, founder & director, Gusto Imports told ET.

Explaining her decision, she said: "Portuguese wines seemed a great place to start.

They are not the cheapest but they offer good value for money and they are comparable with the best in the world. Moreover, we wanted these wines to match the Indian palate." Incidentally, Pink Elephant is the only other Portuguese wine brought by the UB Group.

Gusto enters a market which is growing at 25% growth every year and is attracting newer consumers. Its initiative is part of a broader trend to popularise wine drinking in the country.

Sula, Grover's and Indage are the top three brands in the market. Indage Vintners for instance, had initiated this trend by introducing wines at affordable, entry level price points. For instance, its low cost brand, Vino, was launched in PET bottles with a screw cap.