THE OCTOBER EDIT

From industry accolades and brand launches to new listings and market engagements



CELEBRATING 11 MEDALS AT SPIRITZ AWARDS 2026

A proud moment for HS Oberoi Spirits as our portfolio brought home an impressive 11 medals at the Spiritz Conclave & Awards 2026, including 7 Gold and 4 Silver! This achievement celebrates the excellence of the brands we represent and marks another milestone in our journey in the Indian beverage industry.



AN EVENING OF WINE & CONVERSATION

We were delighted to welcome Mr. Patricio Grandes Merello, Export Manager at Pago de Tharsys, Spain, and Mr. Nikhil Agarwal, Founder of All Things Nice, to the HS Oberoi Spirits office. The visit featured a tasting of wines from Pago de Tharsys, presented by Mr. Merello, followed by engaging conversations and an exchange of perspectives on the Indian wine market.

Now Available





VIVA LA VINO 3.0

FEATURING HARDYS WINES

Wine enthusiasts gathered in Mumbai and Pune this October for Viva La Vino 3.0, a celebration of wines, discovery, and shared experiences. Hardys was part of the festivities, showcasing its portfolio to an enthusiastic audience of wine lovers. The consumer-focused events provided an opportunity to explore the wines, discover new favourites, and engage with the brand in a lively, interactive setting.

IN CONVERSATION WITH KHODAYS KONNECT

Mr. Manveer Singh Oberoi, Founder of HS Oberoi Spirits, was featured in Khodays Konnect, sharing insights on the company's partnership with the House of Khodays, the evolving Haryana spirits market, and growth opportunities for Peter Scot and Red Knight.





Global Expansion at Cachaça Show Fair 2026

HS Oberoi Spirits continues to expand its global presence, our participation in the Cachaça Show Fair 2026 in João Pessoa, Brazil, from October 27–30, reflects our commitment to strengthening international partnerships, including our engagement with IBRAC (Brazilian Cachaça Institute), exploring new business opportunities, and driving product development and future trade collaborations in the global spirits industry.