BUILDING BRANDS, CREATING CONNECTIONS

A month of new partnerships, trade connections and memorable consumer experiences.



SEVEN CITIES, ONE WINE JOURNEY !

Hardys kicks off its seven-city consumer engagement journey in Bengaluru ! Wine, conversations and an evening of discovery marked its participation in Viva La Vino Season 3 at The Lalit Ashok on 26 September. The festival brought together wine enthusiasts to explore new flavours, discover favourites and enjoy the experience of wine beyond the glass.

EXPLORING OUR PORTFOLIO AT LOUVE





SAZERAC

NEW SPIRITS ON THE BLOCK

Our new distribution partnership with Sazerac brings select premium spirits to parts of North India, including Buffalo Trace Bourbon, Benchmark Bourbon, Sazerac Rye and Weller. An exciting addition to HS Oberoi Spirits' growing portfolio.

PROST! OKTOBERFEST AT RADISSON BLU

Our beer activation at Radisson Blu, Mahipalpur, brought the spirit of Oktoberfest to hotel guests. HS Oberoi Spirits sponsored beers for guests to enjoy during the evening, adding to the festive celebrations with good beer and plenty of cheer!



SPECIAL OFFER AT THE BEER CAFÉ OUTLETS ACROSS DELHI