

Icons of Whisky Awards announced in India

The Icons of Whisky is set to establish premier standards throughout the world, identifying quality across the whole industry & then communicating its findings to the consumer in a clear & constructive way. The awards also promote Responsible Drinking.

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Regional Icons from India for the coveted Icons of Whisky Awards, the world's highest accolade in spirits industry, were announced tonight at a gala event at The ITC Maurya, New Delhi. Present amongst the guests were India's leading industrialists, politicians and society's echelon.

The Icons have been designed to celebrate the people and places behind the greatest whiskies in the world. Since 2001, Icons of Whisky have been held in Scotland & America. From 2007, the reach has been expanded, with awards in Canada, Ireland, Japan and now India. The winners of the regional icons will now go forward to the final world Icons which will be announced at an awards ceremony at the Café Royal, London, 28th February 2008, held to mark the opening of Whisky Live London.

The finalists have been drawn from all over India with --- nominations for the following contending categories. The chosen winners of the evening were:

India with --- nominations for the following contending categories. The chosen winners of the evening were: **Ambassador of the Year - Dr. Vijay Mallya** **Whisky Bar of India - 2007 - Bombay High, Mumbai** **Whisky Restaurant of India - 2007 ----- The Zodiac Grill, Mumbai** **Whisky Hotel of the India - 2007 ----- The Taj Mahal Palace, Mumbai** and **ITC Maurya's, New Delhi** **Innovator of the Year - Moet Hennessy** **Distiller of the Year - Pernod Ricard India (pvt) Ltd**

Commenting at the awards function, Mr. Damian Riley - Smith, Managing Director, Paragraph Publishing, "I congratulate the winners in the inaugural India Icons of whisky Awards. They represent the extraordinary enthusiasm and excellence in the business across the region that undoubtedly reflects India's passion and growing market for good Whisky."

Says, Mr. Sandeep Arora, Exclusive Representative Whisky Magazine- India, "The debut of Icons of Whisky in India, is a fitting tribute to one of the largest whisky markets in the World. The market is becoming increasingly sophisticated and value is now being added to the vast volumes. It has to be said that given the global nature of this year's awards to make the shortlists, both regional and final, is a tremendous honour."

The Concept of Icons of Whisky

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Every market is made up of three key components; people, product and place. The Icons of Whisky recognise excellence in the first and third area; the products (the whiskies themselves) are recognised under a separate

programme, called the World Whiskies Awards.

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About The Founders

The Icons of Whisky are organised by Whisky Magazine, the world's best read magazine on the subject, now published in Japanese, French & Spanish. Launched in 1998, Whisky Magazine has been celebrating the whiskies of the world consistently and now seeks to present the highest accolade for whisky, the Icons of Whisky, in every leading whisky nation of the world.

Paragraph Publishing is committed to creating and developing high quality, informative awards for the trade and consumer, each supported and promoted by our magazine brands. Award winners not only receive their own dedicated accreditation, but are also communicated to the trade and consumer throughout the world. Each publication seeks to acknowledge the people, products and places in each of its markets with annual awards.

The Winners in the past

- a.. City Inn London & Gleneagles Hotel
- b.. Glenfiddich Distillery
- c.. Buffalo Trace
- d.. Berry Bros & Rudd
- e.. The Pot Still
- f.. Compass Box
- g.. Bill Lumsden, Glenmorangie
- h.. Jimmy Bedford, Jack Daniels
- i.. Royal Mile Whiskies

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You can also visit www.goodrelations.co.in for more information.