

Chateau d'Ori launches its award-winning range of wines

The wines - Viva, Merlot, Sauvignon Blanc, Cabernet Merlot, and Cabernet Syrah were unveiled by Mr. Ranjit Dhuru, Chairman & Managing Director, D'Ori Winery Pvt. Ltd. The collection of two white and three red wines are competitively priced between Rs.350 and Rs.650/-.

Pune, Maharashtra, IND, 2008-05-23 18:14:33 (IndiaPRwire.com)

D'Ori Winery Pvt. Ltd, today, launched its range of wines made at its state-of-the-art winery in Nashik. The wines - Viva, Merlot, Sauvignon Blanc, Cabernet Merlot, and Cabernet Syrah were unveiled by Mr. Ranjit Dhuru, Chairman & Managing Director, D'Ori Winery Pvt. Ltd.

The collection of two white and three red wines are competitively priced between Rs.350 and Rs.650/-. Speaking on the occasion, Mr. Dhuru, said: 'Chateau d'Ori has endeavored to incorporate the best viticulture and winery practices from the Bordeaux region of France - home of the finest wines in the world - right from the cultivation of grapes to the winemaking process - we believe its a first in India.'

A testimony to this is the fact that Chateau D'Ori wines, viz., Sauvignon Blanc, Cabernet Merlot and Merlot, have been rated 'The Best' Wine, in their respective category in the latest 'BT-More Annual Wine Ratings'. As Mr. Subhash Arora, a well-known wine connoisseur says about the Chateau D'Ori Merlot, 'the wine dances on the palette'.

Nestling on the slopes of the twin hill of Nerra Ori in Dindori, Nashik, Chateau d'Ori is spread over a single estate of 100 acres. Another 300 acres have been taken up for development, to be ready by 2010. The vineyard, which took six years to set-up, has thriving vines of Cabernet Sauvignon, Merlot, Shiraz, Sauvignon Blanc, Chenin Blanc and Chardonnay. Its Merlot plantation is the largest single plantation in India.

The five wines are the creation of the winemaker extraordinaire M. Athanase Fakorellis. A world-renowned oenologist, M. Fakorellis has over two decades of experience in winemaking and is solely in charge of 25 renowned chateaux in France.

Chateau d'Ori is the first winery in India where the entire process of wine-making right from the size of vats, the sorting conveyer belts, the requirement to work top to bottom, is inspired by oenology practices prevalent in the Bordeaux region. The winery has a capacity for producing one million bottles per year. Chateau D' Ori launched their wines in Mumbai in December 2007 and after Pune is planning to enter Goa in the next week. The wines will be available across 45 retail outlets and over 30 restaurants in Pune including major 5 Star hotels.

Delhi, Bengaluru & Kolkata as well as the European markets will have Chateau D'Ori wines in the immediate future.

Chateau D'Ori wines, since the launch in December 2007, have already developed a loyal following amongst wine drinkers and is one of the main leading 'pouring wines' in some of the premium restaurants in Mumbai. Mr. Dhuru, talking about their goal said, 'We, at Chateau D'Ori, are committed to adopting the latest technologies and processes in oenology to ensure that wine drinkers in India will now get the finest wines at the best price points.'

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