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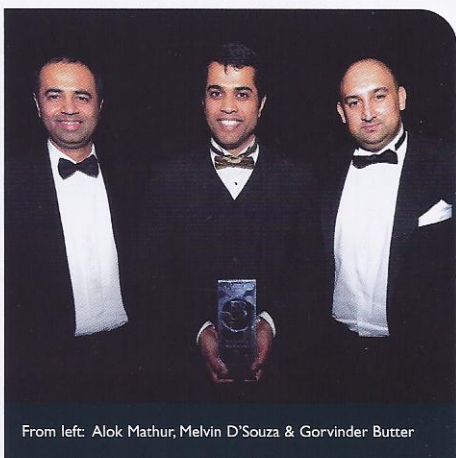
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From left: Alok Mathur, Melvin D'Souza & Gorvinder Butter

Soul Tree Wines declared 'Most Promising New Business' by Birmingham Chamber of Commerce

Solihull based Indian wine company and IAB member Soul Tree Wines has landed yet another plaudit after winning the 'Most promising new business category' at the Birmingham Chamber of Commerce Group's annual dinner and awards night. They fought off stiff competition from the four other nominees for the category, all upcoming stars in the Birmingham region.

Director Magazine named Soul Tree Wines one of the hot 20 businesses to watch in 2011 for its ambitious vision of putting Indian wine on the global map. Business website Smarta.com included the Solihull company in its list of the 'Best 11 Businesses of 2011' and Zee Magazine included the company amongst the six 'Asian' companies who are helping to shape the new business decade.

Co-founder and director Alok Mathur said: "We are honoured that Birmingham Chamber of Commerce has recognised our performance and our vision. Indian wines are the new kid on the block and we are on a mission to put them on the global wine map."

"While we have always been confident that Indian wine will soon make its mark on the world, the reaction so far has been better than we had expected. We are constantly overwhelmed by the fantastic response the wines receive and especially when erstwhile sceptics turn fans."

"We wish the other winners of the awards the very best."

authentic Asian foods is reporting an increase in a food service provider to the catering sector. The