

# Soul Tree to sell Indian wines in UK

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Published 10 February 2014

Soul Tree, an Indian wine merchant, is geared up to commence the retail sales of wines, produced in the country's viticulture region Nashik Valley, across various supermarkets in the UK.

As of now, Soul Tree's wines are available at select Indian restaurants, bars and boutique hotels in the UK.

The move forms part of the company's strategy to introduce Indian wines to consumers in Britain and France.

Soul Tree co-founder Alok Mathur told The Economic Times that the company, as the only Indian wine to actually be headquartered in the UK, is focused primarily on the UK and global markets.

"Early research showed that all but a very tiny number of British consumers had never heard of Indian wines, let alone tried them. This is now changing rapidly but in the early days marketing Indian wines has simply been about availability and awareness - less strategy, more hard work, grit and determination," Mathur added.

Soul Tree, which has distribution in France, is mulling over distribution in Canada.

The company currently has 15 distributors including wine specialist distributors, as well as food and drink distributors.

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