

## Wines now Arunachal



a successful run in Maharashtra, Goa and Karnataka, Fruzzante sparkling fruit wines from Maharashtra have made their debut in the National Wine Region (Delhi) as well as Arunachal Pradesh. The brand from Hill Zill Wines ready to drink products are made from 100% premium quality fresh fruits like mango, pineapple and orange grown in the state of Maharashtra. It is a gluten-free, vegan drink that has a rich colour or flavour.

Hill Zill's premium dessert mead brand, Arka, is now available in Arunachal Pradesh in its White Honey and Rose variants. The company plans to release more Fruzzante wines in Meghalaya, Sikkim, Assam and Mizoram in the coming days.

## IST seltzers go gluten-free



Indian Standard Time (IST) has rolled out two fresh and diverse taste profiles with exotic combinations of 100% natural flavours in its seltzers. Offering an alcohol content of 5% ABV, IST seltzers deliver the pleasant effects of a beer in a guilt-free manner: in just 99 calories, 2 gm of sugar and a gluten-free concoction!

IST's Grapefruit Smash is backed with hints of pomegranate. Its Lime Smash is backed with Chardonnay. Both are currently available in Goa, priced at Rs 120 for 330-ml bottles and cans.

The launch of these seltzers rides on the back of business and social disruptions caused by the Covid-19 pandemic, which blurred the lines between work and home. Many consumers brought the bar home, retiring to their rooms with a much-needed tittle after office hours.

Others saw this as an opportunity to cut back on their drinking for health reasons, and voluntarily decided to give intoxicants a backseat. Seltzers tick all these boxes.

## Mansion House three flavours



Present-day consumer tastes and preferences have led to a significant push towards healthier and more natural beverages.

Tilaknagar Industries has introduced its premium flavoured brandy, Mansion House, in three premium brandy flavours: cherry and peach, raspberry and peach.

The blend is made from a mix of cherries and pomegranates. It is available in 330-ml bottles and 330-ml cans in the following markets.

Mansion House brandy. In 2020, the company registered 100 cases, registered 100 cases, registered 100 cases.