



Indian Wine Fratelli Sets Sights On Going Global

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While it may seem that the words Indian and wine sound a tad like an oxymoron, the reality is far from that. Fratelli made its mark at the World Economic Forum and is setting its sights on the American market. Co-founder Gaurav Sekhri says, "There's no reason India can't make some of the best wines in the world."

Fratelli, which is Italian for "brothers", was set up in 2006 by three sets of brothers from India and Italy – the Secci brothers Andrea and Alessio from Italy, and the Sekhri brothers Kapil and Gaurav and the Mohite-Patil brothers Ranjitsinh and Arjunsinh from India.

Fratelli now produces two million bottles a year – from classic **Chenin Blanc**, **Merlot** and **sparkling wines** to the uncommon Sangiovese Bianco, a dry white wine made from the red Sangiovese grape. In fact, Fratelli wines, on their website mention that they are one of India's highest awarded wine companies.

Fratelli wines are also available in London, the Netherlands and Japan. In fact, Fratelli plans to enter the American market later this year with the launch of its latest release, the limited-edition J'Noon. J'Noon is a collaboration with renowned French vintner Jean-Charles Boisset, who heads Burgundy's largest wine producer, Boisset Collection. The name is a play on the Urdu word "junoon", which means passion.