



and have earned the trust of our consumers based on our signature for quality and authenticity," he explains.

Talking about the best bet among his wine labels for the Indian market, Lujan understands that preference for one wine over another varies with regional customs and cuisines. He sees a lot of potential in his wide range of marquee brands, which includes Vin de Pays, Chateau Bordeaux and traditionally prepared sparkling wine Cremant from Bordeaux. For him, the biggest differentiator is the Robert Giraud name and its bouquet of world famous wine brands.

He has a very positive outlook about the wine growth prospects. He believes that the Indian market is very promising as can be observed from statistics, which show an increase of 42 % in volume and 24.2 % in value of the wine exported from Bordeaux in one year. "Wine drinking is becoming popular among Indians; both males and females are showing an increasing interest in good quality wines like ours. There is an increasing desire among Indians to understand the wonderful world of wines and also to visit the vineyards in Bordeaux. Many Indian bloggers and journalists are writing about wine. It is a pleasure to see many Indian sommeliers during my travels around the world," he proffers.

For him, the future of the wine market and for the Bordeaux wines in India are very bright. 🍷

