



WHAT INDIA IS DRINKING 2023

A survey of the brand preferences at the country's top 125 bars

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EDITOR'S LETTER

HELLO,

Welcome to *What India is Drinking 2023*, the first edition of a planned annual survey of the best-selling alcobev brands in India's top bars. This survey report is in many ways an extension of *30BestBarsIndia*—our annual bar ranking platform and awards show that honours the best bars in the country—which is in its fourth edition this year.

While *30BestBarsIndia*'s origins lay in the need for a platform to celebrate the remarkable evolution of the Indian bar industry over the last decade, *What India is Drinking 2023* is a deep dive into understanding the rapid rise in premiumisation in the drinks industry in India, as seen through the preferences of bar enthusiasts.

The rapid flow of international brands into the Indian market in recent times has been more than matched by the tremendous upsurge in the launch of Indian spirits' brands across sectors, by entrepreneurs, mid-sized companies and even multinationals. This in turn has been driven by the variety seeking consumers attracted by the high liquid quality, and strong brand stories. Bars and bartenders too are revelling in this opportunity to expand their potential offerings as it gives them more flavour profiles to work with for their cocktails, as also more premium spirits to serve their guests.

The launch of *What India is Drinking 2023* in that sense comes at an appropriate time in the evolution of the Indian drinks industry. Based on a survey of bar owners, bartenders and bar managers, it looks at the sales pattern of major brands across 20 categories in the premium, on-premise segment in alcohol and non-alcoholic categories, spread over 125 bars in leading metros in the country.

The report provides some interesting findings, especially with consumers giving as much weightage to international brands with substantial pedigree and provenance, as to local and recently launched home-grown brands in several categories. Brands that have invested in on-trade promotion and in building strong linkages with the bartending community seem to have benefitted the most. And these benefits in the on-trade segment, we're sure, have also had ripple effects in retail.

This report has been produced by *30BestBarsIndia*, in association with the Bangalore-based PR firm, The Outlier. They have been our partners in numerous projects, and we are thankful to their team for their hard work. We are also grateful for the time volunteered by bars across the country in responding to our survey. This report would not have been possible without their time and effort.

Hope you find the report insightful and beneficial.

Cheers!

Vikram Achanta
Radhakrishnan Nair



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THE METHOD BEHIND THE SURVEY

It goes without saying that Indians have been drinking and brewing alcohol for thousands of years. Even industrial scale alcohol production in India is more than two centuries' old. The British set up the first modern distillery in India to make Rum for its soldiers in 1805, in Kanpur. By the early 20th century, there were 14 distilleries in the country, and by the time the country gained independence from the British, the number had climbed to 40, a figure that has grown steadily since. Production, imports and consumption of alcohol have seen a quantum leap in the last two decades. The Indian alco-beverage industry is currently estimated to be worth more than \$50 billion a year; most of it dominated by what is officially called Indian Made Foreign Liquor (IMFL), and Indian Made Indian Liquor (IIML).

This report, despite the name, is focused only on a small slice of this giant liquor market — the drinking habits of Indians who frequent 125 premium bars in the country's biggest cities. The list of bars is drawn from a long list of bars that we compile annually for the '30BestBars India' ranking; and is a mix of independent bars, restaurant bars and hotel bars.

Equally important, this report is based on a survey of bar owners (and head bartenders, and bar managers where the owners were not available) or beverage managers who provided answers to a questionnaire asking them to list the names of the best-selling brands in various alcohol categories in their respective bars. No sales figures were asked for, and no sales figures were provided. The list of the bars surveyed is provided at the end of this report.

Our sample covers 12 cities in a dozen states in the country. These are states where laws for the sale of alcohol are relatively less restrictive. All the bars surveyed have been around for more than six months, which we believe is the minimum time required to comprehensively gauge consumer trends and preferences. We have also ensured that for major centres like Delhi, Mumbai, Bengaluru, Kolkata, and Goa, we have a minimum of 10 top bars surveyed.

Each respondent was asked to rank their 5 top selling brands over the past year, across important categories such as Whisky, Vodka, Gin, Wine, Beer, Rum, Wine, Mixers, Water and many others. In some of the minor categories, the respondents were asked to name their top 3 top selling brands. The brands mentioned could be Indian or International, unless specified otherwise. A weighted average system was used to arrive at the final tally.

Recognising the distribution problems inherent in the Indian alcohol industry, we have also provided specific city-related insights, which reveal interesting data and discernible geographical trends. With burgeoning interest in cocktails across the country, the survey also lists the most sought out cocktails in these bars. We targeted five popular spirit segments for cocktails – Gin, Vodka, Agave, Rum, and Whisky – for this exercise.

BEVERAGE EDUCATION

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AGAVE

This is a category of alcohol that is fast finding its feet in India, not just in terms of consumption, but also in the emergence of local brands. Jose Cuervo tops the list which features eight Tequila brands, and interestingly, two Indians, Pistola and Desmondji

Hold onto your glasses because Agave is the name that's setting the spirit world ablaze in India. In fact, some folks are already swapping their juniper for a touch of desert magic. Agave today is poised where Gin was five years ago – readying itself for the top of the charts.

In this year's list, our top 10 features Mexican and homegrown labels. Eight out of the 10 are tequila brands, with the other two being Indian Agave spirit brands. Mezcal therefore is yet to make a breakthrough into the Top 10, but hopefully around the corner. For the uninitiated, Agave is the plant from which Mezcal and Tequila are made. While Tequila can only be made from the Blue Weber Agave plant, Mezcal can be made from any kind of Agave. And the category of liquor made from them is usually characterised as Agave.

Jose Cuervo (#1) tops as the most popular brand. The over 250 years' old brand has been at the forefront of innovations and collaborations, also experimenting with flavoured tequilas. Coming in second is Patron (#2). Its uniquely designed bottles make this brand one of the most widely recognised and loved choices. Its smooth taste is a perfect choice for those new to the world of Agave. Next up, Camino (#3). Approachable and pocket-friendly, Camino is an attainable crowd favourite. The rest of the Top 10 feature Mexican favourites like 1800 (#4), Don Angel (#5),Codigo (#6), Corralejo (#8), and Don Julio (#10).

Despite the growth this sector has

“
Jose Cuervo (#1) tops as the most popular brand. The over 250 years' old brand has been at the forefront of innovations and collaborations, also experimenting with flavoured tequilas.
 ”



TOP BRANDS

- 1 **Jose Cuervo**
- 2 **Patron**
- 3 **Camino**
- 4 **1800**
- 5 **Don Angel**
- 6 **Codigo**
- 7 **Pistola**
- 8 **Corralejo**
- 9 **DesmondJi**
- 10 **Don Julio**

seen, the challenge of production and availability remains. In India especially, the available brands are limited to either lower or higher-end labels, with the middle ranges spanning around five to six brands. Still, local producers like Desmondji (#9) have paced Agave's steady growth, and with the development of Pistola (#7) in recent years, we've seen the rise of premium local brands.

It's good to note, though, that Agave has moved on from being considered a drink for shots – though some nightclubs may have you believe otherwise. Now, Agave popularly appears in the form of cocktails – especially in the premium space as well as a sipping spirit.

The growing popularity of Mexican restaurants with matching cocktail programmes, as well as Agave-focused bars is indicative of the fact that at some point in the future, Agave will start to make a mark for itself that will sustain the category for years to come.

EXPERIENCE THE TASTE OF THE MOST AWARDED TEQUILA FAMILY

1800 | DISCOVER THE UNEXPECTED



VODKA

Grey Goose tops this list, attesting to Indian bargoers being now comfortable paying a premium for their Vodka. In a list monopolised by international majors, Short Story does well as the only Indian entry, at no.7

As a clear, colourless distilled spirit, Vodka is the chameleon in the Indian spirit world. Known for its versatility, the spirit is a perfect base for various cocktails and mixed drinks. The unscented neutrality of the flavour makes Vodka a popular choice of spirit as it blends seamlessly with other ingredients and highlights diverse flavours without overpowering the tastebuds.

Grey Goose (#1) flies high at the top of our list as the most popular Vodka brand in India. Hailing from the heart of the Cognac region, the 25-year-old brand is a testament to French ingredients and an unwavering commitment to perfection.

In the second place is Absolut Vodka (#2) from Sweden. Made from winter wheat and pristine water, Absolut is smooth and timeless. Coming in third is Smirnoff (#3), followed by the Dutch



- ### TOP BRANDS
- 1 Grey Goose
 - 2 Absolut
 - 3 Smirnoff
 - 4 Ketel One
 - 5 Belvedere
 - 6 Ciroc
 - 7 Short Story
 - 8 Beluga
 - 9 Stolichnaya
 - 10 Tito's

“Grey Goose (#1) flies high at the top of our list as the most popular Vodka brand in India.”



brand Ketel One (#4), and the Polish brand Belvedere (#5).

Although the European Vodka brands dominate the Indian market, we have one Indian home-grown brand making its mark in the top 10 – Short Story (#7). This goes to show that, while traditional Vodka has had a long-standing presence, distilling Craft Vodka is breaking the surface in India. With the use of local ingredients such as saffron and basmati rice, and with a conscious effort towards sustainable distilling, Indian Vodka brands are bound to shake up the market in the coming years. We are also seeing a global resurgence in the Vodka category, a trend that is reflected in the Indian market as well.

Rounding up the top ten, we have Ciroc (#6) from France, Short Story (#7) from India, Beluga (#8) and Stolichnaya (#9) from Russia, along with American brand Tito's (#10).

GIN

Gin's exploding popularity over the last decade has been largely driven by smart marketing by emerging Indian brands; a trend that is reflected in our Top 10 list as well

Gin has been arguably the most transformative category on the Indian alcohol scene in the last decade. Its growing popularity has largely been made possible by sophisticated marketing and branding techniques employed by new-age local entrepreneurs. The expanding market in turn has also greatly benefitted international Gin brands that have been in the Indian market for a much longer time, as can be seen by their domination of our Top 10 list.

The fact that many of the local brands command a premium price, at times higher than some of the popular international names, attests their sustained investment in product quality as also the success of the sustained image building exercise by Indian distillers. And what is even more remarkable has been their continuing experimentation with indigenous botanicals and flavours to create distinctive Gins with a variety of tastes and aromas, which has helped grow the market even further.



- ### TOP BRANDS
- 1 Bombay Sapphire
 - 2 Greater Than
 - 3 Tanqueray
 - 4 Hendrick's
 - 5 Roku
 - 6 Stranger & Sons
 - 7 Monkey 47
 - 8 Beefeater
 - 9 Gordon's
 - 10 Hapusa

“Topping our list is Bombay Sapphire, an enduring icon in the premium Gin category.”

The innovations have brought about exciting changes across the entirety of the Indian Gin spectrum. On one side, luxury and high-end Gins are making their way into the market, offering consumers more elevated drinking experiences. On the other side, new brands are shaking up the market for everyday Gin options. And most importantly, the growing popularity of Gin has also contributed greatly to the growth of the cocktail culture across the country, and the new found respectability for bars and bartenders, elevating them to a pedestal that till recently was the preserve of restaurant owners and chefs.



Topping our list is Bombay Sapphire, an enduring icon in the premium Gin category. Its smooth and distinct flavour profile makes it more approachable for those new to the spirit. And the instantly recognisable blue

bottle doesn't hurt either. Homegrown hero, Greater Than, is a strong contender at second place. The other two local brands that made it to our Top 10 list include Stranger & Sons (#6), and Hapusa (#10). Interestingly, the list also includes one gin each from Japan — Roku (#5), and Germany— Monkey 47 (#7).

RUM

Bacardi, not surprisingly, is India's favourite rum. Local legend Old Monk at No.2 should not be a surprise either, considering its massive popularity. Equally impressive are two more Indian brands in the Top 10, Short Story and Maka Zai



- ## TOP BRANDS
- 1 Bacardi
 - 2 Old Monk
 - 3 Captain Morgan
 - 4 Short Story
 - 5 Flor de Cana
 - 6 Plantation
 - 7 Kraken
 - 8 Havana Club
 - 9 Diplomatico
 - 10 Maka Zai

Perhaps one of the most exciting spirit transformations in India has been that of Rum! The country is witnessing a noticeable shift in how this drink is perceived and enjoyed - with the spirit finding its place on bar shelves as a versatile base for delicious cocktails or a neat sip.

There's a growing realisation that India's natural conditions and abundant sugarcane are the secret sauce for crafting exceptional Rum. The result? An emergence of homegrown brands; each introducing different styles of Rum to the market. Whether it's white, dark, gold, spiced, or limited-edition, Indians are developing an affinity for Rum in all its diverse forms and flavours.

Amidst this evolving landscape, Bacardi (#1) stands out as a favourite, holding a strong position as India's favourite Rum brand. Known for its

“ There's a growing realisation that India's natural conditions and abundant sugarcane are the secret sauce for crafting exceptional Rum. ”

consistent quality, this Rum has found fans among cocktail lovers. Local legend Old Monk (#2) captures the second spot. With its nostalgic appeal, this dark Rum resonates with almost everyone and has made a mark internationally, drawing attention to Indian Rum. Adding to this narrative is Short Story (#4), a testament to India's burgeoning Rum market - where brands (and consumers) are eager to experiment. Alongside, Captain Morgan (#3) and Flor de Cana (#5) complete the picture for the top five. These are followed by Plantation (#6), Kraken (#7), Havana Club (#8), Diplomatico (#9) and another homegrown brand, Maka Zai (#10).

As more brands emerge in the market, an Indian Rum revolution is on the horizon. With appetites for premium Rums in the premium category growing, we may even see this category following the lead of the likes of Indian Single Malt and Gin!



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INTERNATIONAL SINGLE MALTS

Despite the growing popularity of Single Malts from other countries, Scottish brands completely dominate this list with Glenfiddich leading the way. Yamazaki is the sole exception at an impressive No. 7



“
The most popular International Single Malt in India by a long distance is the mighty Glenfiddich (#1).
”

TOP BRANDS

- 1 Glenfiddich
- 2 The Glenlivet
- 3 Talisker
- 4 Glenmorangie
- 5 Laphroaig
- 6 The Singleton
- 7 Yamazaki
- 8 • Bowmore
• The Balvenie
- 9 Lagavulin
- 10 Macallan

a range of flavours and profiles that resonate with the evolving palate.

The most popular International Single Malt in India by a long distance is the mighty Glenfiddich (#1). It's a home bar powerhouse and synonymous with the phrase 'divine destination'. Being one of the biggest names in the industry, its affordability and accessibility contributes to its popularity.

Up next, we have The Glenlivet (#2) – one of the most famous malts in the world; its name has become synonymous with excellent quality and a smooth balance of flavours. At #3 is Talisker, a delightfully layered dram. This Whisky boasts a rugged, peaty character with maritime influences, providing a unique and robust tasting experience.

We then encounter the Scottish duo Glenmorangie (#4) and Laphroaig (#5). Glenmorangie stands as a Highland gem, skillfully infusing innovation through diverse cask finishes to deliver complexity and depth in its smooth and refined Whiskies. Laphroaig captures Islay's essence with intense peatiness, catering to enthusiasts of bold and daring flavours.

Yamazaki is the only non-Scottish Single Malt in the list at an impressive #7. The Singleton (#6), Bowmore and The Balvenie tied at #8, Lagavulin (#9), and Macallan (#10) round up the list.

Time is a moving needle, and so are consumer preferences. The world of Single Malt Whisky has undergone a remarkable evolution, transcending geographical boundaries to become a global phenomenon. From the rolling hills of Scotland to the serene landscapes of Japan, the evolution of International Single Malts has been shaped by a blend of tradition, innovation, and cross-cultural influences.

The popularity of International Single Malts in India has surged in recent years, driven by a growing middle class with an increasing appreciation for premium spirits. As consumers seek diverse and sophisticated drinking experiences, International Single Malts have captured their attention – offering

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MALT WHISKY



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AMALGAM
OF SINGLE MALTS



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MARRIAGE AT AMRUT

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INDIAN SINGLE MALTS

Amidst the ongoing success story of Indian Whisky brands, both at home and on the international stage, the emergence of India's Single Malt industry is an intriguing subplot that's grabbing attention

Award-winning Whiskies like Paul John (#1), Amrut (#2), and Indri (#3) are bringing about a sea change in the Indian love affair with whisky. The pioneering work, especially by Amrut and Paul John, which garnered international recognition before they made a splash locally, has inspired Indian Whisky drinkers to explore and appreciate local brands more than ever before, changing the alcohol consumption pattern in the country.

Thanks to India's temperate climate, which expedites the maturation process, our Whiskies attain a distinctive character and complexity at a relatively younger age, setting them apart on the global map. The resulting Angel's share is, however, anywhere much higher, between two to three times the equivalent in Scotland.

The main ingredient for much of

“**Thanks to India's temperate climate, which expedites the maturation process, our Whiskies attain a distinctive character and complexity at a relatively younger age, setting them apart on the global map.**”

TOP BRANDS

- 1 Paul John
- 2 Amrut
- 3 Indri
- 4 Rampur
- 5 Godawan
- 6 Kamet
- 7 GianChand



Indian Single Malt is also 6-row barley, as opposed to 2-row barley in Scotland. This provides them with more protein, less starch, and a thicker husk. The higher protein levels help speed up the conversion to fermentable sugars, while the higher enzyme content of the 6-row barley also helps convert starch into fermentable sugars.

The lineup is complemented by Rampur (#4) and Godawan (#5), both of which have also won accolades and admirers worldwide. Following suit are Kamet (#6) from the North of India, and GianChand (#7) from Jammu. A clutch of brands in this category means that our list consists of only the Top 7 brands.

In 2022, Indian single malt sales increased 2.4 times to 281,000 cases. As more consumers across different age groups prioritise high-quality and made-in-India products, the journey of Indian Single Malts is just getting started.



PIONEERING THE INDIAN

Bartending Transformation

Leading by example

Aashi Bhatnagar made her mark in the bartending realm by being crowned as the World Class India Bartender for the year 2023. The World Class Finale was held in Gurugram where the top 15 bartending talents from the nation competed for the title, and Aashi Bhatnagar shined through with her excellent ingredient layering and innovative vision towards flavour infusions. She rose as the leading face of innovative trends regarding inclusivity and sustainability in the Indian bartending culture. Aashi Bhatnagar will be the first-ever female bartender to represent the nation at the World Class Global Finals being held in Sao Paulo in September 2023.

The event organized by World Class India proved to be a breakthrough concept in redefining the Indian Bartending space and culture by building a recognized and dedicated community for Indian Bartending.

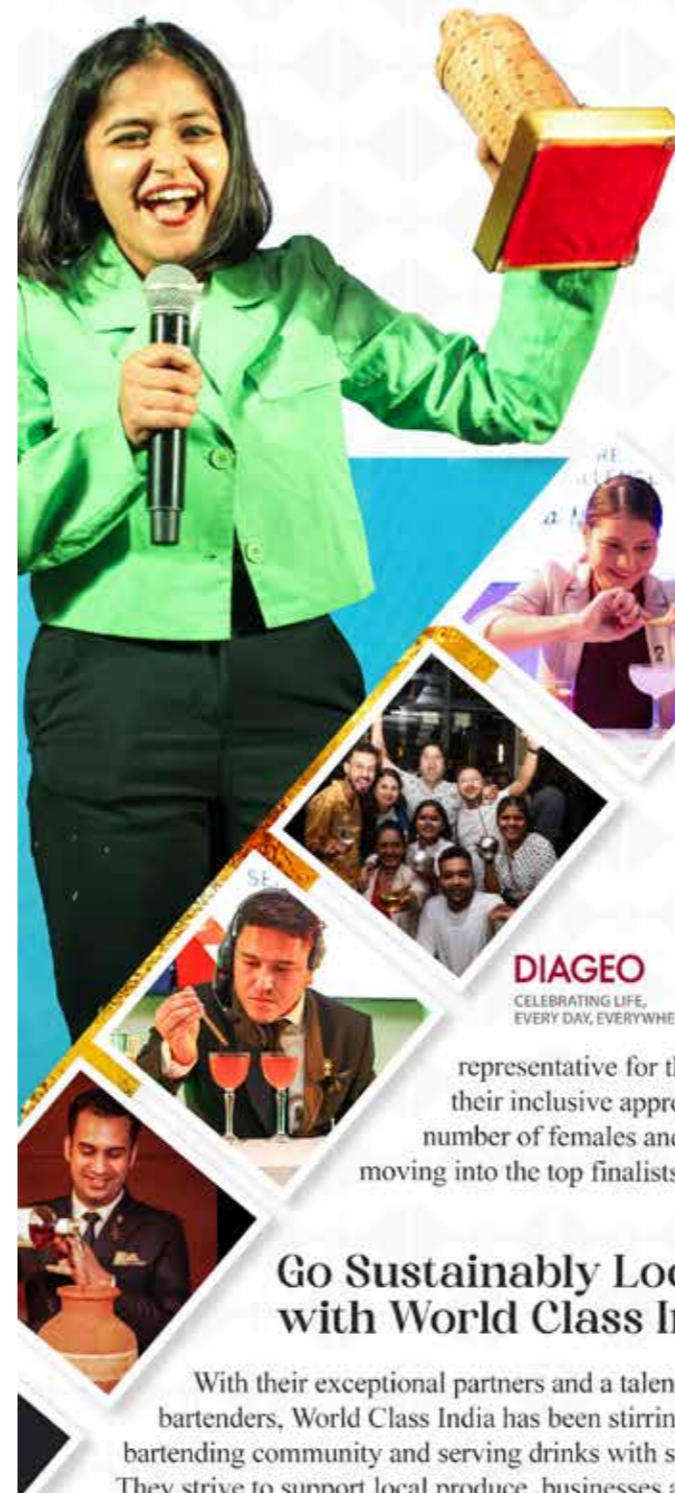
A diverse concoction of cultures

World Class has been on a quest to elevate the drinking experience for people globally. For over fourteen years, they have formed a diverse community of bartenders to inspire, support and train bartenders from all walks of life. With Aashi Bhatnagar leading the forefront as the first female

representative for the nation, World Class India has been transforming norms with their inclusive approach. In the past year, they were proud to have an increased number of females and members identifying with the LGBTQIA+ community moving into the top finalists.

Go Sustainably Local with World Class India

With their exceptional partners and a talented team of passionate bartenders, World Class India has been stirring positive changes in the bartending community and serving drinks with sustainability on the side. They strive to support local produce, businesses and manufacturers by promoting local and sustainable ingredients. Aashi Bhatnagar, with the Bee Kind initiative, has also been active in a more sustainable bartending culture by promoting delectable recipes and concoctions that use locally produced honey.



BLENDED SCOTCH / BLENDED MALT

Expectedly, Johnnie Walker, the world’s largest selling Scotch, tops our list as well. In second place is their biggest competitor, Chivas Regal, and third place is taken by the sole blended malt in the Top 10, Monkey Shoulder

India has overtaken France to become the UK’s largest market for Scotch Whisky in terms of volume, with a 60 per cent hike in imports in 2022 over the previous year, according to the latest figures released by Scotland’s leading industry body. Scotch Whisky therefore is a very important category in the Indian alcobev market, and one that has also seen an increased focus on Highballs as a recommended form of consumption, with some brands starting their own mixer labels to cater to this trend, as also to act as a surrogate.

Our Top 10 list sees a rich representation from across the BIO (Bottled in Origin) and BII (Bottled in India) segments, with Monkey Shoulder being the sole blended malt in the mix.

Expectedly, Johnnie Walker (#1) tops the list with a richness like no other. Of course, it’s also the world’s largest-selling Scotch Whisky. In second place, we have Chivas Regal (#2), whose origins date back to the 19th century. For most Indians, the brand Chivas Regal is associated with luxury, which adds to its popularity.



- | TOP BRANDS | |
|------------|-----------------|
| 1 | Johnnie Walker |
| 2 | Chivas Regal |
| 3 | Monkey Shoulder |
| 4 | Ballantine’s |
| 5 | Dewars |
| 6 | Teacher’s |
| 7 | Black & White |
| 8 | 100 Pipers |
| 9 | Black Dog |
| 10 | J&B Rare |

Following this benchmark is Monkey Shoulder (#3).

Next in line, we encounter an accessible trio tailored to our tastes in blends, – Ballantine’s (#4), Dewars (#5) and Teacher’s (#6). Ballantine’s presents a meticulously balanced blend that resonates well with the Indian market, while Dewars carries a heritage of over a century, appealing to the evolving Indian palate. Teacher’s brings a touch of peat-laden history to the blended Scotch landscape.

Black & White’s (#7) distinctive dram boasts an approachable blend, reflecting its 19th century heritage. Rounding up the top 10, we have 100 Pipers (#8) – known for its balanced profile and mellow smokiness, followed by Black Dog (#9) with a rich and smooth character, and finally, J&B Rare (#10) - the unique result of blending 42 of the best whiskies in Scotland.

As India’s passion for experimentation with spirits evolves, the Blended Scotch Whisky market will continue to grow due to its immense popularity. The distinctive interplay of tradition and innovation can be seen through these top 10 brands.



WHISKY THAT BLENDS THE RULES



MONKEY SHOULDER
100% MALT WHISKY

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INTERNATIONAL WHISKY (NON-SCOTCH)

Whereas the market was almost exclusively dominated by Scottish brands till a decade ago, Irish, American and Japanese whiskies are making their presence felt in a big way, and hence this separate category in our survey

While India's love affair with whisky isn't breaking news, increased travel and exposure to global influences have empowered consumers to expand their knowledge and explore a wider range of International Whiskies. Today, the country's bar-goers are seeking out premium spirits and placing a strong emphasis on the quality of their drinks; a shift that is indicative of a push towards a more refined drinking experience, regardless of where the whisky is made.

Whereas the market was almost exclusively dominated by Scottish brands till about a decade ago, Irish, American and Japanese whiskies are gradually making their presence felt in a big way, and hence this separate category in our survey. This change has also been helped by the fact that international whisky brands are slowly transitioning from being a luxury product to a more accessible indulgence.

It's intriguing to see the geographical nuances at play here. Irish and American brands are the dominant players in this category, with Jameson (#1), Jack Daniels (#2) and Jim Beam (#3) reigning as the top three. A global icon, Jameson, embodies the quintessential Irish Whisky experiences, while Jack Daniels and Jim Beam are neck and

TOP BRANDS

- 1 Jameson
- 2 Jack Daniels
- 3 Jim Beam
- 4 Hibiki
- 5 Toki
- 6 Yamazaki
- 7 Maker's Mark
- 8 Wild Turkey
- 9 Buffalo Trace
- 10 • Woodford Reserve
• Teeling



neck for second place. Interestingly, two Japanese Whisky brands, Hibiki (#4) and Toki (#5), round out the tail end of the top five – representing the niche Japanese Whiskies are carving out in India.

From places 6 through 10 are another Japanese gem, Yamazaki (#6), and Kentucky Bourbon favourites - Maker's Mark (#7), Wild Turkey (#8), Buffalo Trace (#9) and Woodford Reserve (#10), with another Irish Whisky brand, Teeling (#10) rounding up our top 10. In fact, the Woodford Reserve and Teeling are uniquely tied at No. 10.

With advancements in maturation techniques, intricate flavour profiles, and cocktail concoctions coming to the fore, needless to say, the International Whisky market will continue to remain in high spirits.

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DRINK RESPONSIBLY

PREMIUM INDIAN WHISKY

Our Top 10 list is a mix of the old (and familiar) and the new, with multinationals like Diageo and Pernod dominating, with their strong legacy brands taking up 5 places in the list

Today, the Indian Whisky market stands as the largest in the world by volume, and within this dynamic landscape, Premium Whisky brands have deftly seized the opportunity by presenting high-quality, well-branded, and refined spirits tailored to the ever-evolving tastes and preferences of consumers.

Premiumisation is very much on the rise, and brands in this category are also attempting to differentiate themselves via the use of a range of different international whiskies in the blend, international blenders, and a focus on casks and maturation.

The consumers of whiskies at the top end of the Premium Indian Whisky pyramid, are equally familiar with entry-level Scotch brands, and hence blend quality needs to be best-of-class with these brands too, to catch and keep the consumer's fancy.



“
The consumers of whiskies at the top end of the Premium Indian Whisky pyramid, are equally familiar with entry-level Scotch brands.
”

TOP BRANDS

- 1 Woodburns
- 2 Royal Challenge
- 3 Blender's Pride
- 4 Signature
- 5 Royal Ranthambore
- 6 Antiquity Blue
- 7 Oaksmith
- 8 Royal Stag
- 9 Roulette
- 10 1848



Our Top 10 list is a mix of the old (and familiar) and the new, with multinationals like Diageo and Pernod dominating, with their strong legacy brands taking up 5 places in the list. Beam Suntory makes a strong entry, and the balance is taken up by relatively newer and primarily brands that dominate in regional pockets.

Woodburns tops our list, and is widely popular in Bengaluru, Mumbai, and Goa. A set of familiar and legacy brands in the form of Royal Challenge, Blender's Pride and Signature follow in 2nd, 3rd and 4th place, respectively, until another interesting top shelf whisky in the form of Royal Ranthambore breaks up the list, making up our Top 5.

Antiquity Blue (#6), Oaksmith (#7) and Royal Stag (#8) are our next 3, and Roulette (#9) and 1848 (#10) round off our Top 10.

INDIAN CRAFT SPIRITS

While this year's Top Ten list is dominated by Gin brands (Greater Than, Stranger & Sons, and Hapusa), we also have entrants from categories like Whisky, Agave and Rum



Indian craft spirits have seen transformational growth over the last seven to eight years. While pioneers like Old Monk (#4), Paul John (#5) and Amrut (#8) helped take Indian beverages to the international stage, today, many more homegrown brands across spirit categories are following suit, experimenting with indigenous grains, ingredients, and botanicals.

Around 2017, India began witnessing its 'Gin wave' with several brands such as Greater Than (#1), Stranger & Sons (#2), Hapusa (#3), and Jaisalmer (#6), emerging to offer world-class Gin made with Indian ingredients. This movement provided inspiration and room for other spirit categories to explore as well. Take

TOP BRANDS

- 1 Greater Than
- 2 Stranger & Sons
- 3 Hapusa
- 4 Old Monk
- 5 Paul John
- 6 Jaisalmer
- 7 Short Story
- 8 Amrut
- 9 Indri
- 10 Pistola

“
Indian craft spirits have seen transformational growth over the last seven to eight years.
”

Rum, for instance, whose versatility has paved the way for brands such as Short Story (#7) to cement their place among India's top ten craft spirits.

It's also interesting to note that while Old Monk may not be seen as the classic example of a craft spirit, its iconic stature has propelled it into this list (#4). Even in the realm of whisky, we are witnessing a rise in premium craft brands, like Indri (#9), making their mark globally.

While this year's top ten list was dominated by Gin brands, we also have entrants from Whisky, Agave (Pistola [#10]), and Rum. As the industry continues to evolve, it's only a matter of time before Indian consumers have more choices across the board!



INTERNATIONAL BEER

Leading the pack is the iconic Corona from Mexico, followed by the Belgian Hoegaarden (#2), American Budweiser (#3), Italian Peroni (#4), and Dutch Heineken (#5)



International and Indian Beers weave a tale of two palates; each offering a unique perspective.

International brews, offering a wide range of styles and origins, are a global passport to taste. Whether you're sipping from a stein in Germany, sharing a story over pints in an Irish pub, or discovering a craft ale in a hip Brooklyn brewery, one thing is clear: Beer is more than just a beverage; it's a universal language of joy, camaraderie, and fun.

As international brews traverse the globe, India's beer culture is also evolving, with a growing fondness for international labels. Leading the pack is the iconic Corona (#1), a Mexican lager known for its smooth, refreshing character – a symbol of leisure embraced by Beer enthusiasts worldwide. Following closely is the

TOP BRANDS

- 1 Corona
- 2 Hoegaarden
- 3 Budweiser
- 4 Peroni
- 5 Heineken
- 6 Erdinger
- 7 Amstel
- 8 Guinness
- 9 Chang
- 10 Coopers

“Beer is more than just a beverage; it's a universal language of joy, camaraderie, and fun.”

Belgian classic Hoegaarden (#2), a Wheat Beer celebrated for its blend of citrusy, spicy, and subtly sweet flavours.

Among the top five, you'll find the timeless American lager, Budweiser (#3), the Italian brew, Peroni (#4), and the Dutch classic, Heineken (#5). Each of these beers carries its own unique heritage and taste, their popularity reflecting the diverse preferences of Indian Beer drinkers. Thai brew Chang (#9) has secured a firm place in the top ten, indicating the rising interest in Southeast Asian Beers, particularly in North India. Other labels that feature in the top ten include Erdinger (#6) from Germany, Dutch brand Amstel (#7), Guinness (#8) from Ireland, and the Australian Coopers (#10).



INDIAN BEER

Expectedly topping this list is the king of good times, Kingfisher (#1), followed by the relative newcomer Bira (#2). Close behind are other homegrown brands, People's Lager (#3), British Empire (#4), and Sterren (#5)

If you're reading this, we don't need to tell you that India is in the midst of a Craft Beer revolution!

As the industry continues to flourish, microbreweries are popping up across both tier 1 and 2 cities, giving us some seriously cool and creative brews to sip on. What's more, we're excited to see the steady infusion of local ingredients and spices, lending Indian beers a distinct flavour profile that sets them apart.

In cities such as Pune, Mumbai, Gurugram, Bengaluru, and Delhi, the brewpub culture is exploding – driven by the increasing curiosity and experimentation among Beer drinkers. And among these cities, Bangalore rightfully takes the crown as the Beer Capital of the country.

Yet, India's soft spot for classic bottled brews remains unwavering. Topping our list is Kingfisher (#1),

“Bangalore rightfully takes the crown as the Beer Capital of the country.”



TOP BRANDS

- 1 Kingfisher
- 2 Bira
- 3 People's Lager
- 4 British Empire
- 5 Sterren
- 6 Toit
- 7 Simba
- 8 Great State Aleworks
- 9 Caldera
- 10 Susegado

the OG Beer that is loved by millions and has carved a special place in the Indian social fabric. Bira (#2) has shaken up India's Beer industry, showing off a modern vibe that breaks away from the usual. Other homegrown brands, such as People's Lager (#3), British Empire (#4), and Sterren (#5) are also striking a chord with Beer enthusiasts across the country. Toit (#6), Simba (#7), Great State Aleworks (#8), and Caldera (#9) are other popular Indian Beer brands, with some of these only available in draught beer form. Susegado (#10) completes the top ten.

As more brands use seasonal and local flavours to introduce new Beer styles to consumers, Indian Beer is sure to keep throwing up unique and innovative flavours.

**Please note – this list applies to both bottled and draught beer.



**Please note – this includes both bottled and draught beer.

INTERNATIONAL WINE

The Australian Jacob's Creek dominates this list, followed by the South African Two Oceans, and Le Grand (#3) from France. In fact, most large wine producing countries are on the list including Chile, Germany, Italy, New Zealand and Spain

India now boasts of an impressive portfolio of international wine brands in the market. The lists keep expanding on a regular basis, with importers experimenting with new varieties and brands from across the world. And it is good to see the international wine consumption going up in the country despite stiff competition from local brands.

The number one International Wine in India, by a long shot, is Jacob's Creek (#1). The Australian brand is known for its innovation, while delivering consistency. Next up is Two Oceans (#2), the South African Wine known for its easy drinkability. And a fun fact; the name 'Two Oceans' comes from the fact that South Africa is situated at the meeting point of the Atlantic and



TOP BRANDS

- 1 **Jacob's Creek**
- 2 **Two Oceans**
- 3 **Le Grand**
- 4 **Campo Viejo**
- 5 **Baron Philippe de Rothschild**
- 6 **Black Tower**
- 7 **•Cosecha**
•Hardys
- 8 **•Sensi**
•Trapiche
•Yellow Tail
- 9 **AG 47**
- 10 **•Antares**
•Brancott Estate
•Bush Ballard
•Golden Sparrow
•Luz Maria
•Saint Clair
•Vina Temprana

Indian Oceans! Third on the list, following very closely, is Le Grand (#3), all the way from the South of France. Rounding up the top five, we have the Spanish Campo Viejo (#4) and French Baron Philippe de Rothschild (#5).

It is a veritable rainbow of countries in our Top 10 list. Black Tower (#6) from Germany, Australian Hardys and Chilean Cosecha (tied at #7), Argentinean Trapiche, Sensi from Italy, and Yellow Tail from Australia tied at (#8). And there is a seven-way tie for (#10) ranking with Chilean names like Antares and Luz Maria, Brancott Estate and Saint Clair from New Zealand; Bush Ballard from Australia; Italian Golden Sparrow; and Vina Temprana from Spain.



INDIAN WINE

Not many would be surprised that Indian wine pioneer Sula is the big winner in this list, followed by other favourites like Fratelli (#2), Grover Zampa (#3), Big Banyan (#4) and York (#5)

Steadily climbing the drinks' charts is Wine – probably one of the fastest growing alcobev categories in India. With an impressive portfolio of international labels available; and domestic names only growing by the day, this beverage is making waves in the Indian market.

The last eight years have been interesting to say the least, with more experimentation and innovation than ever before. We ditched the usual grapes and went wild with flavours, bringing in newer brands like Nero D'Avola and Grillo – names that probably only a handful of people had heard about a decade ago.

And guess who's cozying up to Wine? Millennials, of course! Not only have they got the cash to spare, but they also know what they're drinking. These days, the younger generation is far more well-versed in their beverage preferences than ever before.



TOP BRANDS

- 1 **Sula**
- 2 **Fratelli**
- 3 **Grover Zampa**
- 4 **Big Banyan**
- 5 **York**
- 6 **•Reveilo**
•Vallonne
•Virgin Hills
- 7 **Four Seasons**
- 8 **KRSMA**



There was a surge in domestic Wine producers that came about post-Covid, given that during the lockdown, imports were stopped and consumers were nudged towards domestic Wines. Now, we're seeing a lasting preference towards these brands.

Topping the Indian Still Wines' charts are Sula (#1) and Fratelli (#2), followed by Grover Zampa (#3). The brands have proven popular for their local identities, as well as experiential activities like Wine trails and festivals. These experiences mimic approaches that have proven to be popular in renowned vineyards in Europe and North America. Big Banyan (#4) and York (#5) also follow this approach, establishing them as leading brands

Tied at sixth place, we have Reveilo, Vallonne, and Virgin Hills (#6), followed by Four Seasons (#7). At #8 is KRSMA.

“We ditched the usual grapes and went wild with flavours, bringing in newer brands like Nero D'Avola and Grillo – names that probably only a handful of people had heard about a decade ago.”

SPARKLING WINE

No surprises when it comes to the top three brands in this category; Moët & Chandon (#1), Martini Prosecco (#2) and Chandon (#3). But what is interesting is the popularity of two local favourites, Sula (#4) and Fratelli (#5), in a list otherwise dominated by international names

In India, Sparkling Wine is viewed as a celebratory drink; there is no special occasion that goes by without popping open a bottle of bubbly. However, in recent years, certain brands have been trying to shift this perspective and embrace Sparkling Wines as everyday Wines.

The number one Sparkling Wine in India, leading by a significant margin, is Moët & Chandon (#1) – the vintage French Champagne known to many as the epitome of luxury. Coming in second place is Martini Prosecco (#2). This Italian Sparkling Wine is known for its ‘affordable luxury’, making it more accessible and versatile. Next up is Moët Hennessy’s homegrown bubbly, available in both Brut and Rose versions, Chandon (#3). Ranked in fourth place, we have Nashik-based Sula (#4) – which was one of the pioneers of domestically produced Sparkling Wine, followed by another homegrown name – Fratelli

TOP BRANDS

- 1 Moët & Chandon
- 2 Martini Prosecco
- 3 Chandon
- 4 Sula
- 5 Fratelli
- 6 Cinzano Prosecco
- 7 • Dom Perignon
- 8 • Jacob’s Creek
- 9 G H Mumm
- 10 Zonin Prosecco
- 10 Villa Sandi Prosecco



“ In India, Sparkling Wine is viewed as a celebratory drink; there is no special occasion that goes by without popping open a bottle of bubbly. ”

(#5). Both Sula and Fratelli have a wide range of sparkling wine options.

Our top ten closes out with Italian Cinzano Prosecco (#6), vintage Champagne Dom Perignon and Australian Jacob’s Creek (#7), another Champagne house G H Mumm (#8), and Italian Zonin (#9) and Villa Sandi, another popular Prosecco (#10)



COGNAC & BRANDY

The big Cognac houses dominate this list including Hennessy (#1), Martell (#2) and Remy Martin (#3). In the Brandy category though, the French have tough competition from local brands like Morpheus (#4), Honeybee (#5) and British Empire (#8)

First, a bit on the definition, and the difference between Brandy and Cognac. While both are made using similar distillation processes, Brandy refers to the spirit made from distilling fermented fruit juice which could range from grapes to armagnac, apples and the like. Cognac on the other hand is a brandy that must be made in the state of Charente in the Cognac region of France, and specifically only from select types of white grape.

India, especially the South of the country, has had a long history of drinking Brandy. So much so that liquor shops in states like Kerala are sometimes generically referred to as Brandy shops. Cognac in that sense is a relatively new entrant into the country. And as consumption patterns evolve, perceptions around Cognac and Brandy are changing as well.

No longer considered exclusively for ‘the older generation’, these spirits are

TOP BRANDS

- 1 Hennessy
- 2 Martell
- 3 Remy Martin
- 4 • St Remy
- 5 • Morpheus
- 5 Honeybee
- 6 Mansion House
- 7 Bisquit
- 8 • Barsol
- 8 • Quebranta Pisco
- 8 • British Empire
- 9 Napoleon
- 10 Armagnac Castarède



gradually gaining the next generation’s attention, which enjoys them straight, on ice, or with mixers. The spirits’ rich flavours have enabled them to carve a niche for themselves, and talented bartenders and mixologists are working to infuse them into a variety of complex (and equally delicious) cocktails.

Out of the ‘big four’ Cognac houses, three can be found at the very top of our chart. Hennessy (#1) is the most preferred among Indian bar-goers with its rich history, many variants, and synonymity with what most people associate Cognac with – giving it a significant lead over the competition. Martell (#2) and Remy Martin (#3) also showcase old-world luxury, making them popular picks. Bisquit (#7) from France and Barsol Quebranta Pisco (#8) slide into the top 10 as well.

St Remy (#4) is the first Brandy on the chart, tied with India’s own Morpheus (#4). Homegrown entries into the Brandy market don’t just stop there, with appearances from Honeybee (#5) and British Empire (#8). Other Brandy entrants include Mansion House (#6) & Courier Napoleon (#9), and we even have an Armagnac in the form of Armagnac Castarède (#10).

As more young drinkers are on the lookout for rich spirits with a distinct heritage, there is great potential for India to transform into a strong market for Cognac and Brandy. Given the large sales volumes of brandy too, especially in South India, there is great potential in it being the next frontier for craft spirits.

LIQUEURS

Jägermeister dominates this category by a fair margin, followed predictably by Bailey's (#2), Kahlua (#3), Cointreau (#4), and Sambuca (#5). A big surprise though is the presence of local brands like Quaffine (#7)



- TOP BRANDS**
- 1 Jägermeister
 - 2 Bailey's
 - 3 Kahlua
 - 4 Cointreau
 - 5 Sambuca
 - 6 Orange Duck
 - 7 • Grand Marnier
• Quaffine
 - 8 • Cafe Vivir
• Amarula
• Limoncello
• St Elder
• Zambuca
• X Rated
 - 9 Midori



an MVP at any party. Coming in second is Bailey's (#2), a beloved choice for seasonal cocktails and dessert pairings. At third place is Kahlua (#3), whose rich essence of coffee takes cocktails to the next level. Following that is the orange-flavoured variety from France, Cointreau (#4), and the Italian anise flavoured Sambuca (#5).

The rest of the top ten features an interesting mix of Orange Duck (#6) from Spain and Grand Marnier (#7) and locally produced Quaffine (#7). Number 8 is another large, six-way tie between Amarula, Cafe Vivir, Limoncello, St Elder, Zambuca, and X Rated. And closing out the chart, we have Midori (#9).

Liqueurs, the playful personalities of the spirit world, bring a touch of fun and flavour to every drink. With a lower alcohol content compared to other spirits, they're often enjoyed on their own as aperitifs, digestifs, or dessert drinks. Whether you prefer sipping them neat, mixing them in cocktails, or even drizzling them over dessert, liqueurs are the perfect companions to enhance your drinking experience.

Taking the lead this year is the master hunter itself, Jägermeister (#1). With over 56 ingredients, its versatile and sweet flavours offer a mysterious element when knocked back as a shot, making it

AMARO/APERITIF

What was once traditionally seen as a post-dinner digestif in Italy, is now finding its way into the realm of India's evolving cocktail culture. Campari (#1) and Aperol (#2) rule the rankings by a considerable margin

Whether it's indulgent gelato or fast cars, Italy has gifted the world many exquisite things.

Yet, amid this array of treasures, one often remains overlooked – a bittersweet elixir known as Amaro.

What was once traditionally seen as a post-dinner digestif, due to its medicinal properties, is now finding its way into the realm of India's evolving cocktail culture – thanks to skilled mixologists and well-travelled consumers. While the Indian palate typically leans towards sweeter flavours, an increasing number of discerning drinkers are gravitating towards Amaro-infused cocktails. The spirit's intricate aromas and varying degrees of bitterness are captivating consumers – enough to make them momentarily put down their glasses and take notice.

Campari (#1) and Aperol (#2) rule the rankings by a considerable



TOP BRANDS

- 1 Campari
- 2 Aperol
- 3 Martini Vermouth
- 4 Amaro Montenegro
- 5 • Jägermeister
• Fernet-Branca
- 6 Cinzano Vermouth
- 7 • Absente
• Amaro Ramazzotti
- 8 • Averna
• Select
- 9 • Cynar
• Otto Athens Vermouth
• Ricard

margin, securing a permanent spot on every bartender's shelf. Campari, an unmistakable vibrant red Italian bitter, forms the essence of some of the most well-loved cocktails (think: Negroni). Coming in second place is the sweeter Aperol, made popular due to the explosion of the Aperol Spritz trend (thanks to TikTok) and now integrated into many cocktail menus across India. Yet, the spotlight isn't reserved solely for these classics.

Vermouths by and large are still playing a supporting role in cocktails, and the Indian consumer has not yet gravitated to low ABV cocktails. Martini (#3), Cinzano (#6) and Otto Athens (#9) all find a place in our list. Amaro Montenegro (#4), as well as Jägermeister (#5) and Fernet-Branca (#5) are carving their own niche, due to their versatility as base spirits that pair beautifully with diverse flavours.

In sixth place, we have Cinzano (#6), followed by Absente and Amaro Ramazzotti both at #7. Number 8 is a tie between Averna and Select. Finally, a three-way tie, for ninth place – Cynar, Ottos Athens Vermouth and Ricard.

The not-so-bitter-truth? Italy's bold contribution to the art of mixology is only set to get bolder. As more bartenders and curious consumers embrace Amaro, its role in Indian mixology is poised for an even more exciting chapter.

MIXERS

Schweppes is the big leader in this category followed by the millennial favourite, Svami (#2). Coca Cola is at (#3), with rival Pepsi nowhere in the picture. Homegrown Sepoy takes the 4th position, followed by Red Bull (#5). Interestingly, the most popular juice brand is Dabur's Real (#7)

Once ruled by fresh fruit juices and sodas, the Mixer landscape has diversified into readymade mixes, flavoured sodas, and an army of tonic waters. Several of India's homemade heroes have found their place in this year's top ten, alongside classic heavy hitters from the tonic water and soda world. Whether your choices are fizzy, fruity, or funky – this year's chart caters to a variety of cocktails and mocktails.

With a clean sweep, Schweppes (#1) takes the lead, as India's favourite Mixer. Their Tonic, Ginger Ale, Bitter Lemon, and others have secured favour in India's bar landscape. Following suit is our very own homegrown brand, Svami (#2), clinching second place with its diverse, crafted tonics as well as ginger ales and lemonades. Svami's summery flavours of tonic water like cucumber and grapefruit are a big factor in its popularity.



“With a clean sweep, Schweppes (#1) takes the lead, as India's favourite Mixer. Their Tonic, Ginger Ale, Bitter Lemon, and others have secured favour in India's bar landscape.”

TOP BRANDS

- 1 Schweppes
- 2 Svami
- 3 Coca Cola
- 4 Sepoy & Co.
- 5 Red Bull
- 6 Jade Forest
- 7 Real
- 8 Franklin & Sons
- 9 Vaum
- 10 Fever Tree

Coming in third is the industry giant, Coca Cola (#3). With its classic flavours, tried and tested mixability, and a legacy spanning a century, it's no surprise that the soda syndicate features in the top five. Holding strong is Sepoy and Co. (#4); its diverse mixers have found their way into several bars, offering a whole slew of flavoured tonics and a line of lemonades.

Rounding out the top 5 is Red Bull (#5). Its punchy flavour and common spot in a collective of cocktails secures its standing for the foreseeable future. Two more homegrown tonics Jade Forest (#6) and Vaum (#9), make it into the top ten, along with Real Juice (#7), Franklin & Sons (#8), and Fever Tree (#10). With cocktail culture only rising, and a new generation of drinkers preferring their drinks to be fresh, low-calorie and zero-sugar – mixers are on a solid path upwards.



WATER

The most popular brand of water in our survey is Himalayan. But what is surprising is the brands that follow; Finnish brand Veen (#2) and Perrier (#3) that score over long-term players like Kinley (#4), Bisleri (#6) and Vedica (#7)

In the world of beverages, where wine, beer, and spirits often steal the show, there's a humble yet crucial contender that tends to go unnoticed - water. Today, India's bottled water industry has quietly evolved, offering more choices than ever before!

Bottled water has undergone a subtle transformation. It's no longer confined to just still or sparkling options. Now, we have varieties infused with vitamins and minerals, along with a range of unique flavour profiles. Leading the H2O pack is Himalayan (#1), a long-time player in India's mineral water market. Next up, we have Finnish brand Veen (#2), the sleek packaging of which is catching the eye of Indian consumers; and French brand Perrier (#3), a mineral water that brings a twist with different flavours such as lime, lemon, and grapefruit. Kinley (#4)



TOP BRANDS

- 1 Himalayan
- 2 Veen
- 3 Perrier
- 4 Kinley
- 5 Evocus
- 6 Bisleri
- 7 Vedica
- 8 Kelzai
- 9 Blue Pine
- 10 SVVA



and Evocus (#5) make up the rest of the top five.

Other Indian brands are also making their mark, with Bisleri (#6) and Vedica (#7) earning a firm spot in the rankings. Kelzai (#8), Blue Pine (#9), and SVVA (#10) complete the list of the most popular water brands in the country.



“Bottled water has undergone a subtle transformation. It's no longer confined to just still or sparkling options.”

WHAT INDIAN CITIES ARE DRINKING

For a deeper dive into what India drinks, we looked at the brand preferences of bar-goers in some of the largest cities in India that are home to some of the country's best bars. Our sample covers six cities and one state, and the rankings are based on responses from 10 or more bars in each of them

BENGALURU

	1	2	3	4	5
Gin	Greater Than	Bombay Sapphire	Stranger & Sons	Roku	Tanqueray
Premium Indian Whisky	Woodburns	Signature Roulette			
Blended Scotch/ Blended Malt	Johnnie Walker	Chivas Regal	Ballantine's	Dewars	Black & White
International Whisky	Jameson	Jim Beam	Jack Daniels	Hibiki Toki	Yamazaki Maker's Mark
International Single Malt	Glenfiddich	Talisker	The Glenlivet	Glenmorangie	Yamazaki
Vodka	Grey Goose Absolut	Smirnoff	Ketel One	Short Story	Ciroc
Rum	Bacardi	Old Monk	Short Story	Flor De Cana	Captain Morgan Plantation Kraken Amrut Two Indies
Agave	Jose Cuervo	Camino	Patron Desmondji	Don Angel	1800
Indian Craft Spirits	Greater Than	Stranger & Sons	Old Monk	Paul John	Jaisalmer
Cognac & Brandy	Hennessy	Martell	Morpheus	Remy Martin	Mansion House
Amaro/ Aperitif	Campari	Aperol	Martini Vermouth	Amaro Montenegro	Absente
Liqueurs	Jägermeister	Bailey's	Kahlua	Cointreau	
Indian Beer	Kingfisher	Toit	Bira	People's Lager	Geist
International Beer	Corona	Hoegaarden	Budweiser	Peroni	Coopers
Indian Still Wine	Sula	Fratelli	Grover Zampa	Big Banyan KRSMA	
International Still Wine	Jacob's Creek	Two Oceans	Le Grand	Trapiche	Hardys Pasqua Pinot Grigio Saint Clair
Sparkling Wine	Moet & Chandon	Sula	Martini Prosecco	Chandon	Fratelli
Mixers	Schweppes	Coca Cola	Svami	Red Bull	Franklin & Sons
Water	Perrier	Vedica	Himalayan Veen SVVA Fusion Mont	Bisleri Kelzai	Ambani Water Kinley

DELHI

	1	2	3	4	5
Gin	Hendrick's	Bombay Sapphire	Tanqueray	Roku	Greater Than
Premium Indian Whisky	Woodburns	Signature			
Blended Scotch/ Blended Malt	Johnnie Walker	Monkey Shoulder	Dewars	Chivas Regal	Grant's Family Reserve
International Whisky	Jack Daniels	Jim Beam	Hibiki	Jameson	Toki
International Single Malt	Glenfiddich	Laphroaig Talisker	Yamazaki	The Glenlivet	Glenmorangie
Vodka	Grey Goose	Belvedere	Ketel One	Ciroc	Stolichnaya
Rum	Bacardi	Flor De Cana Old Monk	Short Story	Captain Morgan	Havana Club
Agave	Patron	Codigo	Don Angel	Fandango	Pistola
Indian Craft Spirits	Greater Than Stranger & Sons	Hapusa	Short Story	Indri	Pistola
Cognac & Brandy	Hennessy	Martell	Remy Martin	Bisquit	Barsol Quebranta Pisco
Amaro/ Aperitif	Campari	Aperol	Amaro Montenegro	Jägermeister	Martini Vermouth
Liqueurs	Jägermeister	Bailey's	Cointreau		
Indian Beer	Bira	Kingfisher	Lone Wolf	Simba	
International Beer	Corona	Erdinger Amstel	Peroni	Chang	Budweiser
Indian Still Wine	Fratelli	Sula	Grover Zampa	Virgin Hills	
International Still Wine	Baron Phillippe de Rothschild	Cosecha	Luz Maria Vina Temprana	Camas	Campo Veijo Two Oceans Black Tower Golden Sparrow Penfolds Scaia Frontera Four Brothers
Sparkling Wine	Moet & Chandon	Cinzano Prosecco	Martini Prosecco Chandon	Dom Perignon Zonin Prosecco	Ti Amo Prosecco
Mixers	Schweppes Sepoy & Co	Svami	Coca Cola	Jade Forest	Red Bull O Smart
Water	Perrier	Himalayan Veen	Evocus Vedica	Evian	Qua Smoke Water



GOA

	1	2	3	4	5
Gin	Greater Than	Stranger & Sons	Bombay Sapphire	Short Story	Tanqueray Roku Monkey 47
Premium Indian Whisky	Woodburns	Royal Ranthambore			
Blended Scotch/ Blended Malt	Johnnie Walker	Chivas Regal	Monkey Shoulder	Dewars	Black & White
International Whisky	Jameson	Jim Beam	Wild Turkey	Hibiki	Jack Daniels Toki Bushmills
International Single Malt	Glenfiddich	The Glenlivet	Talisker	The Singleton	Laphroaig
Vodka	Absolut	Grey Goose	Short Story	Ketel One	Belvedere
Rum	Bacardi	Old Monk	Short Story	Maka Zai	Plantation
Agave	Jose Cuervo	Pistola	Desmondji	1800 Patron	Camino Don Angel El Jimador
Indian Craft Spirits	Greater Than	Stranger & Sons	Short Story	Cazulo	Pistola
Cognac & Brandy	Hennessy	Martell	Remy Martin St Remy	Morpheus	
Amaro/ Aperitif	Aperol Martini Vermouth	Amaro Montenegro	Campari	Fernet-Branca Cinzano Vermouth	Jägermeister
Liqueurs	Jägermeister	Bailey's	Aperol	Campari Cointreau	Quaffine
Indian Beer	Kingfisher	People's	Susegado	Bira Eight Finger Eddie	Simba Great State Aleworks Maka Di
International Beer	Corona	Hoegaarden	Heineken Erdinger	Singha	Peroni
Indian Still Wine	Sula	Fratelli	Grover Zampa Big Banyan		
International Still Wine	Jacob's Creek	Le Grand Campo Viejo	Two Oceans Crucifion Camas	Baron Phillippe de Rothschild Trapiche	Rutini Nederburg
Sparkling Wine	Moet & Chandon	Martini Prosecco	Chandon	Cinzano Prosecco	Jacob's Creek Dom Perignon
Mixers	Svami	Vaum Tonic	Schweppes	Coca Cola	Red Bull
Water	Veen	Himalayan	Kinley Smart Water	Perrier	Evocus

KOLKATA

	1	2	3	4	5
Gin	Bombay Sapphire	Greater Than	Monkey 47	Hapusa	Hendrick's Tanqueray
Premium Indian Whisky	Antiquity Blue	Blender's Pride			
Blended Scotch/ Blended Malt	Johnnie Walker	Chivas Regal	Monkey Shoulder	Teacher's	Ballantine's
International Whisky	Jameson	Jim Beam	Jack Daniels	Toki	Hibiki
International Single Malt	The Glenlivet	Glenfiddich	Talisker	Glenmorangie	The Singleton
Vodka	Absolut	Grey Goose	Belvedere	Smirnoff	Ketel One
Rum	Bacardi	Old Monk	Captain Morgan	Pitu Cachaca Ocho 8	
Agave	Corralejo	Camino	Patron	La Chica	Casco Viejo
Indian Craft Spirits	Hapusa	Greater Than	Jaisalmer	Paul John	Old Monk
Cognac & Brandy	Hennessy	Remy Martin	Martell	St Remy Honeybee	
Amaro/ Aperitif	Campari	Aperol	Martini Vermouth	Amaro Montenegro	Cinzano Vermouth
Liqueurs	Bailey's	Jägermeister	Orange Duck		
Indian Beer	Kingfisher	Bira	Caldera	Simba	
International Beer	Corona	Hoegaarden	Budweiser	Peroni	Coopers
Indian Still Wine	Fratelli	Sula	Grover Zampa		
International Still Wine	Jacob's Creek	Antares	Yellow Tail Sensi	Louis Latour	Saint Clair Mateus
Sparkling Wine	Moet & Chandon	Martini Prosecco	G H Mumm	Frizzano	Jacob's Creek Chandon
Mixers	Schweppes	Real	Sepoy & Co Monin	Red Bull	Coca Cola Fever Tree Kinley London Essence
Water	Veen	Himalayan	Kinley	Blue Pine SVVA	Perrier



CHENNAI

	1	2	3	4	5
Gin	Bombay Sapphire	Beefeater	Gordon's	Roku	Hendrick's
Premium Indian Whisky	Royal Challenge	Signature	Blender's Pride		
Blended Scotch/ Blended Malt	Chivas Regal	Johnnie Walker	Ballantine's	Teacher's	Dewars
International Whisky	Jack Daniels	Jameson	Jim Beam	Toki	Hibiki Yamazaki
International Single Malt	Glenfiddich The Glenlivet	Laphroaig	Talisker	Glenmorangie	Yamazaki
Vodka	Absolut	Grey Goose	Smirnoff Stolichnaya	Belvedere	Ciroc
Rum	Bacardi	Old Monk	Captain Morgan	Ron Barcelo	Havana Club Ron Zacapa
Agave	Camino	Jose Cuervo	Patron	Don Angel	Casco Viejo
Indian Craft Spirits	Old Monk	Royal Challenge	1848	Signature	Hichki Paul John
Cognac & Brandy	Martell	Remy Martin	Hennessy	Morpheus British Empire	
Amaro/ Aperitif	Campari Aperol	Martini Vermouth	Amaro Ramazzotti	Averna Jägermeister	Amaro Montenegro
Liqueurs	Bailey's	Jägermeister	Kahlua	Sambuca	
Indian Beer	Kingfisher	British Empire	Sterren		
International Beer	Corona	Hoegaarden	Heineken	Peroni	Amstel
Indian Still Wine	Sula	Fratelli	Grover Zampa Four Seasons		
International Still Wine	Jacob's Creek	Two Oceans	Campo Viejo	Camas Golden Sparrow Saccicaia	Black Tower Penfolds Veranza Tinto Chocolate Block
Sparkling Wine	Moet & Chandon	Martini Prosecco	G H Mumm	Jacob's Creek	Zonin
Mixers	Coca Cola	Schweppes	Red Bull	Svami	Mathieu Tisseire
Water	Himalayan	Aquafina	Kinley Springs	Veen	Perrier Bisleri Blue Pine

MUMBAI

	1	2	3	4	5
Gin	Bombay Sapphire	Hendrick's	Stranger & Sons	Tanqueray	Roku
Premium Indian Whisky	Woodburns	Blender's Pride	Oaksmith	Royal Ranthambore	
Blended Scotch/ Blended Malt	Johnnie Walker	Chivas Regal	Ballantine's	Monkey Shoulder	Dewars
International Whisky	Jameson	Jack Daniels	Yamazaki	Buffalo Trace Woodford	Hibiki
International Single Malt	Glenfiddich	Talisker	The Glenlivet	Glenmorangie Laphroaig	Lagavulin
Vodka	Grey Goose	Absolut	Ketel One	Belvedere	Ciroc
Rum	Bacardi	Plantation	Old Monk	Flor De Cana	Captain Morgan
Agave	Jose Cuervo	Codigo	1800	Patron Don Julio	Creyente
Indian Craft Spirits	Stranger & Sons	Hapusa	Short Story	Paul John	Old Monk
Cognac & Brandy	Hennessy	Remy Martin	Martell	Honeybee	Napoleon
Amaro/ Aperitif	Campari	Martini Vermouth	Aperol	Amaro Montenegro	Fernet-Branca
Liqueurs	Jägermeister Bailey's	Kahlua	Cointreau Sambuca	Café VIVIR St Elder	
Indian Beer	Kingfisher	Bira	Gateway Brewing Co.	2 Down Beer Co Copter 7	Bombay Duck Brewing Company Goa Brewing Co Seven Rivers
International Beer	Corona	Hoegaarden	Guinness	Budweiser	Peroni
Indian Still Wine	Sula	Fratelli	York	Grover Zampa	Reveilo Vallonne
International Still Wine	Jacob's Creek	Le Grand	Hardys	Gran Sello	Sensi Folonari Borgo Conventi Pinot Grigio MG Estate First Lady Luis Canas Miraval Rose Castello di Fonterutoli Chianti Classico Gran Selezione
Sparkling Wine	Moet & Chandon	Villa Sandi Prosecco	Chandon	Dom Perignon	Veuve Clicquot
Mixers	Schweppes	Svami	Coca Cola	Sepoy & Co Franklin & Sons	Red Bull
Water	Veen	Himalayan Evocus	Perrier Bisleri	Kinley Vedica Qua	Ozoku Aquafina



PUNE

	1	2	3	4	5
Gin	Bombay Sapphire	Tanqueray	Greater Than	Gordon's	Roku Monkey 47 Stranger & Sons
Premium Indian Whisky	Royal Stag	Royal Challenge			
Blended Scotch/ Blended Malt	Johnnie Walker	Chivas Regal	Ballantine's	Teacher's	Dewars
International Whisky	Jim Beam	Jameson Jack Daniels	Toki	Maker's Mark	Hibiki
International Single Malt	Glenfiddich	The Glenlivet	Talisker	The Singleton	Laphroaig
Vodka	Absolut	Grey Goose	Smirnoff	Ketel One	Belvedere
Rum	Bacardi	Old Monk	Captain Morgan	Short Story Maka Zai Segredo Aldeia Bush	Kraken Havana Club Pitbull
Agave	Camino	Patron Jose Cuervo	1800	Corralejo	Don Julio
Indian Craft Spirits	Greater Than	Stranger & Sons	Jaisalmer	Hapusa	Paul John
Cognac & Brandy	Hennessy	Honeybee	St Remy	Remy Martin	Martell Morpheus
Amaro/ Aperitif	Campari	Aperol	Martini Vermouth	Cinzano Vermouth	Fernet-Branca
Liqueurs	Jägermeister	Bailey's	Kahlua Sambuca		
Indian Beer	Kingfisher Bira	Great State Aleworks	Simba		
International Beer	Corona Hoegaarden	Budweiser	Stella Artois	Heineken	Erdinger Peroni
Indian Still Wine	Fratelli	Sula	Grover	Big Banyan Virgin Hills KRSMA	
International Still Wine	Jacob's Creek	Hardys	Le Grand Black Tower	Two Oceans	Yellow Tail
Sparkling Wine	Moet & Chandon	Sula	Fratelli Chandon	Martini Prosecco	Cinzano Prosecco Dom Perignon
Mixers	Svami	Coca Cola	Schweppes	Real	Fever Tree London Essence Gunsberg Tropicana Malakai Sparkling
Water	Himalayan	Kinley	Bisleri Veen	Kelzai Evocus	Perrier Rivia

COCKTAILS

The cocktail culture is finally taking root in bars across the country, spurred by the growing popularity of spirits like Gin, Vodka, Agave, etc., and ready access to international quality aperitifs, liqueurs and mixers. Even Whisky and Cognac brands are looking at cocktails as a medium to expand their market. Considering this, we decided to check out the most popular cocktails in the country right now. The cocktails in the lists below are ranked in five of the most popular categories

GIN

- 1 Martini
- 2 Negroni
- 3 Gin & Tonic
- 4 Gimlet
- 5 Tom Collins

VODKA

- 1 Cosmopolitan
- 2 Martini
- 3 Bloody Mary
- 4 Moscow Mule
- 5 Caipiroska

AGAVE

- 1 Margarita
- 2 Picante
- 3 Paloma
- 4 Tequila Sunrise

RUM

- 1 Mojito
- 2 Daiquiri
- 3 Pina Colada
- 4 Mai Tai
- 5 Cuba Libre

WHISKY

- 1 Whiskey Sour
- 2 Old Fashioned
- 3
 - Manhattan
 - Boulevardier
 - Rob Roy
 - Rusty Nail





PARTICIPATING BARS IN THE SURVEY

10 Downing Street Kompally	Hyderabad
1522 Bar and Kitchen	Mumbai
24K Kraft Brewzz	Pune
365 A.S. Hyatt Regency	Chennai
7Rivers Brewing Co. Taj MG Road	Bengaluru
Aasmana The Ritz Carlton	Pune
Americano	Mumbai
Asvah24	Chennai
Bar Masons	Chennai
Barracuda Brew	Chennai
Bastian Worli	Mumbai
Bay 146 The Savera Hotel	Chennai
Bayroute	Mumbai
Bhawan	Gurgaon
Bira91 Taproom	Bengaluru
Block 22	Hyderabad
Boteco Restaurante Brasileiro	Bengaluru
Butter Bar & Kitchen	Pune
Byg Brewski	Bengaluru
Cajoo's	Goa
Carpe Diem	Kolkata
Cobbler & Crew	Pune
Cocktails And Dreams Speakeasy	Gurgaon
Comorin	Gurgaon
Copitas Four Seasons Hotel	Bengaluru
DANDY The Fio Bar	Delhi
Daspan House	Jodhpur
DoubleTree by Hilton	Gurgaon
Edge Tropical Bar & Kitchen	Goa
Effingut	Pune
Ekaa	Mumbai
Elephant & Co	Pune

Farzi Cafe	Hyderabad
Fat Pigeon Bar Hop	Hyderabad
Fig & Maple	Delhi
Five Mad Men	Kolkata
Foo	Bengaluru
Freemason's Brewworks	Guwahati
Full Circle	Bengaluru
Grappa Bar Shangri-La Eros	Delhi
Great State Dive	Pune
Hideaway	Goa
Hilton Garden Inn	Gurgaon
Hilton Garden Inn	Lucknow
Hitchki	Mumbai
HOME	Delhi
Hoots'	Delhi
HOSA	Goa
Izumi	Goa
Jamming Goat 3.0	Bengaluru
Jamming Goat	Goa
JW Marriott Hotel	Pune
KLAP	Delhi
KOKO	Mumbai
Koox - Rooftop Asian Grill	Goa
Lair	Delhi
LMNOQ Skybar	Kolkata
Masque / The Living Room by Masque	Mumbai
Miguel's	Goa
Miski Community Bar	Goa
Mustard - Pharos Hotel	Chennai
NATIVE Cocktail Room	Jaipur
Old Loco	Jodhpur
Olive Bar & Kitchen	Delhi

Ølterra	Kolkata
Pablo's	Goa
PCO	Delhi
PCO	Mumbai
Perch Wine & Coffee Bar	Delhi
Perch Wine & Coffee Bar	Mumbai
Ping's Cafe Orient	Kolkata
Plum by Bent Chair	Mumbai
Prequel	Bengaluru
Raahi Neo Kitchen & Bar	Bengaluru
Radiatoroom	Chennai
Radisson Blu Hotel	Chennai
Radisson Hyderabad Hitec City	Hyderabad
Raffles Udaipur Resort	Udaipur
Refinery 091	Kolkata
Rick's - The Taj Mahal Hotel	Delhi
Room Two	Hyderabad
Roxie	Bengaluru
Seefah	Mumbai
Sheraton Grand Pune Bund Garden Hotel	Pune
SIDECAR	Delhi
Sin & Tonic	Chennai
SinQ	Goa
SKYE - Rooftop by Eternia	Pune
Skypoint - ITC Royal Bengal	Kolkata
Slink & Bardot	Mumbai
Soba Sassy	Kolkata
SOCIAL	Delhi
Sorano	Kolkata
Soy Como Soy	Pune
SWIG - Bar and Eatery	Pune
Sylvia - W Goa	Goa
Taj Coromandel	Chennai

Tales & Spirits	Pune
Terra Mayaa	Guwahati
The 13th Floor	Bengaluru
The Barkhana	Pune
The Blue Bar Taj Palace	Delhi
The Bombay Canteen	Mumbai
The Daily All Day	Mumbai
The GRID	Kolkata
The Johri	Jaipur
The Leela Ambience Gurugram Hotel & Residences	Gurgaon
The Leela Palace New Delhi	Delhi
The Library Bar - The Leela Palace	Bengaluru
The Living Room	Chennai
The Oberoi Amarvilas	Agra
THE Park	Kolkata
The Reservoir	Bengaluru
The Salt House	Kolkata
The Sanctuary Bar And Kitchen	Hyderabad
The Table	Mumbai
The Velveteen Rabbit	Chennai
Titlie	Goa
Toit Brewpub	Bengaluru
Toto's Garage	Mumbai
Town Hall	Delhi
Trapeze	Kolkata
Unlocked - Bar, Kitchen and Escape Room	Gurgaon
Upstairs Club	Panchkula
Whisky Samba	Gurgaon
Windmills Craftworks	Bengaluru
Woodside Inn	Mumbai
Zero40 Brewing	Hyderabad
ZLB 23, Leela Palace	Bengaluru

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