

Mahou India enters Goa market, launches three premium beers

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Mahou India, the first subsidiary of Spanish brewing major, Mahou Group to be established outside Spain, entered the Goa market today and launched three products— Mahou 5 Star, Mahou Clásica and Mahou Maestra Wheat. Mahou 5 Star and Mahou Clásica lie in the category of lager beer and Mahou Maestra Wheat in the wheat beer category which is also the first Spanish Wheat Beer to be made in India.

“We are thrilled to expand our presence to the most popular tourist attraction of India i.e. Goa. Our premium lager beers – Mahou 5 Star and Mahou Clásica have received a great response since their launch in the last three years in other parts of India. Mahou Maestra Wheat, a recent one in our portfolio, is the new and genuine interpretation of wheat beer by Mahou and has been created especially for the Indian market that maintains the rich personality, flavor, and taste of Mahou that dates back to 1890. We are sure that our products will



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—**Fernando Bustamante**, CEO, Mahou India

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Football and gastronomy form an important part of marketing campaigns of Mahou India. Continuing the strong legacy of association with La Liga and being official sponsors of Real Madrid and Atlético de Madrid, Mahou India is the partner of La Liga India as well, therefore making consistent efforts to promote foot-

ball in the country. Additionally, we have also introduced Mahou Maestra Moments – through Mahou Cañas and Tapas Nights that have been a great success. An exciting fare for party lovers, Mahou Nights are a perfect blend of all must haves of a wonderful Spanish party – beer, food, music and dance all under the same roof.

Erik D’Auchamp, MD International Business Unit, Mahou Group - who was in Goa for this special occasion said, “Being present in more than 70 countries, it is a proud moment for me to have been part of journey of Mahou India! It gives us immense pleasure to witness Mahou Maestra Wheat being launched in India first amongst all other international markets. India is a very important market for us with an incredible potential, this is why we are launching new premium products that cover the demand of Indian consumers. It is a joy to see that we are consistently treading on the path of bringing Mahou Maestra Moments for our consumers here – a mix of Spanish lifestyle and values with which we have been associated with.”