Pouring Italy One Story at a Time





Prasan Chawla with Alberto Moretti Cuseri (Tenuta Sette Ponti)

For **PRASAN Chawla, Founder - Chason Beverages**, bringing Italian wine to India is about far more than filling shelves with international labels. It is about bringing the character of Italy's great wine regions to life—through estates, people, terroirs and generations of winemaking tradition. From the rolling vineyards of Tuscany to the hills of Umbria and the valleys of Valpolicella, the company is building a curated portfolio for an Indian wine audience that is increasingly curious about what lies behind the bottle.

The journey gathered momentum at Vinitaly India 2026, where Chason Beverages began conversations with Italian producers before Prasan Chawla, Founder, Chason Beverages and Ankur Chawla, Co-founder of Scope Bev and consultant to Chason Beverages, travelled to Verona to meet producers at source.

"Our vision is to bring India wines that offer more than quality in the glass—wines with provenance, personality and a story. Italy has an extraordinary depth of winemaking heritage, and we are excited to build long-term partnerships with estates that can bring that authenticity to India," says Prasan.



The jewel from Tuscany

At the heart of the collection is Tenuta Sette Ponti, located between Florence and Arezzo. Its name comes from the historic road connecting seven bridges over the Arno River, including Ponte Buriano, associated with the landscape depicted in Leonardo da Vinci's Mona Lisa. In 1935, Prince Amedeo of Savoy-Aosta planted the historic vineyard that became Vigna dell'Impero. Crognolo emerged from the 1998 harvest, followed in 1999 by Oreno, the estate's flagship. Its vineyards are managed organically, reflecting its respect for the land.

Oreno: Tuscany meets Bordeaux

A blend of Merlot, Cabernet Sauvignon and Petit Verdot, Oreno reflects Antonio Moretti Cuseri's fascination with Bordeaux varieties while remaining rooted in Tuscany. Its structure and depth place it within the world of Super Tuscans, an increasingly intriguing category for India's sophisticated wine drinker.

Crognolo offers another interpretation of the estate's philosophy. First produced in 1998, its name comes from a wild plant found on the estate. Predominantly Sangiovese with Merlot, it draws on clones associated with the historic Vigna dell'Impero vineyard. Its guiding idea is an "evolution of tradition"—allowing heritage to move forward without losing its sense of place.

Beyond Tuscany

Chason's Italian story does not end in Tuscany. From Umbria comes Bocale, the Montefalco family estate known for organic viticulture and its expression of Sagrantino, one of Italy's most distinctive indigenous red grape varieties. From Veneto, Tenute Falezza brings the character of Verona and Valpolicella, including Amarone and other expressions of Corvina and Corvinone. The family winery's story began in 1974 and continues under the Falezza family.

Behind these partnerships is Mita Shenoy, Founder & Managing Director of MVS Advisors and Strategic Advisor to Chason Beverages for Italy, who has played a key role in connecting Chason with Italian producers. "Italian wine is not merely a product—it is a symbol of Italian heritage, craftsmanship



and excellence. Our vision is to build long-term partnerships that connect authentic Italianproducers with India& evolving community of wine enthusiasts," Mita says.

As India's wine conversation shifts towards provenance, terroir and authenticity, Chason Beverages is betting on wines that carry a sense of place. With Sette Ponti, Bocale and Tenute Falezza, the invitation is simple: discover the estate, and let Italy tell its story—one glass at a time.