

Angostura resumes shipments to India

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Angostura has officially marked its re-entry into the Indian market with a shipment valued at US\$80,000, signalling what the company envisions as a major expansion into one of the world's fastest-growing consumer markets.

Speaking at the event which took place at the company's warehouse in Laventille yesterday, chairman of Angostura Holdings Ltd, Gary Hunt, described the move as "the start of big things."

Hunt emphasised that this initial shipment is symbolic, representing Angostura's commitment to building a strong presence in India.

"We are extremely delighted to announce Angostura's re-entry into the Indian market with our very iconic Angostura Aromatic Bitters and Orange Bitters, alongside Angostura's five-year old rum. This return follows an absence of nearly 11 years. Our presence here today signals not only resilience, but a very strategic global intent," he explained.

This, he added, represents the first phase of a carefully structured long-term growth strategy, beginning with three key Indian provinces, Delhi, Karnataka and Maharashtra, designed to build a sustainable enduring footprint in one of the world's most dynamic spirits market.

"India, is experiencing rapid growth, driven by an expanding middle class and a new generation of discerning consumers who value authenticity, heritage and quality. Angostura Bitters already enjoy strong recognition and respect among India's hospitality professionals, bartenders and mixologists.

Our bitters, more appropriately Trinidad and Tobago's bitters, are regarded as an essential bar staple," Hunt stated.

Beyond market opportunity, this expansion, he noted, speaks to something very much larger as every bottle of Angostura exports carries with it the story

of T&T, its craftsmanship, culture and excellence.

Minister of Trade, Investment and Tourism Satyakama Maharaj, who also spoke, agreed that Angostura continues to demonstrate leadership and drive in expanding its export reach and market penetration, reinforcing T&T's reputation as a producer of premium quality products.

“This augurs well for the economic development of Trinidad and Tobago and the plans of this government. This government is committed to changing the trajectory of the economy and improving the quality of lives of all of our citizens. This necessitates a strategic approach to the development of the non-energy sector,” the minister said.

He noted that at present, the country's export portfolio is heavily weighted toward energy-related products, which account for 80 per cent, while non-energy exports make up only 20 per cent.

As such, Maharaj reiterated that the Government's five-year strategic plan aims to achieve a balanced 50-50 split, determined to reach this goal even before the five-year mark, adding that Angostura, as a key player in the non-energy sector, has an important role to play in driving this transformation and helping diversify the economy.