



NEWSLETTER

The Internal Newsletter of NV Group








CEO SPEAKS



For all the years that I have been working, every day has been a learning experience, and I have gained knowledge from everything around me, from juniors to seniors, from failures to successes. Yet, the biggest learning has been from ever-constant changes. As a result, I quote, *“Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself.”*

By changing nothing, nothing changes. And we at NV are progressive people who want to grow and create a legacy from what we do. Hence, there are changes that are not only necessary but need of time. Suggest each one of you embrace it with confidence and have trust & faith in management that it's for good.

Here is my quick advice on being part of the change,

-  Start your day with a smile.
-  Focus on the excellent work that you are doing.
-  Every day, give 100% of yourself to the job assigned to you.
-  Don't be afraid to ask questions, even to your own self.
-  Try to find the most cost-efficient and effective way of doing your job.
-  And most important, remember that we all are working for ONE reason, to make NV successful.
-  NV's Success = Your own Success

change is the only constant in life

CHANGE

#TOGETHERWECAN#

YOU ARE NOT JUST AN EMPLOYEE – It doesn't matter what position or responsibility you hold, you are a key player within our Organisation.

The part you play, along with the individual participation of every other staff member creates a completeness which enables our company to perform.

It doesn't matter if you are a manager, leader, supervisor, sales consultant, office worker, labourer or whatever ... **YOUR PERSONAL INVOLVEMENT IS IMPORTANT TO OUR COMPANY.**



As an example, take the workings of a clock. When you look at a clock it tells you the correct time, always consistent, and when cared for, always right. But behind the face of the clock is all of the working parts; some parts larger, more significant in size and structure, others smaller and may appear insignificant, but for the clock to remain consistent and provide the right time, all of the time, both significant and insignificant must work together in perfect harmony.

So when you go to work tomorrow know that everything you do has a purpose, is important, plays an integral part in completing work objectives, and supports the ongoing reliability and performance of your Organisation. Take a fresh approach to your workplace responsibilities and understand whatever tasks you perform will be vitally important in completing the necessary skill required to complete the work at hand.

So, get excited about who you are and what you do. Enjoy your work, do you're very best, be inclusive, support those around you, and encourage all others to do the same. And should you do this, well, everything just gets better, better and better!

SMOKELAB VODKA – INTERNATIONAL MARKET



PR RESULTS UPDATE – August

Fall Cocktails from our Mixologist Paula Lukas

Free Fallin'

- 1.5 oz Smokelab Classic Vodka
- 1 oz Sandeman Fine Tawny Port
- 1.5 oz lemon juice
- 2 oz apple cider
- 2.5 tsp cinnamon sugar mixture
- 1 apple slice - garnish

Combine liquid ingredients in a shaker with ice. Shake and strain over fresh ice in a large rocks glass. Sprinkle cinnamon sugar mixture on top and garnish with apple slice.

Don't Get Me Wrong

- 1.25 oz Smokelab Aniseed Vodka
- 1 oz Marie Brizard Pear Williams
- 1.5 oz apricot juice
- 1 fresh Regal's orange bitter
- 1 sage leaves - for garnish
- 1 pear slice - garnish

Combine three sage leaves in a shaker. Add liquid ingredients. Shake and strain into a coupe. Garnish with 3 shapely leaves of sage and slice of pear.

When Smokey Sings

- 1.25 oz Smokelab Aniseed Vodka
- 1.5 oz Marie Brizard Chiffon Royal liqueur
- 2.5 oz coffee liqueur de France
- 1.5 oz Peppermint Pattie - garnish

Combine liquid ingredients in a shaker with ice. Shake and strain into a coupe. Garnish with two Peppermint Pattie.

No Rain

- 1.5 oz Smokelab Classic Vodka
- 1 oz Aperol
- 1 oz Barrow's Orange Ginger liqueur
- 2 oz fresh lime juice
- 2 oz tart cherry juice
- 2 dashes Lee Brothers' Hickuba bitters
- 1 sprig of rosemary - for garnish
- 1 piece candied ginger - garnish

Combine liquid ingredients and 1 sprig of rosemary in a shaker with ice. Shake and strain over fresh ice in a stemless wine or double old-fashioned glass. Garnish with a candied sprig of rosemary and piece of candied ginger.

Go Your Own Way

- 1.5 oz Smokelab Classic Vodka
- 7.5 oz Laidlaw Earl India Seltzer Sherry
- 5 oz Grand Marnier
- 5 oz lemon juice
- 1 tsp pomgranate seeds
- 1 slice lemon - garnish

Combine liquid ingredients and half the pomgranate seeds in a shaker with ice. Shake and strain over fresh ice in a large rocks or cognac wine glass. Garnish with half the pomgranate seeds and slice of lemon.

Brands of homegrown vodka that are unquestionably worth trying

Aug 1, 2022, 10:18 am EDT

ANDY WARD
@ANDYWARD_1
Aper 50% Strength
@WardWard & Partners

Brands of homegrown vodka that are unquestionably worth trying



Our US Sales Team is armed with this new one sheet to promote our Fall Cocktails

FALL 2022 COCKTAIL RECIPES
CREATED BY PAULA LUKAS

Paula Lukas is a veteran of the New York City hospitality industry. Advanced Mixology recently named Paula as one of the World's Best Mixologists. She's judged the Chilled 100 Spirits Awards, The Bartender Spirits Awards, The Marie Brizard Masters and many more. Paula is constantly featured in many publications including Chilled Magazine, The New York Post, Huffington Post, Alcohol Professor, Gotham Magazine, Liqueur.com, Food and Wine, and Bartender Business.

FREE FALLIN'

- 1.5 oz Smoke Lab Classic Vodka
- 1 oz Sandman Fine Tawny Port
- .5 oz lemon juice
- 2 oz apple cider
- .25 tsp cinnamon sugar mixture - garnish
- 1 apple slice - garnish

Combine liquid ingredients in a shaker with ice. Shake and strain over fresh ice in a large rocks glass. Sprinkle cinnamon sugar mixture on top and garnish with apple slice.

DON'T GET ME WRONG

- 1.25 oz Smoke Lab Aniseed Vodka
- .5 oz Marie Brizard Pear William
- 1.5 oz apricot juice
- 3 dashes Regan's orange bitters
- 6 sage leaves - 3 for garnish
- 1 pear slice - garnish

Muddle three sage leaves in a shaker. Add liquid ingredients. Shake and strain into a coupe. Garnish with 3 slatted leaves of sage and slice of pear.

WHEN SMOKEY SINGS

- 1.25 oz Smoke Lab Aniseed Vodka
- 1.5 oz Marie Brizard Chocolat Royal liqueur
- .25 oz Giffard Menthe de Pastille liqueur
- 1 York Peppermint Pattie - garnish

Combine liquid ingredients in a shaker with ice. Shake and strain into a coupe. Garnish with York Peppermint Pattie.

NO RAIN

- 1.5 oz Smoke Lab Classic Vodka
- .5 oz Aperol
- .5 oz Barrow's Intense Ginger Liqueur
- .25 oz Fresh lime juice
- 2 oz Tart cherry juice
- 3 dashes Fee Brothers' Rhubarb bitters
- 2 sprigs of rosemary - 1 for garnish
- 1 piece candied ginger - garnish

Combine liquid ingredients and 1 sprig of rosemary in a shaker with ice. Shake and strain over fresh ice in a stemless wine or double old-fashioned glass. Garnish with a slatted sprig of rosemary and piece of candied ginger.

GO YOUR OWN WAY

- 1.5 oz Smoke Lab Classic Vodka
- .75 oz Lustau East India Solera Sherry
- .5 oz Grand Marnier
- .5 oz lemon juice
- 1 Tbsp pomegranate seeds - save
- 1/2 Tbsp for garnish
- 1 slice lemon - garnish

Combine liquid ingredients and half Tbsp pomegranate seeds in a shaker with ice. Shake and strain over fresh ice in a large rocks or stemless wine glass. Garnish with half Tbsp pomegranate seeds and slice of lemon.

smokelabofficial.com | @smokelab.usa

NEW COCKTAIL CARDS FOR FALL FEATURING THE PUMPKIN AND ESPRESSO MARTINI



VIP

TASTE
SMOKE LAB VODKA
INDIA'S FIRST
PREMIUM VODKA

SMOKE LAB CLASSIC
SMOKE LAB ANISEED

MADE WITH
HIGH QUALITY BASMATI RICE
PURE HIMALAYAN SPRING WATER

2022
2019

SMOKE LAB
VODKA

SMOKE LAB
ANISEED

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S
SMOKE LAB
VODKA

Vanilla Infused Espresso Martini

Fresh Vanilla Infused Smoke Lab Vodka Classic
Two Nights Coffee Liqueur
Coffee

Experiment with the ingredients to make your perfect espresso martini. Shake aggressively and served chilled.

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VIP

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INDIA'S FIRST
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2022
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SMOKE LAB
VODKA

SMOKE LAB
ANISEED

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S
SMOKE LAB
VODKA

One Damn Fine Pumpkin Martini

Smoke Lab Aniseed Vodka
Five Farms Irish Cream
Real Pumpkin Infused Syrup

Experiment with the ingredients to make your perfect espresso martini. Shake aggressively and served chilled.

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TASTE
SMOKE LAB VODKA
INDIA'S FIRST
PREMIUM VODKA

SMOKE LAB CLASSIC
SMOKE LAB ANISEED

MADE WITH:
BASMATI RICE
HIMALAYAN SPRING WATER
GLUTEN FREE & VEGAN

SMOKE LAB
VODKA

SMOKE LAB
ANISEED

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LOTS OF NEW ACTIVATIONS IN SOUTHERN CALIFORNIA

S
SMOKE LAB
VODKA

INTRODUCING
SMOKE LAB VODKA
INDIA'S 1ST PREMIUM VODKA
MADE FROM BASMATI RICE & HIMALAYAN SPRING WATER

THE 38TH ANNUAL
CALIFORNIA SPIRIT GALA

CAL SPIRIT RETURNS IN FORCE TO SONY PICTURES
38th Annual Wine & Food Event Benefits L.A. Star Club
to celebrate the American Cancer Society's progress in the fight against cancer.

Co-Founded by Wolfgang Puck and Sherry Lansing in 1984, raising more than \$27 million for the fight against cancer!

THIS YEAR'S HOST IS BILLY HARRIS!
OCT 2ND FROM 5PM-7PM

SONY PICTURE STUDIOS
CALIFORNIA

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S
SMOKE LAB
VODKA

INTRODUCING
SMOKE LAB VODKA
INDIA'S 1ST PREMIUM VODKA
MADE FROM BASMATI RICE & HIMALAYAN SPRING WATER

THE LOS ANGELES
CHOCOLATE SALON

SEPT 25TH FROM 10AM-3:30PM
SMOKE LAB VODKA

DEMO AT 12:30P AND 2:15P
CREATING CHOCOLATE COCKTAILS
WITH DAWN CHURCH

THE PASADENA CENTER
300 GREEN STREET
PASADENA, CA

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YOU ARE INVITED!

FIESTA HERMOSA
SEPT 3-5
HERMOSA BEACH

SMOKE LAB VODKA
Come and Enjoy our
Delicious Cocktails!

with
PRACTICAL MAGIC APOTHECARY
Presenting Smokey Moon Craft Cocktail Kits,
You Have to Stop By And See!

SMOKE LAB VODKA IS AVAILABLE NOW!
Only 1000 Cases Still Wines & More available!
Michigay Italian Delicatessen & Liquor Store,
101 Hermosa Ave, Hermosa (between 1st and 2nd street)

Corral, 520 Avilaton Blvd, Redondo Beach
Barba Wine & Spirits (near Broom, 817 N. Sepulveda Blvd, Playa Vista Beach
SAY OUR NAME! SMOKE LAB VODKA
and enjoy cocktails at
FOX & FARROW or AGAVE AZUL, CANTINA!

10% OFF Bring this ad to
Practical Magic
(336 Hermosa Ave)
to enjoy 10% OFF discount
during the Fiesta Hermosa
Sept 3-5th!

IT'S GOING TO BE A DELICIOUS MAGICAL WEEKEND!
LOOKING FORWARD TO MEETING YOU!
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More from LA

Social Post for Penmar Golf Course

Vender Days with Smoke Lab Vodka

IT'S HAPPENING WITH SMOKE LAB VODKA
WEDNESDAYS
AT THE PENMAR
(GOLF COURSE RESTAURANT)

**LIVE MUSIC, FOOD AND DELICIOUS
SMOKE LAB VODKA COCKTAILS!**

ALWAYS 1000 PEOPLE IN ATTENDANCE WEEKLY
COME AND ENJOY LIVE MUSIC, MINGLE,
EAT, DRINK, UP BE HAPPY!

BRING A PICNIC BLANKET, YOU'LL BE ON THE GOLF
COURSE LAWN, EVERY VIEW IS GREAT!

**AUG 31ST,
SEPT 7,
SEPT 14TH**

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Babetophia Showing off Smoke Lab Vodka with Samples at this Influencer Brand exposure event!



Fiesta Hermosa – Sept's BIG WIN

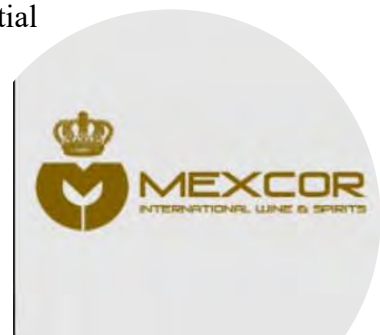
In NYC, Smoke Lab is now available at a bunch of new hot restaurants, including Chinese Tuxedo and Pergola!



MEXCOR is our new Florida distributor!!

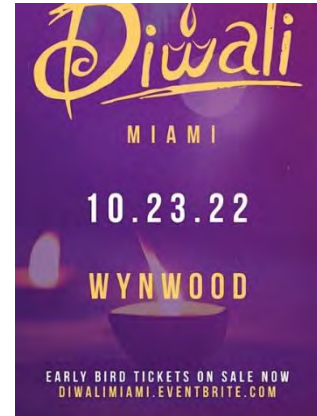
- During the month of August, we presented to 3 potential distributors
- We are looking to expand throughout the entire state On and Off Premise
- They were impressed with all the hard work done with self-distribution

CONGRATS KAREN!!



Also, in Florida...Smoke Lab's Exclusive partnership with Diwali Miami!

- The Hindu Festival of Lights, celebrated yearly to embrace the Hindu culture
- This year the festival will be in Wynwood
- Smoke Lab will be the only vodka sold during this event
- Great opportunity to gain brand recognition and exposure



Our fearless leader Mike Ginley meeting with Patrick and Callie in CT to discuss OND!!



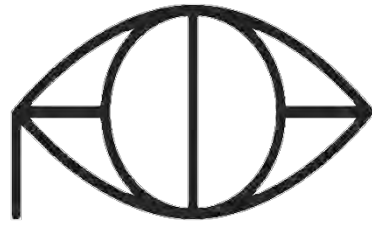
SMOKELAB EVENTS

HOME





PEOPLE OF TOMORROW



SMOKE LAB
VODKA

PEOPLE OF TOMORROW



COCKTAIL OF THE MONTH

Camellia

The name comes from the scientific term for tea, this is a spirit-forward cocktail which employs the use of Taiwanese oolong tea liquor mixed with Campari and Anise.

GLASSWARE – Cocktail Coupe

INGREDIENTS

- 50 ml Smoke Vodka Aniseed
- 10 ml Vermouth
- 12.5 ml fresh lime juice
- 12.5 ml Sancha tea honey syrup



METHOD

Stir all ingredients over ice.

RETIREMENT

Retirement Ceremony of Mr. Pawan Sharma (Operator-DM Plant). He had a long 15 years association with the company.



EMPLOYEE ENGAGEMENT

NV's Human Resource department always think and work towards to keep employees engaged and aligned to the business by arranging employee engagement activities at the Unit and corporate level. It plays an important role as we believe that employees are our assets and we value them.

At Head Office, we have organized **Effective Team Work Training** on 16th September'22. Team of 10 participated in the training program.



Navratri Kalash Sathapana Poojan @ Badholi on 26th Sep'22



EMPLOYEES BIRTHDAY @ UNIT

We believe in celebrating the important day of the people who are working as a family here in NV, so we took this initiative to celebrate the birthday of employees at end of the month at the Unit and corporate level.



Birthday Celebration, Ganesh Pooja & Vishwakarma Pooja @ Raipur Unit





EMPLOYEES BIRTHDAY @ HEAD OFFICE



Mr. Amit Kumar Sharma – Sr. Manager - Legal at NV Corporate office, New Delhi. He loves reading and travelling. Born on 07th of September.



Mr. Prashant Singh – AVP – Global Marketing & Commercial is based at NV Corporate office, New Delhi. He likes Sci-Fi Movies and Quizzing. Born on 15th of September.

<p>Mr. Amit Kumar – Deputy Manager – Finance & Accounts is based at NV Corporate office, New Delhi. He likes playing Cricket and his area of interest is in the political subject. Born on 15th September.</p>	
	<p>Ms. Aqanksha Jain – Deputy Manager – Trade Marketing is based at NV Corporate office, New Delhi. She loves Travelling, Reading and Watching Movies. Born on 27th of September.</p>

NEW MEMBER OF NV FAMILY



Mr. Om Prakash Awasthi has joined us as “**AGM - Engineering**” in NVIPL based at Badholi, Haryana on 15th September, 2022.

He will be responsible for overall Plant Maintenance of NVDPL & NVIPL.

He has done Certificate of Boiler from Kanpur, Diploma in Mechanical Engineering from Meerut. He worked for Bharat Oorja Distillery Pvt Ltd, Globus Spirits Ltd, Rajasthan Liquor Ltd, Radiant Manufactures Pvt Ltd, Sentini Bio Products Ltd, Jagjeet Industries Ltd, U Flex Distilleries, Rama Paper Mills before joining us.

He will be reporting to **Mr. Akshay Rallan – Vice President**. His official email-id is omprakash@nvgroup.co.in & can be reached on +91 –7027990840.

Mr. Mallikarjun Marathe has joined us as “**Area Sales Executive**” in NVDPL based at Goa on 16th September, 2022.

He will be responsible for retail sales of North Goa.

He has done B. Com from Yashwant Rao Open University, Nasik, Maharashtra. He worked for Pernod Ricard India Pvt. Ltd and Alcobrew Distilleries India Pvt. Ltd. before joining us.



He will be reporting to **Mr. Rakesh Sharma– Area Sales Manager**. His official email-id is mallikarjun@nvgroup.co.in & can be reached on +91 –9764093439.



Mr. Akhilesh Kumar has Joined us as “**General Manager (Bottling & Blending)**” in NVDBPL based at Rajpura on 19th Sep 2022.

He will be responsible for Bottling & Blending at Rajpura plant.

He Has done B.Sc. from Rohilkhand University Bareilly and M.Sc. from Rohilkhand University Bareilly.

He worked for M/s Daurala Sugar Works, M/s Central Distillery, M/s Alwar Chemicals Ltd, M/s Rosa Distillery (USL Group), M/s Rangar Breweries Mehatpur, M/s Pernod Ricard India Ltd & M/s Oasis Commercial Pvt Ltd Ambala before joining us.

He will be reporting to **Mr. Ajay Kumar, Vice President – Project & Unit Head (Rajpura)** . His official email id is akhileshkumar@nvgroup.co.in &can be reached on +91 –8218544770.

Mr. Bhavin K. Patel has joined us as “**Area Sales Manager**” in NVDPL based at **Mumbai** on 26th September, 2022.



He will be responsible for retail sales of Bandra to Andheri (Mumbai).

He has done B. Com from Mumbai University. He worked for KLC Wines Pvt. Ltd, Doms Industries Pvt. Ltd., Choco dusk Gift Pvt. Ltd., Carlsberg India Pvt. Ltd. Cobra Beer Indian Pvt. Ltd., Mason & Summers Pvt. Ltd. And Bacardi Martini India Ltd. before joining us.

He will be reporting to **Mr. Rajesh Rai– GM (On Trade & Off Trade Sales, Western Region)**. His official email-id is bhavinpatel@nvgroup.co.in & can be reached on +91 –9324306464.

We wish you all a grand success and a long fruitful association with us.
