



Strategic Consultants for Operational Excellence





Ankur Chawla
Founder & CEO

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Built on the premise of extensive experience and a passion for food & beverages, **Scope Bev** is one stop shop for all fnb consultancy needs. It's a team of seasoned professionals engaged with conceptualization, planning, operations, trainings etc. end to end.

With a strong hold on the market; we have the ability to work along the guidelines with **Brands, Hotels, Restaurants, Bars,** and **Corporates.**



about us.

Our Vision & Mission

With the eventual goal of being known world-wide as a seasoned Management Advisory Firm, our vision is to develop fnb concepts that have reach beyond just the Food and Beverage Industry. **We've always believed in the power of brands** to improve the quality of people's lives, and our goal is to create those brands with our work. As our business grows, so do our responsibilities. We recognize that a responsible brand is one which is transparent, lucrative, scalable and emotionally driven.

The mission of **Scope Bev** is to achieve the highest standard of food & beverage consultancy and final product, being offered in India; as well as to compete with international beverage consultancies. Scope Bev will ensure, through the course of its operations, to stay close to the founding principles of innovation, creativity, sustainability, productivity, profitability and efficiency.

Our approach towards beverage consultancy will be both, tactical and value driven, adhering to international standards of operations.

what we
offer

1. Food & Beverage Establishment

Planning and Executing projects/pre-opening of Restaurants/ Bars

Designing Food and Beverage Programs, Developing and Curating Menus

Setting up Complete Operations, SOPs and Manuals etc.

Conceptualizing food and beverage establishments/ companies.

Financials, Budgeting & PnL

Team Building, SOP Trainings, Masterclasses, Staff & Guests.

Food and Beverage Contracts

Business Investments and Locations

2. Beverage Brands Liquor/Non-Liquor

Brand Building, Positioning & Brand Advocacy

Strategy, Concepts, RnD & Ideation

Business Plan & Business Development

Training, Tastings, Masterclasses, Appreciation sessions etc.

Events Management, Execution including Planning & Fabrication, Retail Branding, Promotional activations, Stalls fabrication etc.

FMCG – Business Development

GTM/ RTM & Brand placement strategies.

3. Corporates & Institutional

Tasting & Training Sessions

Curated Mixology Workshop

Wine and Cheese Sessions

Offsite Workshops – SME focused sessions

Liquid Appreciation sessions

4. Projects

Hospitality Events

Intellectual Properties - Curation and execution

Digital Activation/ Digital IP

FOOD & BEVERAGE ESTABLISHMENTS



Food & Beverage
Establishment

basque
Dehradun



Step into a realm where culinary boundaries fade and global flavours harmonize.
Welcome to Basque, a sanctuary of taste where our kitchen is a passport and every plate tells a story from a different corner of the world.



Food & Beverage
Establishment

growl
Noida



Growl is a 60+ ft Long Island bar in Gardens Galleria Mall in Noida .
Scope Bev Curated the Bar & Beverage program and assisted in
Operations for the same.



Food & Beverage
Establishment

nineteen78
Select City, Saket



Carrying forward the gusto of the Beyond Designs Bistro, founder Neha Gupta, has launched her newest venture, Nineteen78 restaurant at New Delhi's choicest hub of restaurants, **Select CITYWALK**



Food & Beverage
Establishment

kampai
Aerocity

Kampai is a contemporary Japanese restaurant and bar located in Aerocity. Kampai, meaning "cheers" in Japanese is often used in celebratory setting, it is the first of its kind Japanese restaurant and bar concept in Delhi.



Food & Beverage
Establishment

daryaganj
New Delhi



Daryaganj - By The Inventors Of Butter Chicken And Dal Makhani, A North Indian Cuisine Restaurant, Was Conceptualized With The Principle Of Celebrating The Culinary Legacy Of Kundan Lal Jaggi And The Resilience And Innovation Of The Punjabi Refugees Who Migrated To Delhi After The Partition Of India In The Year 1947, Blending Old-world Flavours And Closely Guarded Recipes With The Most Talented And Creative Team To Create A Best In Class Dining Experience Reminiscent Of A Bygone Era, With Due Credit To His Grandson Raghav Jaggi And Raghav's Childhood Friend, Restaurateur Amit Bagga.



Food & Beverage
Establishment



toyroom
New Delhi



Present in eight countries (including Dubai, London, Istanbul, Mykonos), Toy Room is one of Delhi's hottest nightclubs that has opened in **Aerocity's Aloft Hotel**. It can accommodate over 400 guests and they follow a hip-hop/rock n roll policy.

Food & Beverage
Establishment

plum
New Delhi



India's first true retail restaurant, Plum by Bent Chair offers you an enjoyable fine dine experience at a 'plum' location of the city. The distinctively interesting element about Plum is that it encounters you to a live interaction with all Bent Chair product ranges, from tables to plates and what-not. Everything you see showcased while having a walkthrough in this space, be it the chair you are sitting on, the platter you are served on, the table you are having chit-chat across, it's all a Bent Chair creation. Every element present has been given a personal touch with high affinity with the cuisine and ambience to give you an opportunity to 'have a feel before you buy.'

Food & Beverage
Establishment

borgo.
Ludhiana, Punjab



A luxury resort focused on wellness and relaxation. Stay in style, dine with weighty options, and explore the surrounding area with the best guides the region has to offer



Food & Beverage
Establishment

bent bridge.

Haldwani



A Casual Dining Restaurant for people who love to indulge in Indian, Oriental, Continental, and American Cuisines



BEVERAGE BRANDS

CAMPARI

Penfolds


BELUGA
NOBLE RUSSIAN VODKA

Paul John
Indian
Single Malt
Whisky

TEQUILA
CORRALEJO
+ 100% DE AGAVE +

S
SMOKE LAB
VODKA

20 18
LeRoy & Co.
PREMIUM BOTANICAL MIXERS


Pernod Ricard

SKINNY
WITCH


SKULL


MAKA
ASTRONOMICAL BEER
LOCALLY BREWED


DUCKHORN
VINEYARDS


The
MACALLAN
HIGHLAND SINGLE MALT
SCOTCH WHISKY

JODHPUR

VODKA
MOOOZ
Sparkle

DIAGEO


HAKUSHIKA
JAPAN 1962


HAKLITSURU SAKE SINCE 1743

Brands

Campari is an Italian alcoholic liqueur, considered an apéritif, obtained from the infusion of herbs and fruit in alcohol and water. It is a type of bitters, characterised by its dark red colour.



CAMPARI



Campari India Championship 2019

Brands

A wine Dinner that was supposed to be organized for the well known names in the hospitality fraternity. A sit down dinner for almost 100 people with 6 course menu perfectly paired with 5 different wines from the Penfolds Collection hosted by the biggest importer in the country "Brindco" at the stunning venue of "Bikaner House"

Penfolds



Brands



Beluga is a brand of Russian vodka, established in 1900 and considered the nation wide leader in the industry. One of the most popular vodka brands in the world's premium alcohol beverage sector.



Beluga Signature Competition 2019

DIAGEO
INDIA



3 Master Chefs, One Historic Event At 3 Opulent Venues, St. Regis Mumbai, The Ritz - Carlton Bangalore & J.W Marriott New Delhi. Exclusive 10 Course Menu Dinners Curated By The Finest Chefs Of Asia's Top 50 Restaurants - Le Du Bangkok, Potong Bangkok And Masque Mumbai



Masters of
MARRIOTT BONVOY | THE RITZ-CARLTON
BANGALORE

ASIAN INVASION

YARUN
TOTLANI | PICHAYA
SOONTORNANAKIJ | THITID
TASSANAKAJOHN

THE BEST OF ASIA ON A PLATE

11TH AUGUST 2023
THE MARKET | THE RITZ-CARLTON BANGALORE
RESERVATIONS: +91 90354 16155 | +91 97410 35124
LIMITED SEATS

POTONG | LE DU | MASQUE | JOHNNIE WALKER
REFRESHING MIXER
NON-ALCOHOLIC



In a landmark collaboration that marries the artistry of The Macallan, the world's leading single malt whisky, with the culinary mastery of Avartana, ITC Hotels' acclaimed restaurant ranked 30 in Asia's Best 50, these two iconic brands came together for a bespoke culinary journey paired with the exquisite whiskies.



Brands

Paul John
Indian
Single Malt
Whisky

Scope Bev was appointed as the Brand Ambassador for Paul John for North India. ScopeBev represented the brand and conducts trainings and events for Paul John. 2019 –2020

Did 40+ training sessions all over North-India



After a successful 4 Editions of CorralejoMargarita Challenge,
we announced the opening of the

CORRALEJOMARGARITA CHALLENGE 2019, 5TH EDITION
got entries from almost **300+** Bartenders from across **12 Cities**
Fighting to create the Best Corralejo Margarita.

“Experiment, Experience & Elevate”

“Experiment”
with different ingredients and techniques be it local or the most exotic;

Focus is on creating a Sensory “Experience”

“Elevate” the level of craftsmanship in your cocktails and it is time
for you to spar for the prestigious title.



Brands



SMOKE VODKA STARTED IN 2017 WHEN FOUNDER **VARUN JAIN** WANTED TO INTRODUCE A SPIRIT WITH A NEW PERSPECTIVE. A SPIRIT THAT WILL SET NEW STANDARDS OF QUALITY AND BECOME A NEW BENCHMARK FOR INDIA.

Scope Bev has been the Consultants for the brand since inception for various strategies, Market Penetration and execution till June 2020



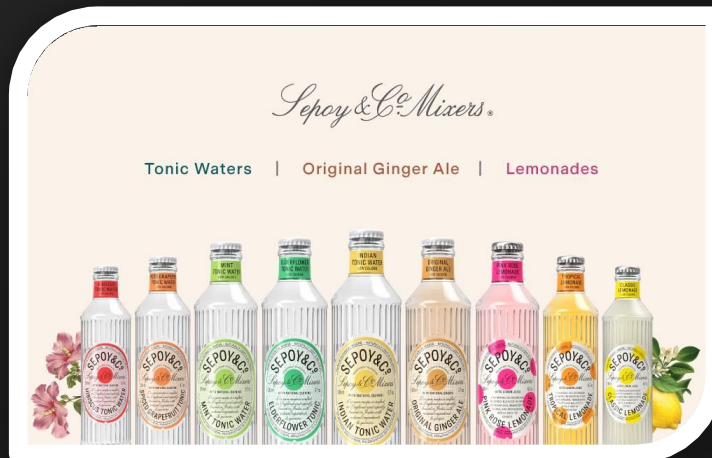
Brands

SEPOY&C^o

Sepoy Beverages produces Naturally Light Premium Tonic & Mixers.

A proud Indian product with the recipe expertly crafted in England and bottled in India using the highest production standards.

Scope Bev is associated with Sepoy and Co. for assisting them in terms of the brand strategy, awareness & placements in the FnB Trade since inception.



Brands



SKINNY
WITCH



Scope Bev is associated with Skinny Witch prosecco and SkullX vodka for assisting in terms of the brand strategy, awareness, placements, and activations as a **Brand representator** for India sub-continent.

responsible™ whO.tr

Introducing India's first **NATURAL SPRING WATER** beverage in eco-friendly and endlessly recyclable aluminium can. Springing out of ardent research, responsible whatr is the outcome of our passionate desire to bring you the freshest and healthiest natural spring water that is sourced and packaged sustainably whilst discouraging the use of single use plastic bottles.

Secured at source from an untouched natural water spring from **Solan in Himachal Pradesh**, responsible whatr satiates the thirst like no other. With amazing natural properties of water, we went overboard to provide you a sustainable packaging solution. Here is when we chose 'aluminium cans' over plastic or glass bottles... Let's just say, we took care of water, responsibly!!

Ankur Chawla

Co-founder - Responsible Whatr

website: www.responsiblewhatr.com

instagram: @responsiblewhatr



INTRODUCING
INDIA'S
first
NATURAL
SPRING WATER
beverage

IN INFINITELY
RECYCLABLE
aluminium cans



CORPORATE AND INSTITUTIONAL EVENTS



Corporate & Institutional Engagements

Concept

Cheers Hyderabad sought to promote and raise awareness among end-users and customers of high-quality U.S. alcoholic beverages, paired with food using ingredients from the states and individual products. To that end, consumer and trade centric activities such as paired menus, master classes, media engagements and concerted on-premise promotions were organized. All these activities were supported by the USDA through physical presence well as market outreach.

About the Festival

The week-long festival saw a variety of engagements at restaurants, bars/pubs, cafes, and alcoholic beverages shops in Hyderabad. Participating venues (26) featured specialized menus and signage highlighting U.S. origin alcoholic beverages and beverages using U.S. origin ingredients. The event allowed participants, including consumers, professional industry members, and food/beverage industry students a chance to learn about and experience beer, wine, and spirits of U.S. origin or that using U.S. origin ingredients in their production.



US Department of Agriculture

EVENTS

Day 1: Cocktail Evening - ITC Kakatiya

The cocktail launch event took place at the Dublin bar, ITC Kakatiya hotel. Good times abounded with hearty servings of gourmet snacks, served around straight up drinks as well as classic and ingenious cocktails using American whiskeys and vodka. The Kebab & Kurnes menu offered a culinary journey from clay ovens of Peshawar, the Iron Tandoor of Hyderabad and the exotic and slow simmered preparations from Dum pukht cuisine. The event was a curtain raiser to the paired menu with American drinks to be offered by the hotel in the ensuing week at special rates with American beverages.



Day 2: Master Class on American Drinks - Tonique

A curated interaction with high end consumers took place at the tasting room of Tonique-India's 1st luxury multi story retail shop that houses almost all alcohol brands available in the country. Colonel Joe presented the deep dive session that saw bespoke cocktail making by the two other ScopeBox partners Sagar Nath and Ankur Chawla, who also encouraged the attendees to try their hands at cocktail making. A significant highlight of the session was the use of frozen American cranberries that lent an unpassable flavour to the cocktails prepared. The event became more interesting since maximum invitees were women and culinary experts including celebrity chef Vicky Rastiani.



Day 3: The Art of Making Cocktails - Westin Hyderabad Mindspace

Celebrated Mixologist and American Whiskey Ambassador Yungdup Lama delivered a special session for consumer and media that dwelled on the basics of mixology followed by a guided mixology session. Attendees had a first hand feel of mixing iconic cocktails like Old Fashioned, Manhattan, Whiskey Sour and more, utilizing individual cocktail making kits placed at their respective tables. The "Mix Bar & Lounge" at The Westin Hyderabad Mindspace served as the ideal venue with its plush couches set in a wide expanse.



Day 4: Cocktail Evening - Hyatt Gachibowli

A select gathering of Hyderabad's prominent people including media and bloggers gathered to enjoy wines from the famed Cakebread Cellars of the Napa Valley California as also Bourbon and Tennessee whiskeys. Katherine Hadda, U.S. Consul General in Hyderabad graced the evening, interacting with the guests. Adam Branson, Senior Agricultural Attache and Dhruv Sood, Agricultural Specialist, arrived from the U.S. Consulate General in Mumbai to actively steer the fest. Colonel Joe, ScopeBox co founder, took to the bar to prepare a customized "Old Fashioned" cocktail with Jim Beam Whiskey to be served to Madame Consul General- an effort duly appreciated by her.



Day 5: The Art of Making Cocktails - Novotel Hyderabad Convention Centre

Cheers Hyderabad already being the buzz of the town, its manifestation was palpable in an unbridled enthusiasm displayed by the drinks lovers of Hyderabad. As Colonel Joe shared his intensive knowledge on the art of making cocktails, there were many volunteers to "get their hands dirty" with the drinks. They were guided by Colonel Joe to whip up just the right concoctions with American potions. Adam Branson, Senior Agricultural Attache from the U.S. Consulate General Mumbai added further excitement to the evening, preparing some text book perfect recipes himself. The peppy live band at The Bar enlivened the ambience by belting out classic and new hits late into the night.



Day 6: Beer Evening With an American Connect - HyLife Brewing Company

Beer has three main ingredients apart from the quintessential yeast and water. These are Malted Barley, Unmalted Barley and Hops. Out of these, Hops is the main ingredient that adds the aromatics and bitterness to a beer. It also prolongs the shelf life of beer. Master brewer Ippan of HyLife Brewing company briefed the beer lover gathering of Cheers Hyderabad on the brewing process along with a tour of the brewery. The high quality of American hops being used by them was a highlight of the session. This was followed by sampling various beers of the lager and ale clusters being brewed by them. Guests went on to enjoy their favourite brews and many of them electrified the dance floor, enabled by the pulsating music around. The last evening of Cheers Hyderabad consumer engagements had the guests wanting even more!



Corporate & Institutional
Engagements

Gourmet Workshop



Invites you

For an exclusive

Plating session by Celebrity
Chef Nishant Choubey



Chief of the year 2017
Silver Medalist at Bocuse d'Or

Exotic Concoction by
Mr. Ankur Chawla



Beverage Expert
Author & Entrepreneur

gourmet workshop at Address Homes

An interactive session / masterclass done for a well known house brand named as "Address Homes". This was supposed to be attended by the top clients and regulars of the store.



address
HOME
DELHI

Invites you

For an Exclusive
Gourmet Workshop

MOCKTAIL CONCOCTIONS

by

Mr. Ankur Chawla

Beverage Expert
Author & Entrepreneur

See You tomorrow at 4pm!

Corporate & Institutional
Engagements



Pernod Ricard

A Luxury Experience – Sessions with people
selling Luxury Portfolio of Products and services



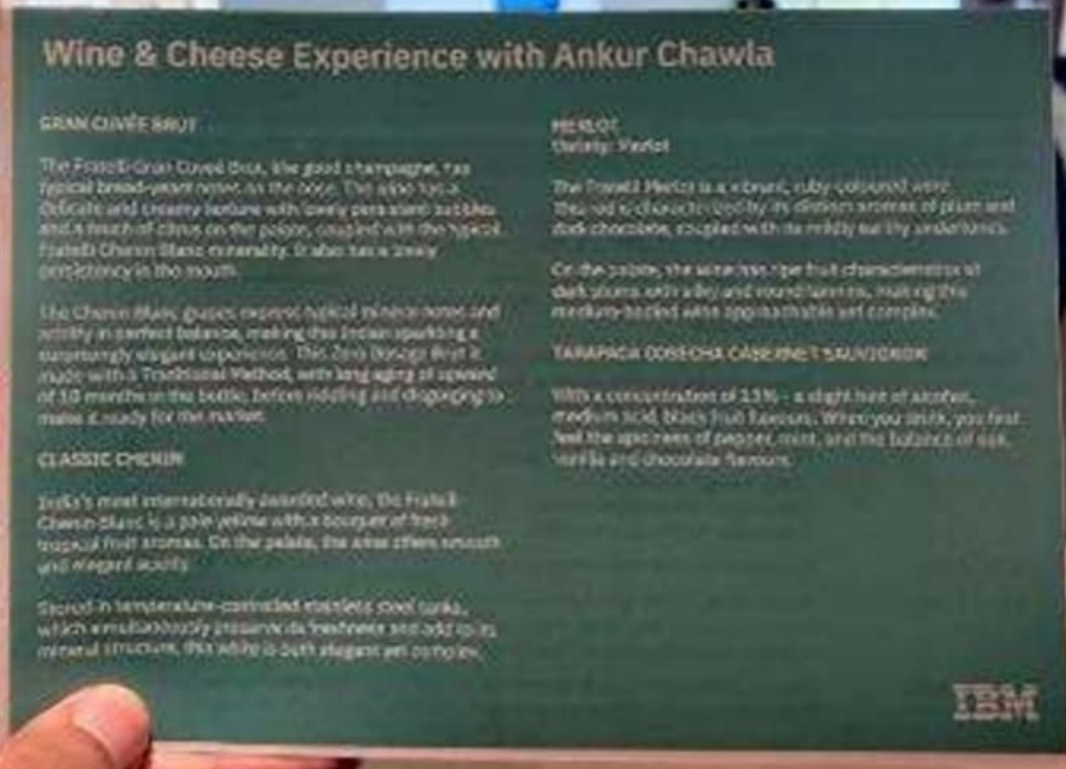
Corporate & Institutional Engagements

HNI events Appreciation evenings Whisky and Wine Appreciations

IBM Wine and Cheese evening

Quorum Club Members

Hines Elevate Builder HNI Evening

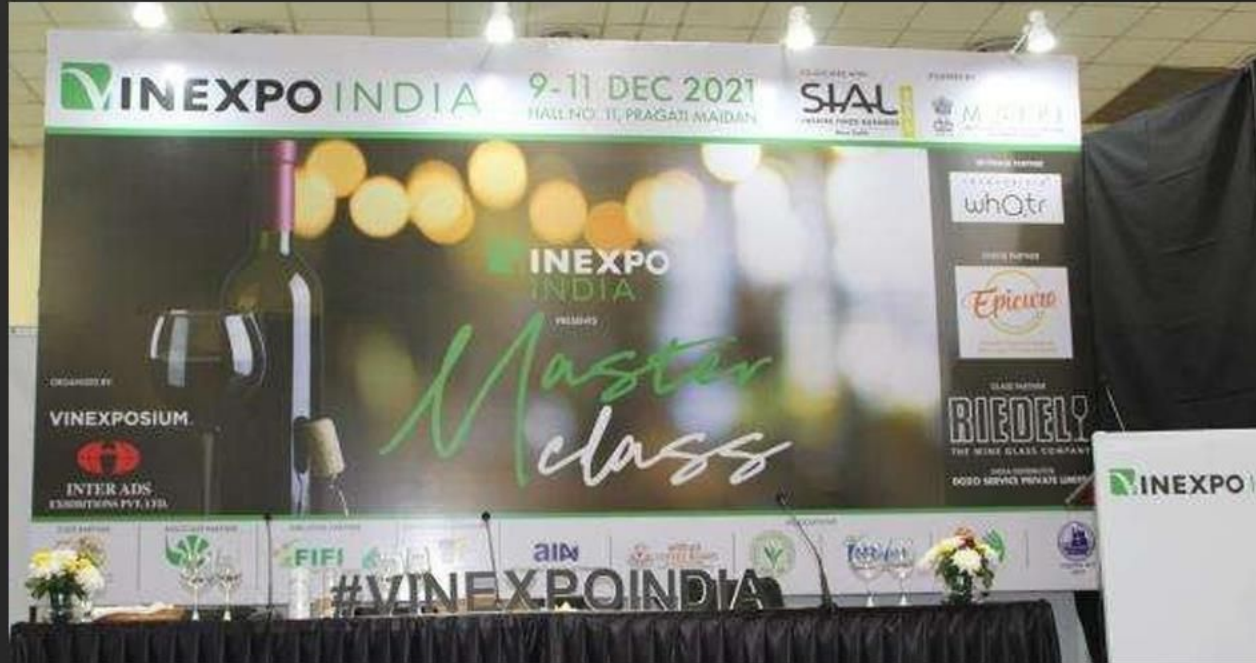


Scope Bev has done numerous appreciation evening with HNI and Corporates

HOSPITALITY EVENTS

The logo for VINEXPO INDIA features a green square icon with a white stylized 'V' on the left, followed by the text 'VINEXPO INDIA' in a green, sans-serif font.

First Ever Vinexpo in India took place at the Pragati Maidan along with SIAL 2021. ScopeBev assisted in on-ground management, execution and Business Development.





Onground management, assistance, execution & Business development done by Scope bev in Internatoinal Hospitality Expo 2022



awards & accolades.



SPRITZ
COVER STORY

Ambassador of the Year

Ankur Chawla
Founder, ScopeBev

Gold



A passionate entrepreneur, a much awarded *SpiritZ* Beverage expert and an influential figure in India's also beverage domain, Ankur Chawla has almost a decade plus experience in hospitality with exposure to brands like *Tag and FN Awards*.

He is an avid speaker on various national and international platforms including TED, Hong Kong International Wine and Spirits Fair, Jack Talks, Dehance Awards, B2B Horizons, Murecom. He has been guest speaker in many institutes and schools, etc.

As one of the top 25/11 terror attack survivors, he has authored a best-selling book "24 Hours" as well. He has been a regular contributor to various magazines and newspapers and on digital forums, focusing on beverages. Ankur has interacted and learned from Master Sommeliers, other renowned beverage professionals, wine makers, etc. from various parts of the globe.

He was given the additional responsibility as the *Sommelier of the Tag Mahal, New Delhi* and he developed wine programs for young budding Sommeliers and organized numerous wine dinners at the hotel, during his stint with the green hospitality property.

He has been engaged with many brand for special consumer interactions.

January 2021 | *SpiritZ* www.spiritz.in



brands consulted





FOOD & BEVERAGE PROFESSIONAL WITH OVER A
DECADE OF EXPERIENCE ACROSS BEVERAGES,
OPERATION, EVENTS, RESTAURANTS AND A RENOWNED
EXPERT IN FOOD & BEVERAGE DOMAIN



EX - DIRECTOR OF BEVERAGES FOR JW MARRIOTT
DELHI AND MARRIOTT ASIA PACIFIC BEVERAGE
ADVISORY BOARD

CREDITED FOR HANDLING MUCH AWARDED
RESTAURANTS LIKE WASABI BY MORIMOTO
AND AKIRA BACK



PANEL MEMBER AND SPEAKER FOR VARIOUS
DOMESTIC AND INTERNATIONAL EVENTS
AROUND BEVERAGES, HOSPITALITY AND
OTHER DOMAINS

EX SOMMELIER FOR THE TAJ MAHAL HOTEL,
NEW DELHI

"BEVERAGE PROFESSIONAL OF THE YEAR 2021" BY FOOD CONNOISSEURS INDIA CONVENTION SUPPORTED BY NRAI

"AMBASSADOR OF THE YEAR – GOLD 2020" SPIRITZ ACHIEVERS AWARDS 2020

"ENTREPRENEUR IN F&B 2018", INTERNATIONAL FOOD AND TOURISM CONFERENCE AND AWARDS.

"SOMMELIER / BEVERAGE MANAGER OF THE YEAR - 2016" AWARD IN THE DEL WINE AWARDS 2016.

"SOMMELIER OF THE YEAR - 2016" AWARD IN THE TOP CHEF AWARDS SEASON 3

ANKUR CHAWLA

Liverpool Business School | IMT Ghaziabad | WSET - Level 3 Wines & Spirits | HOMT - TAJ Hotels | IHM - Kufri

contact us.



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