

# THE 2021 INDIAN WINE POWER LIST



**End-of-pandemic wine:**  
The Ponting Rianna Rosé, a refreshing pink wine from South Australia. It is produced by cricketer Ricky Ponting.

## Sonal Holland | 48

Master of Wine

Launched online wine courses at affordable price points

For the live wire, the pandemic lockdowns were somewhat quieter but no less frenetic. “[Last year] our retail sales, helped by home deliveries, grew 30% despite the six-month lockdown,” she says. But the big news is her success with digital media. Her wine school, Sonal Holland Wine Academy, established in 2009, pivoted swiftly to switch tracks – to provide online education – and saw enrolments jump by 300%.

“My followers on social media doubled. During the lockdown, I invested in a new [social media]

team and set about creating new content.” Her introductory Online Wine Pro course is at an affordable ₹2,200, something she is proud of. Holland’s personal social media presence across platforms boosted her success further. This brand awareness, along with panel discussions with experts, including her big-ticket Instagram Live sessions with actor Dominic West, producer Francis Ford Coppola, and super-chef Gaggan Anand, resulted in her being listed in news channel SheThePeople’s list of 40 over 40 wo-

men entrepreneurs.

Her successes further spun off into a spate of post-pandemic enquiries from international trade and investment bodies, and today Holland has worked with the California Wine Institute as well as turned brand ambassador for South Australia wines: her masterclass at Prowine India was oversubscribed 300% and saw people crowd the aisles to hear her speak.

New on the anvil are her wine import company, her decision to represent top brands like Napa Valley’s Buena Vista Winery as brand ambassador, and launching her own line of wine endorsements, ‘Sonal Holland Master Select’.