

# Wine or beer with seafood

Pairing beverages with seafood has traditionally meant white wine.

Lately, however, a Ace Seafood Bazaar Pvt Ltd, commonly known by the brand "Pescafresh" is India's 1st Organized Seafood Distribution and Retailing Company organised a beverage pairing with South Mumbai residents to pair seafood with beer, handcrafted cocktails, microbrews, sangrias and even red wine. The company which has ushered a unique concept of delivery of 100% fresh and customised seafood to the doorstep of the seafood consumer 365 days a year irrespective of seasonal vagaries with the convenience of a simple phone call.

PescaFresh headed by Sangram Sawant, an avid seafood loyalist, worked for Great Northern Products Ltd, a seafood distribution company in the US, and set in motion a business plan of launching a service in India of retailing fresh seafood in order to create a brand that relies on taking freshness and customer service to the next



Pescafresh's Sangram Sawant & his wife Shweta Sawant at Pescafresh's Seafood Barbeque & Brew

level. Founded in July, 2004, began initially in central Mumbai, currently is delivering fresh seafood to over 20,000 households in Mumbai and is also covering Delhi, Bengaluru and Hyderabad.

Sangram was invited to speak as a panellist at the Food & Bev Tech 2014, by Confederation of Indian Industry (CII) and is considered to be the voice of the industry. He was also invited at the National Council for Food Processing arranged by CII to talk

on how technology plays an important part in connecting farmer, processor and retailer.

He is certified in the exacting quality and hygiene principles of HACCP by Society General de Surveillance SA, Geneva, in co-operation with National Fisheries Institute, USA. The team at Pescasfresh also works extensively with organised retailers such as Aditya Birla Group –More Hypermarkets, Tata-Trent, Godrej Natures Basket, Future Group and others apart from the home delivery.

"More people are adventurous, feels Sawant.. "A lot of guests are looking to try something they haven't had with pairings."

Besides offering chicken popcorn, salmon, crabs, lobsters and other fish delights, Pescasfresh offered vegetarian fare for the beverage pairing to cater to India's diverse taste. So the next time you order fish from Pescasfresh make sure you have a variety of alcoholic beverages to please every palate, he urges. 🍷