Viiking Ventures Shortlisted for English Asian Business Award

Monday 10 July, 2017

Viiking Ventures, the exclusive UK distributor for **Goa Premium Beer**, has been named as a leading contender for **The English Asian Business Awards 2017**.

Unlike other 'Indian' lagers, the gluten-free craft pilsner beer is a genuine import – not brewed in the UK under licence by a multi national conglomerate.

Thousands of nominations were cast for the sixth annual English Asian Business Awards. Based on public vote, the awards highlight the value of English Asian businesses. The awards seek to reward the entrepreneurial spirit and business acumen embodied by the English Asian community in the country.

Vikking Ventures will compete in the **Marketed Business of the Year** along with Kahn Design (automotive fashion design); Nudge Factory (PR); Awakening Worldwide (music publishing); Groundshaker (discotheques); Pepe's Piri Piri (restaurant franchise); Creams Café (gelato); dsgnuk (web design); and Honeymoon Dreams (travel agent).

The black tie event will be held at the Mercure Hotel in Manchester on Monday 31st July.

“This accolade vindicates our decision to focus our marketing activities in supporting our resellers, typically independent restaurants, bars and local retailers,” said Viiking Ventures' MD Ben Parmar, adding “Typically, these businesses often have limited market budgets or know-how and tend to be slow to adopt social media initiatives.

“We support restaurants' special events, charity fund raisers, gourmet dinners and the introduction of gluten free menus, with PR, social media support, point of sale materials, merchandising, competitions, waiter incentives and a unique Brand Ambassador scheme.

“Helping restaurateurs to increase an achievable 15 percent rise in sales, doubles their net profit, as some many of their costs are fixed,” said Parmar.

The English Asian Awards recognise and commend the efforts, determination and hard work of English Asian businessmen and businesswomen at the forefront of their industries and their significant contributions to their respective business sectors.

The glamorous ceremony promises to be one the biggest and most unforgettable nights in this year's events calendar. Prestigious accolades will be awarded to the most deserving professionals and businesses in the English Asian community, including Power Business of the Year, Young Achiever of the Year, Overseas Business of the Year, Entrepreneur of the Year.

Irfan Younis, CEO of Oceanic Consulting said: “We are delighted to see so many people getting involved in The English Asian Business Awards over the years. We have had a fantastic response from the public and we are looking forward to welcoming and acknowledging the most dedicated and successful English Asian professionals and businesses in a celebration of their tireless work and achievements. We would like to wish all the finalists the best of luck.”

ENDS

Editors' Notes:

Goa Premium Beer with a 4.8% ABV is available in bottles and cans.

Goa Premium Beer is brewed in Goa by the family-run boutique Impala Distillery & Brewery, which was acquired in 2015 by Bollywood actor and film producer Sachiin Joshi.

For further information on The English Asian Business Awards see: www.oceanicconsulting.co.uk

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