



The Good Craft Co. - The Intersection of Craft, Community, and Innovation of Spirits

Diageo India's first sensorial Experience Home with a vision to put Indian craft on world stage.

About The Good Craft Co.

India has a rich tradition and history of exceptional craft spirits. As the world takes notice of award-winning Indian craft products, local craft community continues to innovate and build the culture of high-quality innovations derived from grassroots.

At The Good Craft Co., we strive to put the “good” Indian craft spirits on the global map. The idea of good is authentic and rooted in best-in-class practices that inspire and wow the enthusiasts, thereby, building appreciation for high-quality spirits of Indian craft origin.

The Good Craft Co. is a breakthrough experience home that brings together Indian craft stories, ideas, and the craft community, thereby, nurturing new innovations under one roof. It is Diageo India's first global initiative to build a direct-to-consumer experiential ecosystem that anchors its efforts on education, advocacy, empowerment and appreciation of the community of craft spirits and its makers.

Ethos and philosophy:

At the intersection of history, tradition and progressive innovation lies The Good Craft Co. – a platform built on six pillars of doing good to nurture exceptional Indian craft spirits. Established in 2022, under Diageo India, one of the country's largest alco-beverage players, it aims to foster a thriving ecosystem of start-ups across the Indian spirits industry.

Background and genesis:

In 2017, Diageo India revived its Ponda distillery in Goa, positioning the site as a hub for craft and innovation. Now it houses a 6KLPD distillery with about 25000 casks in maturation. The company also created a spirit dedicated to artisanal Indian craftsmanship and heritage called Godawan Single Malt, while kickstarting initiatives around Diageo Ventures in India – an investment wing for alco-bev startups.



All these initiatives were unified by the vision to put Indian craft spirits on the global map. A vision fostered in 2022, The Good Craft Co. is born from this innovation-first and builder's philosophy of Diageo India. It brings consumers closer to the foundational blocks of craft spirits – raw materials, processes, communities and makers, unified by the ethos of sustainability. Epitome Reserve, Godawan & Diageo Ventures are some significant propositions from The Good Craft Co. philosophy with many more to follow.

The 6 Pillars of Craft

Embodying the ethos of 'Crafted for Good', the foundation of The Good Craft Co. is built on these core pillars:



DOING GOOD

Craft is a responsibility that goes beyond sustainability



UNIQUE SERIES

Craft is small batch and special editions



TRANSPARENCY

Craft is being open and inclusive



RAW MATERIALS

Craft is being mindful of the ingredients and materials used



COMMUNITY

Craft is connecting with people



PROCESSES

Craft is making it your own way, with skill and creativity

Craft Spirits and Stories

We open the world to spirited storytelling of Indian crafts and craftsmen who have taken it upon themselves to build #CraftforGood in the form of exceptional propositions. Rich stories of sourcing, ingredients, provenance, indigenous craft distillation, maturation and finishing processes are lesser known and at The GoodCraft Co., we aim to take these to the world.

Diageo India has launched a series of craft spirits over the last 3 years. Starting with Epitome Reserve – a limited-batch, collector's edition that brought two very different expressions out for consumers to experience, followed by Godawan, the artisanal single malt from Rajasthan – the company has created a strong validation of quality, consistency and advocacy for great Indian craft spirits. Godawan has won over 65 awards including the “Best Single Malt in the World” at the London Spirits Competition and the “Whisky Masters at the Spirits Business UK” for Godawan 100.

As a part of their efforts to promote the Indian alco-bev startup ecosystem, Diageo Ventures in India has invested in four brands, NAO Spirits (the makers behind Greater Than and Hāpusa Indian Gin), Maya Pistola Agavepura (the makers of Pistola, an Indian-born agave spirit), zero-alcohol spirit distiller V9 Beverages, and cold-brew coffee liqueur producers Indie Brew and Spirits. The investments give the brands access to lab facilities that aid with innovation, research and development.

Community

The essence and efforts of The Good Craft Co. lie in building of an effective community, specifically in collaboration with the industry leaders and enthusiasts. These are fostered through the experience centres, as well as partnerships with other homegrown players across industries, helping them with a platform that amplifies their voice and a resource pool to build the Indian craft narrative. It brings together the heart and soul of the spirits community to deliver a made-in-India-for-the-world experience.

Experiences

To introduce consumers across the world to the diversity and richness of Indian spirits, The Good Craft Co. is launching a first-of-its-kind, immersive sensorial tangible experience home rooted in craft stories. By engaging with the production process, consumers gain a deeper appreciation and understanding of the Indian craft spirits and open themselves up to its rich sensorial world. These homes can be found in two locations across India:

- **The Good Craft Co. Flavour Lab, Bangalore (Opening September 2024):**
This experimental lab is an immersion into the art and science behind Indian craft spirits. With four unique zones of engagement, consumers get the ring-side view of the creation process, complete with guided tasting sessions, all focused on Research, Development and Innovation outcomes. This space also acts as a bootcamp for aspiring start ups in the alco-bev space.
- **The Good Craft Co. Experience Home & Flavour Market, Ponda Distillery, Goa (Opening December 2025):**
This centre offers a deep dive into the essence of Indian Craft spirits. Created around the ethos of discovery, the destination promises to expose consumers to the wide array of indigenous stories. It takes one through the visual journey of craft, distillery tour, a micro brewery experience, artisanal processes, collaborations with Indian and Global spirit makers and hyperlocal F&B experiences that bring the power of local communities to life. Unique tasting experiences are set to sensorially delight and inspire the visitors.

The Good Craft Co. is redefining standards and shaping the future of Indian craft spirits by creating a platform that brings together the heart and soul of the spirits community