

Diageo India Breaks Ground on The Good Craft Co. Flavour Market in Ponda, Goa

A first-of-its-kind space combining a craft distillery, nanobrewery, innovation lab, startup incubator, retail hub and craft experience centre, it's the world's largest destination dedicated to Indian craft spirits

Goa, August 20, 2025 – Diageo India has officially broken ground on **The Good Craft Co. Flavour Market**, the world's largest destination dedicated to Indian craft spirits. Located in Ponda, Goa, at the historic site where India's first single malt was once produced, the new space brings together legacy and innovation in one integrated ecosystem. The project is the latest milestone in Diageo's commitment to fostering craft, culture, and collaboration through its platform, The Good Craft Co. (TGCC).

TGCC Flavour Market: A Groundbreaking Destination for Indian Craft
Spread across a lush 11 acres amidst Goa's forests, this dynamic space is equal parts craft distillery, innovation lab, and immersive experience centre. From production to exploration, here is everything one will find at TGCC Flavour Market — a destination being built to explore the full spectrum of Indian craft:

- An immersive experience centre and distillery tour
- A spice walk and botanical trail, highlighting local terroir and ingredients
- A vault for rare spirits, Ponda will house India Rare Spirits — Diageo India's one-of-a-kind luxury cask programme.
- A nanobrewery and nanodistillery for innovation and exploration
- A startup incubator to support emerging founders and F&B disruptors
- A retail destination for bespoke craft spirits
- A craft bar and tasting room to showcase seasonal cocktail and food menus, with exciting chef and mixologist collaborations
- The Academy — a platform for workshops, mentorship and community, offering certified courses in the beverage space

The upcoming site builds on TGCC's broader mission to spotlight the stories, ingredients, and ideas shaping Indian spirits. It follows the success of TGCC's Flavour Lab in Bangalore — a space that brings the community together through interactive tastings, workshops, and conversations around Indian craft. TGCC Flavour Market in Goa now scales up that vision: a larger, immersive destination where travellers, makers, and curious minds can understand the world of Indian spirits firsthand.

Vikram Damodaran, Chief Innovation Officer, Diageo India, says, *"The Good Craft Co. began as a way to spark curiosity and conversations around Indian craft spirits. The Flavour Lab in Bangalore laid the foundation, but with Ponda, we are building something far more ambitious. It's a dynamic space where different parts of the community can engage with Indian craft spirits in meaningful ways. Whether you are a distiller, a chef, an entrepreneur, or just someone who is curious, Ponda has something to offer - and we can't wait to welcome people to experience it for themselves when we open doors. Under one*

roof, we are bringing together ideas, people and experiences to explore conscious consumption and hone the future of craft. We are excited to see what takes shape here.”

The TGCC Flavour Market in Ponda is one more chapter in Diageo India’s larger craft vision — from launching **Godawan**, one of India’s most awarded single malts rooted in conservation, to curating cultural experiences that bring mindful luxury and Indian artistry to the forefront, to investing in homegrown brands and platforms that nurture the next wave of craft.

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About Diageo India

Diageo India is among India’s leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 36 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India’s growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo’s global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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