

## Makabi unleash the Goan spirit

Sample one of the finest cocktails at Makabi Nights at India's best holiday destination



**New Delhi, Delhi May 1, 2023 ([Issuewire.com](http://Issuewire.com))** - Makabi, it's all set to create magical cocktails for the world to enjoy with its signature cocktails like "Wild Knight", "Serious Trouble", and "Fancy Moves" having a Goan vibe.

"We have churned out some of the best cocktails with India's best mixologists involved in putting this together," informed Mr Mario Sequeira, Director of Tonia Group.

"The "Wild Knight" may come across to you as a dark night, but we spell it with a "K" and you will have a lot of "wild knights" having fun at Makabi Nights. My recommendation is "Serious Trouble" which is an awesome combination of Makabi and Yagawilde and promises to be one of the most scintillating cocktails in town," informed Mario on a lighter note.

He lauded Fernando Abreu, his expert distiller, for his outstanding spirit and wine brews. "Makabi is the recipe created by my father. Fernando, who does the blending took my father's work ahead with a lot of creativity and research to now place Makabi on a national platform," informed Mario.

Goans are a creative bunch and their immense creativity shows in the products that are being created in the land of sunny beaches and warm folks. This brand Makabi has achieved a great product story

simply by making a highly creative product.

“The Tonia Group was established well back in 1971 by my father, Dr Antonio Sequeira and we are very proud of our heritage in the liquor industry, which started out with the local drink, Feni” informed Mario ahead of the launch of Makabi Nights.

“I feel today we have arrived with some great brands and are ready to go internationally,” said Mario on an optimistic note.

Goa is well known for its famous Feni but there are a whole lot of brands and other liquors that Goa can be proud of, like Makabi that are geared up to engage the taste buds of Indians all over the country and even international markets.

These brands may be emerging ones yet, but are certain to invade the space large brands occupy in the times to come. Makabi besides being great on the rocks also has a clear vision to become a leader in the segment of cocktail mixes with its great recipe for coconut white rum.

Makabi coconut white rum when mixed up in a cocktail can compete with any in its class from around the world.

“Makabi is basically creativity with Goaness. It was my father’s ambition to give the Goans and tourists something related to coconut. Today Makabi is all set to win the hearts of partygoers,” informed Mario.

## GOING GLOBAL

India’s top tourist destination Goa is known for its high standard of hospitality truly expressed in great local produce. Today an emerging Coconut White Rum brand, Makabi, a product of one of Goa’s most reputed liquor manufacturers, Tonia Liquor Industries is all set to grow globally.

The flavourful drink Makabi is a great product coming from the sons of the soil of Goa.

Enjoy true Goan spirit, if you are looking for high quality at a great price Makabi is sure to impress. Can this brand grow to world standards? It sure can, like the many other great Goan products just waiting for the world to embrace.

The world has mostly seen Goa tourism, fisheries, pharma and real estate, but in the years to come the world will see Goa as a place where SME brands will be ready to go global. It is just a matter of time.

The [www.tonia.in](http://www.tonia.in) website showcases a wide array of products the company has created since the early 70’s. And there are many companies in various industries that are showing potential investors a highly profitable avenue and place to invest in Goan companies.

In the near future, Goan companies can aspire to be listed on the NSE and NYSE with Makabi raring to go global.

Goa is poised to make a national presence with its fine brands of Gins. There are a huge number of microbreweries and distilleries in Goa with potential products that even can go global. Makabi, a coconut white rum has the potential like many Goan small brands to take on the world. And the one key element of why Goa creates such great products is creativity.

“Our life’s are going to change with Makabi Nights! It's more fun nights to party, fun nights to enjoy and fun nights to bring out the essence of Goa,” informed Mario.

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