

Goan Cashew Feni could be the Elixir for greater exports from Goa

Cashew plantations are abundant in Goa, and Goan cashew seeds are highly prized for their distinct flavor and nutritional value. The cashew fruit is distilled into a unique alcoholic beverage known as Feni, a clear spirit comparable to top-quality vodkas and other clear liquors. This renowned Goan Cashew Feni has been awarded a Geographical Indication (GI) tag, meaning only Feni produced from cashew fruit grown and distilled in Goa can bear the name "Cashew Feni," giving it a distinct market advantage over other cashew-based spirits.

With this prestigious GI status, efforts are continually underway to promote Goan Cashew Feni on the global stage. Leading these efforts is **Mr. Milind Sawant, proprietor, Awash Global Ventures** and an esteemed associate member of World Trade Center (WTC) Goa, who initiated plans to popularize Feni in the United Kingdom. This market holds great potential due to the large Goan diaspora, who could be instrumental in fostering demand for the drink across the UK.

To support this endeavor, **World Trade Center Goa** facilitated a meeting with **Mr. Vinod Palyekar, Director, Make My Alcohol**, a company prepared to supply cashew Feni in the substantial quantities required. Discussions highlighted Goa's potential to serve as a primary source of cashew Feni exports not only to the United Kingdom but globally, with the possibility of establishing Goan Cashew Feni as a symbol of Goa's broader export appeal worldwide.

In Photo (Fron left to right): Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa; Mr Vinod Palyekar, Director, Make My Alcohol and Mr Milind Sawant, Proprietor, Awash Global Ventures.

The meeting was held on September 4, 2024 at Panaji, Goa.

