Exploring Export Opportunities for GI Tagged Goan Caju Feni

Date: 8 June 2026

As part of its ongoing efforts to promote exports of unique Goan products to international markets, World Trade Center Goa held a meeting with representatives of Madam Rosa Distillery, a renowned produc er of premium GI-tagged Goan Caju Feni at the World Trade Center Goa on 8th June 2026 The meeting was attended by Mr. Cyril Desouza, Regional Director – Trade Promotion, WTC Goa, who met with Mr. Cedric Vaz, Partner at Madam Rosa, and Mr. Jocel de Souza, Business Associate, to explore the export potential of this iconic Goan spirit in international markets. Ms. Sonia Rocha, Manager – Trade Promotion, WTC Goa, was also present during the discussions. The deliberations focused on the growing global demand for authentic craft spirits and the opportunities available for promoting Goa's Geographical Indication (GI) tagged Caju Feni as a premium heritage product. The participants discussed strategies for market development, branding, regulatory requirements, and potential export destinations where consumers are increasingly seeking unique and artisanal alcoholic beverages. Mr. Vaz highlighted the rich heritage and traditional distillation methods that distinguish Goan Caju Feni from other spirits, while also sharing Madam Rosa's commitment to quality, authenticity, and innovation. WTC Goa expressed its willingness to support initiatives aimed at identifying international buyers, facilitating trade connections, and creating awareness about the unique characteristics of GI-tagged Caju Feni. The meeting underscored the significant potential of Goan Caju Feni to establish a stronger presence in glob al markets while contributing to the promotion of Goa's cultural heritage, rural livelihoods, and export growth. The meeting was held on June 8, 2026