

PGP GOA RETREAT: *FENI DISTILLERY BRIEF*

Introduction: Students from the PGP Rise program went for a retreat to Goa. The Feni distillery was a planned visit and the students were taught about the entire process that goes on behind Feni production. They also had an exclusive Feni tasting to understand the product better.

Objective: To provide a detailed, immersive look into the traditional process of producing Feni, a unique distilled spirit, while exploring the business aspects involved. The video will also emphasize the role of entrepreneurship, marketing, and branding in promoting a local heritage product to a broader audience.

Target Audience: The TG here are definitely the aspirants who come from executive backgrounds and are willing for a skill upgrade. They need to feel that this course will give them an exposure like no other.

Edit brief:

Introduction to Feni Distillery:

- Brief introduction about Feni, its cultural significance, and its unique position in the market.
- Introduction of the distillery and its heritage.

Feni Production Process:

- **Step-by-step walkthrough of the production process:**
 - Harvesting of cashew apples or coconut sap.
 - Fermentation and distillation process explained by the guide.
 - Key techniques, tools, and technologies used in the process.
 - The importance of preserving traditional methods in modern production.
- Focus on the entrepreneurial aspects of the distillery, including challenges faced, innovation in process, and managing supply chains for a niche product.

Feni Tasting Session:

- A detailed exploration of the different types of Feni produced, highlighting taste profiles, flavors, and differences.
- A sommelier or guide explaining the tasting notes.
- Include interactions with visitors or students trying Feni for the first time, showcasing their reactions and thoughts.

Student Perspective:

- Include a student talking about their key takeaways from the distillery visit.
- Also include the student taking the viewer through the process (whenever needed)

Tone & Style:

- **Educational and Insightful:** Focus on educating the audience about the Feni production process, while relating it to key business concepts like entrepreneurship, innovation, and branding.
- **Professional but Approachable:** Maintain a balance between professionalism and a friendly, engaging tone suitable for a business school audience.

Duration:

Ideal video length: 90 seconds

Key Visuals to Include:

- Wide shots of the distillery and surrounding landscape.
- Close-ups of the production process (fermentation, distillation).
- Interaction shots of the guide explaining the process.
- Tasting session with students or guests.
- Student reflections and takeaways on screen.
- Brand elements of the distillery, showcasing product labeling, packaging, and branding efforts.

