



India's Award-Winning Cashew Feni

# Sentari Our Journey



# The Beginning (1988)

For Karun Sanghi, the story began in 1988, when Goa was still a weekend escape from Bombay: Sun, salt, and the occasional splurge at the Taj Aguada.

Like many from the city, he came for the beaches but found himself drawn to something less polished and more real. Each trip turned into a quiet study of the state's unhurried rhythm: its food, its people, and its drinks. Nights often ended with too much laughter and too many promises to take it easy next time.

But Goa had a way of pulling him back.

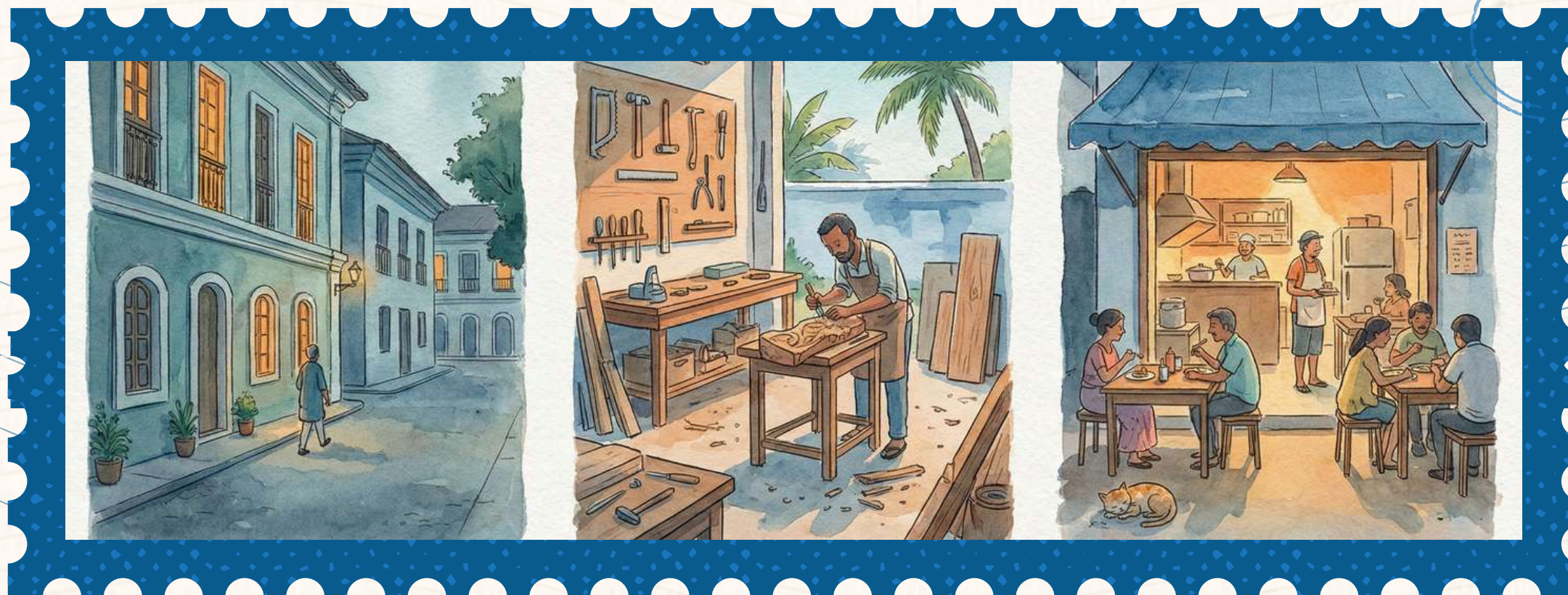


# Becoming a Resident

By 1998, that pull had become permanent.

Karun set up a tyre retreading factory in Goa, and the relationship shifted from tourist to resident. As a result, the pace of life slowed. The rhythm changed. The Goa he now saw wasn't framed by resorts & itineraries but now was built around small thali restaurants, beaches, bars and conversations that ran on local time.

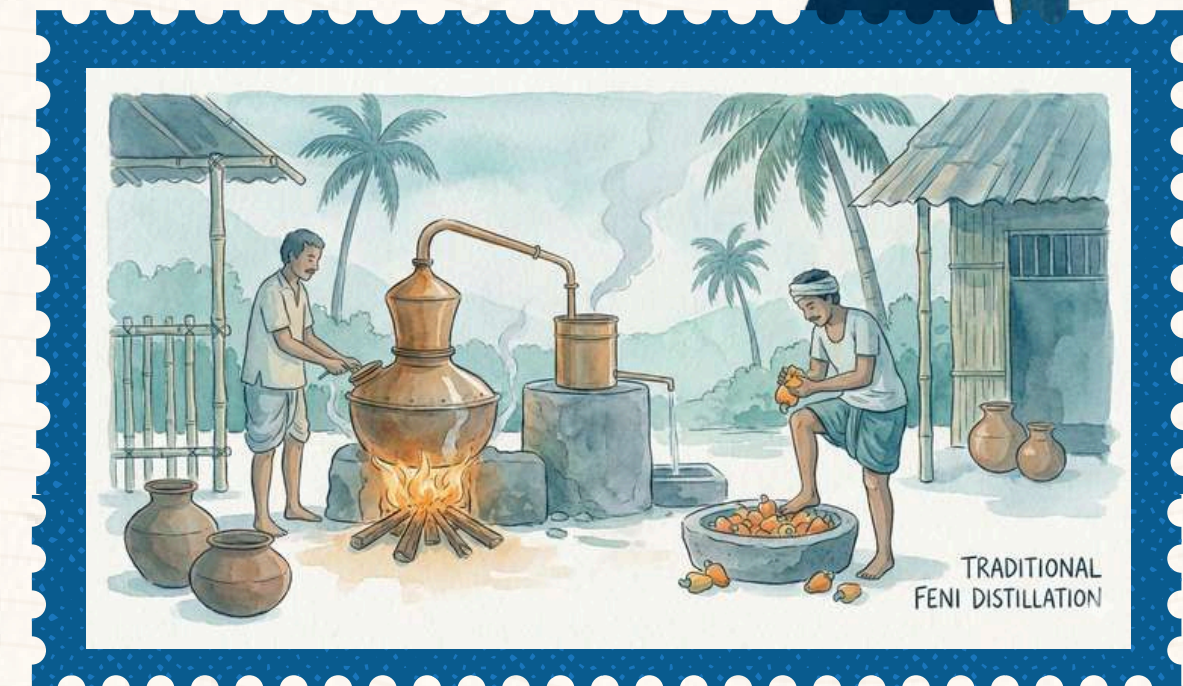
Somewhere between work & weekend drives, he discovered Urak and Feni, the two spirits that locals treated with familiarity & outsiders dismissed too quickly.



# Discovery of Feni

What began as curiosity turned into fascination:  
An appreciation for a drink that was raw, proud, & unlike anything else made in India.

In 2006, Karun built his own house here. It wasn't a villa on the beach, but a home tucked into everyday Goa: the kind of place that made him and his family feel rooted. Over time, Goa stopped being a break from the city and became the centre of his life.



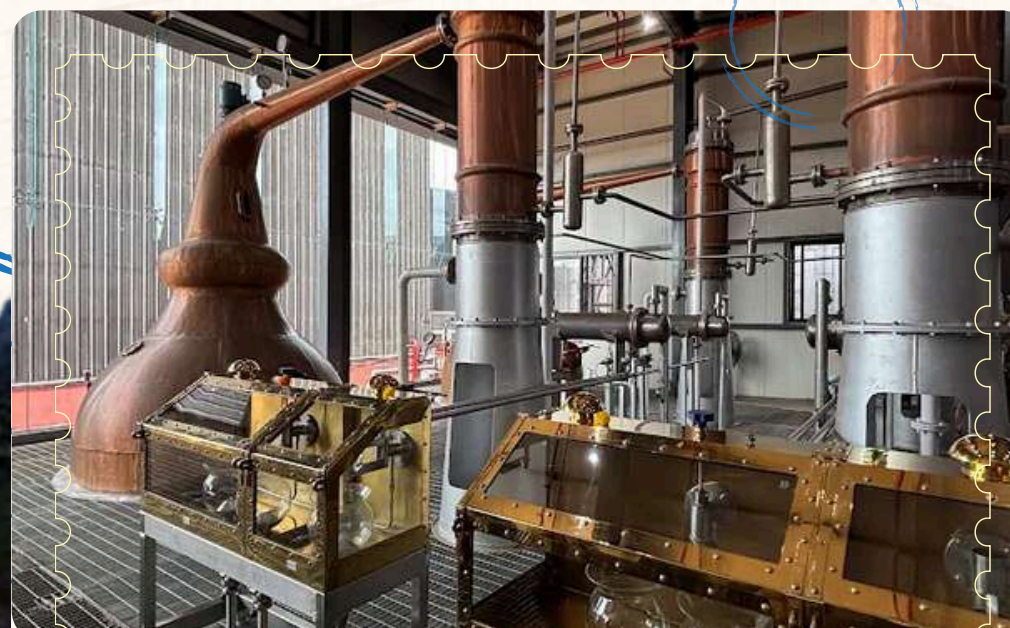
# The Pause & Turning Point

When the pandemic hit in 2020, Karun and his wife, Vasundhara, drove down to Goa with their dogs, resulting in a temporary move that stretched into years. **That pause changed everything.** He began visiting local distilleries, talking to other alcohol makers, and noticing how Goa's craft scene was evolving. There were new gins, new whiskies, a new sense of experimentation.

A visit to the Paul John Whisky distillery was a turning point: an education in how oak barrels could transform a raw, fiery spirit into something smooth, complex, & layered. That idea stayed with him.



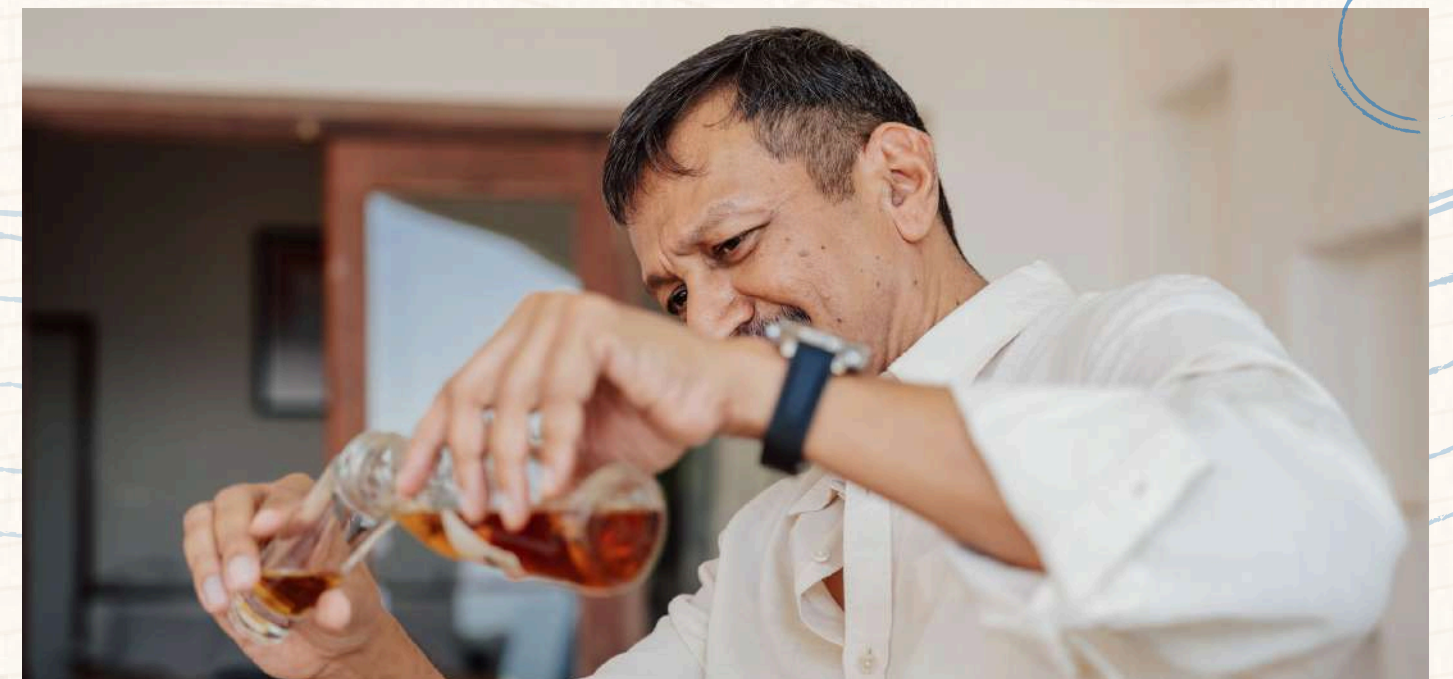
If whisky could evolve through time and oak, why not Feni?



# Experimentation Begins

Licenses were acquired, space rented, Feni sourced from small distillers across Goa. Karun began experimenting with barrels: American Oak for its vanilla warmth, French Oak for its spice and depth, and used whiskey and wine casks for their subtle echoes of past spirits. Each one brought out a different character.

There were no blueprints, no benchmarks, and no experts to call. Goa's Feni had never been treated like this before. So Karun relied on instinct: tasting, blending, adjusting, waiting. He asked friends for feedback, but no two palates agreed. He reached out to seasoned blenders, but even they were unsure how to guide him. Still, he persisted.



# DIY, The Feni Style

Months of quiet work, trial, error, and observation followed. Each barrel changed differently, a function of humidity, temperature, and wood. Some deepened in colour, some softened in flavour, some surprised everyone. Slowly, patterns began to emerge. The spirit grew rounder, smoother, more intricate.



# Sentari is Born

The first successful batch came to life as Sattari, Batch No. 1, named for the region where many of the best cashews are grown and the finest Feni is made. It was the proof of concept, the moment a long experiment became a living brand: Sentari.

What began as curiosity had become craft. And what started as an idea had turned into identity.

Sentari isn't just aged Feni: it's a reimagining of what Goan tradition can be when given time and attention. It is a spirit that carries the humility of its origins and the precision of modern craft, proof that real innovation often begins by deeply listening to what was always there.



# Recognition & Philosophy

And what comes next?

In 2025, **Sentari Limited Edition** won **Gold at the London Spirits Competition**, scoring 95 points in a blind tasting against some of the world's finest whiskies, rums, and brandies. For a drink that most people outside Goa had never even heard of, it was a defining moment. **Not just for the brand, but for Feni itself. The win opened doors.**

Conversations with distributors in the UK, Australia, and Taiwan are already underway, and Sentari's first international allocations are being planned. Closer to home, collaborations with chefs, mixologists, and boutique hotels are helping position Feni where it belongs: Among the world's premium spirits.

**The goal isn't mass production.** It is preservation and precision, taking something deeply Goan and giving it the platform it deserves. Every barrel will remain limited, every batch distinct.



Because Sentari was never meant to be everywhere - only exactly where it belongs.

# Get in Touch!



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*Thank you*



# SENTARI

Barrel-Aged Cashew Feni

