

Lone Wolf Expands its Bold Portfolio with the Launch of Lone Wolf Wild

Category: Business

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Lone Wolf, the spirits brand under Onkara Beverages & Hospitality, has added an exciting new offering to its portfolio with the launch of **Lone Wolf Wild**. With a steadfast commitment to quality and innovation, Lone Wolf continues to redefine India's landscape, cementing its reputation as a standout beverage brand in the industry.

With over **10 million units sold**, Lone Wolf has achieved remarkable growth in just two years, with revenues surpassing **Rs. 43 crore in 2023-24 and an ambitious** target of **Rs. 80 crore for 2024-25**. This **growth reflects** the brand's focus on delivering exceptional experiences to its loyal customers.

Atul Kumar Singh, Founder of Lone Wolf, shares the vision behind the new variant, *"This variant is for those who seek character in their drink—bold, smooth, and with a flavor that lingers. The 'Wild' in the name represents the untapped possibilities in taste and brewing that we aim to deliver."*

Lone Wolf Wild takes the spotlight alongside the iconic Alpha (a Belgian Witbier with a twist) and Maverick (a crisp 100% lager), redefining boldness in every sip. With its golden hue, smooth clarity, and a balanced strength of 6-8% ABV, Wild is crafted for lovers who crave flavor and character. It's an invitation to explore a bold new taste that's as untamed as its name.

Lone Wolf Wild arrives as a response to the growing demand for diverse taste preferences in **India**. It symbolizes the brand's determination to push boundaries, bringing bold and **innovative**

brews to market. The brand's decision to launch a strong variant [reflects](#) its focus on addressing consumer desires while staying true to its ethos of quality and innovation.

"The [brands meteoric rise is backed by the accolades its portfolio](#) has already garnered. Winning awards like "StartUp of the Year" at both Ambrosia Awards 2023 & the Brewer World Conclave, 2023 and the "Product Debut of the Year Gold Award" at the Spiritz Conclave and Achievers' Awards 2024, is a validation of our commitment to excellence and has only motivated us to expand our horizons and [introduce more exciting options for our customers,](#)" Singh adds.

Currently available in **Delhi, Chandigarh and Goa**, Lone Wolf is preparing to expand its footprint into **Kerala and Rajasthan**, further solidifying its status as one of [India's most promising homegrown brands](#).

With Lone Wolf Wild, the brand [sets a new benchmark](#) in the strong beverage category, inviting enthusiasts to explore a bold, new taste and to join the pack in redefining India's drinking culture.

