



## Report II Quarter, 2019

### Introduction

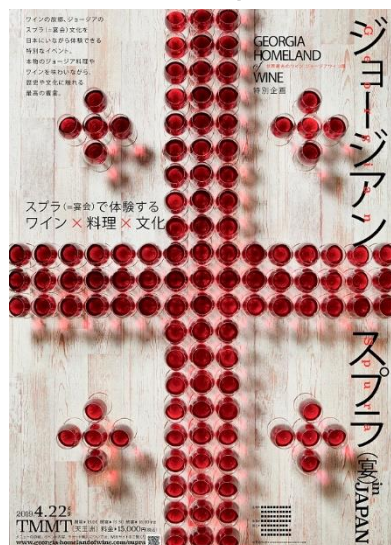
The main direction of LEPL National Wine Agency is to promote development of viticulture and winemaking industry in Georgia.

The main activity of the reporting period included the following directions:

- ❖ Promotion and popularization of the growth of Georgian wine export potential;
- ❖ Control and certification of wine production quality;
- ❖ Implementation of the vineyards cadaster program;
- ❖ Research of Georgian wine culture;
- ❖ Carry out vintage 2019 preparation activities.

### Promotion of Georgian wine

#### Exhibition "Georgia Homeland of Wine" was held in Tokyo



On May 6, exhibition "Georgia -Homeland of Wine" has come to an end in the exhibition center „Terrada Warehouse”, Tokyo. The Exhibition held within the project of the same name hosted thousands of Japanese visitors during the two months since March 10.

Georgian wine and its history dating back 8,000 years BC arose great interest of Japanese population. The exhibition combined unique archaeological exhibits and modern technologies, the concept of which was based on introduction of uniqueness of Georgian wine culture.

The project was implemented in partnership with Sony Music Communication and TOPPAN. The exhibition included presentation-tastings and seminars of Georgian wine, which were lead by Japanese master of wine Kenichi Ohashi, British wine writer Andrew Jefford, famous Japanese TV reporter Hitoshi Qusano, writer

Zurab Qarumidze, Georgian Sumo wrestlers Tochinoshin (Levan Gorgadze) and Gagamaru (Teimuraz Jugheli) and etc.

The project 'Georgia - Homeland of Wine' which was organized by the National Wine Agency and Association 'Georgian Wine,' was implemented with the support of the Ministry of Environmental Protection and Agriculture of Georgia, Intellectual Property Center 'Sakpatenti,' Ministry of Education, Science, Culture and Sport, Ministry of Foreign Affairs, Diplomatic Corps of Georgia in Japan and National Museum.

### **Wine and Gourmet Japan - 2019**

12 Georgian wine companies participated in the international exhibition "Wine and Gourmet Japan" on April 17-19 in Tokyo. This year, Georgia was a partner of "Wine and Gourmet Japan" and accordingly, two Georgian wine presentations were held within the framework of the exhibition. Presentation of Georgian wine was lead by the head of the Tasting Committee of the National Wine Agency Ana Godabrelidze, and representative of Georgian Embassy in Japan, David Goginashvili. Ana Godabrelidze presented wines of 12 different Georgian companies to the guests, talked about Georgian wine culture and diversity of Georgian wines.

### **Presentation of Georgian wine in Dublin**

On April 10, Georgian wine presentation-tasting was held in Dublin with the organization of the National Wine Agency and the Embassy of Georgia in Ireland. The event consisted of several parts: a master class and a presentation attended by wine professionals, journalists, wine importers, representatives of restaurant and hotel business and sommeliers and in the evening, there was held reception, which was attended by the representatives of the government of Ireland, Parliament, business and media.

### **Georgian Amber wines have obtained support from OIV**

The issue of including wine made by Georgian traditional methods in the list of special wines of The International Organization for Vine and Wine (OIV) has moved to the final stage of discussion. Levan Mekhuzla, Chairman of the National Wine Agency attended the workshop held at OIV Headquarters in Paris, where the issue of including "Wines made by Georgian Traditional Methods" in the list of special wines was supported. In accordance with OIV procedures, the final decision on the issue will be taken in 2020.

## **Natural Wine Festival**

On May 10, International Wine Festival "ZERO COMPROMISE" was held in Tbilisi. The event was organized by the Natural Wine Association and supported by LEPL National Wine Agency. About 70 local wine cellars and natural wine producers from different countries around the world participated in the festival.

The festival was attended by importers, wine writers and journalists from Italy, Japan, Germany, Portugal, Netherlands, Canada, from around 13 countries around the world, who arrived in Georgia especially for this event.

## **New Wine Festival**

On May 11, Thousands of people attended the New Wine Festival in Mtatsminda Park, Tbilisi, which was celebrated for the 10th time this year. A total of 250 wine producers participated in the new Wine Festival including large companies and small and medium family Cellars.

Up to wine experts, masters, importers, bloggers and media representatives from 13 countries have visited Georgia to attend the festival. The festival was organized by Georgian Wine Club with the support of the National Wine Agency and Tbilisi City Hall. The best wines of Kakheti, Kartli, Imereti, Guria, Samegrelo, Racha-Lechkhumi, Adjara, Samtskhe-Javakheti were presented at the festival.

## **VinExpo Bordeaux-2019**

On May 13-16, international wine fair VinExpo Bordeaux -2019 was held in Bordeaux, France, in which, 16 Georgian wine producer companies participated with the support of the National Wine Agency.

Within the four-day exhibition, thousands of visitors have tasted Georgian wine, including wine professionals from different countries of the world. Qvevri wine, the tradition and culture of its production caused great interest in them.

Georgia was represented in the exhibition for the third time already, which gives Georgian producers the opportunity to find trade partners from different countries worldwide.

## **London Wine Fair 2019**

On May 20-22, "London Wine Fair 2019" was held at London Exhibition Center „Olympia London“ with 15 Georgian winemakers participating with the support of National Wine Agency.

The exhibition was attended by Ambassador Extraordinary and Plenipotentiary of Georgia to the United Kingdom and Northern Ireland Tamar Beruchashvili.

During the exhibition, head of the National Wine Agency contractor company "Swirl Wine Group", British master of wine Sarah Abbott delivered three presentation-tastings of Georgian wine: Qvevri wine, Saperavi and modern wines.

### **Women in Wine Expo 2019**

On May 23-24, the first international exhibition of female winemakers "Women in Wine Expo 2019" was held in the Netherlands and Belgium. 12 female winemakers participated in the exhibition. The exhibition was divided in two parts: the first part was held in Rotterdam, Netherlands and the second part in Brussel, Belgium. Participation of Georgian winemakers in "Women in Wine Expo 2019" was supported by the LEPL National Wine Agency.

### **"Georgia, where it all began ..."**

On May 26, Georgian wine was presented at “Confetti Wine Fest”, the first festival of natural wines held in Krakow, Poland. Mariusz Kapczynski, head of the National Wine Agency contractor company "Vinesfera", organized the event "Georgia, where it all began ...", where Georgian Qvevri wine was presented.

The event was attended by the local sommeliers, restaurant owners, journalists and wine professionals. Mariusz Kapczynski talked about the culture and history of Georgian wine and diversity of Georgian grapes.

### **Visit of OIV Master Students to Georgia**

On May 27-30, International Organization of Vine and Wine (OIV) students of wine master program visited Georgia. Within the framework of the visit, OIV Wine Management Master Program students were exploring Georgian wine culture and modern winemaking in various parts of Georgia. Visit of OIV Wine Management Master Program students to Georgia is important in terms of popularization and promotion of Georgian wine and wine culture internationally, as the group members represented different countries worldwide.

The OIV graduate students have already visited Georgia for the fourth time. OIV has included visit to Georgia in the study program since 2016. Master's program students get acquainted with wine industry in different countries.

### **WinExpo Georgia 2019**

On June 13-15, International Wine and Spirit Exhibition WinExpo Georgia 2019 was held in Tbilisi.

WinExpo Georgia is one of the largest exhibitions in the Caucasus region, where all the components required for the production of wine and alcohol are represented - viticulture and winemaking machinery, fertilizers, saplings, tare and packaging materials, accessories and a wide range of services. Up to 160 companies from 12 countries are participating in the exhibition (Georgia, France, Germany, Italy, Portugal, Romania, Spain, Azerbaijan, Russia, Ukraine, Belarus and Turkey), including more than 110 wine producers, both, large, medium and small cellars.

Official supporters of WinExpo Georgia are the Ministry of Environment Protection and Agriculture of Georgia and National Wine Agency.

26 wines were awarded with Gold Medals at the International Wine Competition. In addition, Silver Medals was awarded to 52 wines and Bronze Medals to 133 wines. Over 300 wine samples produced by 81 companies, including large companies, as well as small and family cellars were represented at the competition.

The winners were awarded by Deputy Minister of Environment Protection and Agriculture of Georgia Khatia Tsilosani, Chairman of the National Wine Agency Levan Mekhuzla and the jury members.

### **Georgian film "Georgia Homeland of Wine" received a special prize at Marseille Cinematography Festival**

The Georgian Scientific Art Documentary film "Georgia Homeland of Wine" was awarded a special prize of science and culture by the partners of the festival "Oenovideo" at Marseille Cinematography Festival, France. This prize is traditionally given to a French or foreign film that presents cultural and scientific approach or method of wine and vine heritage.

The world's largest photography and cinematography festival dedicated to winemaking and viticulture – "Oenovideo", is held annually in Marseille, France in the "Museum of the European and Mediterranean Civilizations. This year, 144 films from different countries participated in the selection and 37 of them were chosen for the nominee's list, among which was "Georgia Homeland of Wine".

The film "Georgia Homeland of Wine" is dedicated to the international scientific research that has made historical discovery and scientifically proved, that Georgia is the homeland of wine and first wine production started here 8000 years ago and has continued until

modern times. The film also covers the exhibition “Georgia – Cradle of Winemaking” held in 2017 at the Wine Civilization Center "Cit  du Vine.

Scientific-art-documentary film was made with the support of LEPL National Wine Agency of the Ministry of Environment Protection and Agriculture of Georgia and National Intellectual Property Center “Sakpatenti”. The director of the 40-minute film is Alexander Gabunia. Filming took place in Georgia and the United States, as well as in Italy and France. The movie is filmed on the base of "Cineman Film" studio.

### **Wine Professionals from China and Hong Kong Visited Georgia**

On June 12-17, Wine Professionals from China and Hong Kong headed by Debra Meiburg, director of the National Wine Agency contractor company "Meiburg Wine Media", visited Georgia.

During the wine tour, the members of the 18-member group of sommeliers and importers visited wine factories in Kartli and Kakheti. Wine tasting of various companies was also held in Tbilisi, where the guests tasted wines of 54 companies, thus giving Georgian wine-making companies the opportunity to get tips and recommendations from professionals, taking into consideration the specifics of China and Hong Kong markets. It is noteworthy that the Hong Kong group members were mainly focused on the premium quality and high price category wines based on their customers' interests.

### **Japanese Wine professionals Visit**

On June 13-17, Master of wine, head of the National Wine Agency contractor company "Red Bridge", Kenichi Ohashi, was visiting Georgia with the group of Japanese wine importers and sommeliers.

Within the tour, the guests visited Georgian wine producing companies in Kakheti and Kartli, where they got acquainted with the Georgian wine-making technology. Wine tasting of various companies was also held in Tbilisi, where wine professionals tasted about 100 different types of wine of 27 wine companies.

### **Seoul Interenational Wines and Spirits Expo 2019**

On June 20-22, Seoul International Wines and Spirits Expo 2019 was held in Seoul, the capital of the Republic of Korea, in which 10 Georgian wine companies participate.

Within the frames of the exhibition, the head of the National Wine Agency contractor

company "Meiburg Wine Media", master of wine - Debra Meiburg held a presentation and tasting of Georgian wine.

### **The Third International Qvevri Competition**

The Third International Qvevri Competition was held on June 21 and 22. The competition was held for the third time in Georgia with the organization of Association "Georgian Wine", Ministry of Environment Protection and Agriculture and National Wine Agency.

320 samples of 120 wine companies were represented at the competition. The Qvevri Wine Competition was held in Georgia in 2017 for the first time and since then the company's interest in Qvevri wines has been significantly increased.

### **Wine and Spirits Exports**



In the first half of 2019, 40,5 mil. bottles (0,75l) of wine has been exported to 44 countries worldwide, that is 6% higher than the similar data of 2018. Exported wine income amounted to 98mil. USD, that is 9% higher than the data of 2018.

Exports have increased on Georgian wine strategic markets: USA - 88% (354874 bottles), China - 19% (3554127) and Poland - 16% (1821802); Also, growth is remarkable in the following countries: France - 120% (55908), Lietuva - 68% (315306, Mongolia - 68% (146892), Belorussia - 32% (889002), Israel - 20% (131184), Canada - 12% (83220), Germany - 11% (317771), Estonia - 11% (326966), Russia- 6%, (25582447), Moldova - 3618% (263210) and etc.

The first five of the exporter countries are the following: Russia (25582447), Ukraine (3752488), China (3554127), Poland (1821802) and Kazakhstan (1656318).

In addition, 12,6mil. bottles (0,5 liters) of brandy have been exported to 18 countries worldwide, that is 50% higher than the similar data of 2018. Exported brandy income amounted to 27,4 mil USD (growth 62%). 238 thousand bottles of "Chacha" has been exported to 23 countries worldwide, growth amounted to 34%. Exported "Chacha" income amounted to 633,2 thousand USD (increase – 20%).

### **Vineyard Cadastre Program**

In 2019, the National Wine Agency continued to implement a vineyard cadastre program, which shows the quantity and quality status of vineyards and wine. The program includes: taking ortho-photos, preparation of cadastral maps, identification and vectoring of vineyards, gathering information about vineyards and viticulturists.

The following works were implemented in the 2nd quarter of 2019:

- Database ABACO, used for cadastre was updated
- According to the tender terms, "Map Mapping" was selected to perform cadastral works of vineyards: a) collect new cadastral information for Gurjaani and Sighnaghi municipalities; b) specifying the information in the database of the vineyards cadastre about the viticulturists and vineyards of Kvareli and Gurjaani municipalities;
- Information about the vineyards in Kvareli municipality was updated in the vineyards cadastre database ABACO by "Map Mapping"; As of June 30, 2991 viticulturist information is updated.
- 15 persons were selected by the National Wine Agency in Gurjaani and Kvareli municipalities to update cadastral information;

Presentation on vineyards cadastre was arranged at the Viticulturists Conference in Gurjaani.

### **Georgian Vine and Wine Culture Research Project**

The following works were implemented in the second quarter of 2019:

- 10 samples of archeological materials were dated in Israeli Weizmann Institute of Science D-REAMS laboratory by the C14 method. Among them are: 1) 3 samples of carbonated vegetable remains discovered during the excavation of the Neolithic period "Shulaveri Gora" in 2018 - samples were dated 6005-5720 BCE; 2) 5 samples of grape-stones collected in Georgia from different archeological locations - "Rustavi" (Rustavi territory), "Mtskheta Jvari" (City Mtskheta) and "Norio" (village Norio) - this samples were dated 545 BCE. - 19th centuries AD.
- Archaeological excavations carried out by the Georgian National Museum in association with the University of Toronto in Neolithic settlements called "Shulaveri Culture" (6000 BC) in Marneuli region, called "Gadachrili Gora", "Shulaveri Gora" and "Imiri Gora" Viticulture - To obtain material and subsequently for study purpose.

On June 3-8, 2019, at the 18th International Paleoethnographic Conference on Archaeological Study at Leiche, Italy, a verbal report "Tracking the history of cultivated grapes (*Vitis vinifera*) in Georgia combining archaeobotany, geometric morphometrics



and ancient DNA " by our project participant, Montpellier University researcher, Loran Boube, was presented. This report was based on the results of the study of the origin of the Georgian vine, which was implemented within our project.

## **Control and Certification of Wine Production Quality**

### **Laboratory examination**

During the past 6 months, the National Wine Agency's tasting commission conducted 120 tasting for the organoleptic testing of the alcoholic drinks of grape origin. In total, 4640 samples were presented, 415 of them were evaluated negatively and the rest 4225 positively.

### **Certification**

A total of 4094 applications were submitted for certification in the first half of the year for export documentation. Various documents were issued based on received applications: Certificate of VI-1 format / EU countries / - 2743; Certificate of Compliance - 3588; A total of 6331 certificates have been issued to the companies producing various alcoholic beverages.

### **State Control and Inspection**

During the 6 months of this year, the National Wine Agency implemented 72 inspection controls in alcoholic beverage factories. From the 400 samples taken during inspection, companies were refused to receive certificate in 15 cases. In addition, 28 companies were examined within the scope of state control and state supervision, during which 1000 samples were tasted. There were some types of violations in 7 companies, on which the actions defined by the law were implemented.

## **Other activities related to the development of the sector**

### **Vintage Preparation Meeting**

On June 14, The Minister of Environment Protection and Agriculture of Georgia, Levan Davitashvili, discussed the vintage 2019 organizational issues at the meeting with the representatives of wine industry. As the Minister noted at the meeting, during vintage 2019 in viticulture regions of Kvareli and Gurjaani municipalities, viticulturists and wine companies will be able to deliver grapes of preserved appellation micro zones - "Kindzmarauli", "Akhasheni", "Kvareli" and "Mukuzani" only on the bases of cadaster extract. This will facilitate the simplification and transparency of the vintage process, as well as increase of Georgian wine quality, which is especially important for the stable development of the sector. It should be noted that the high quality of wine is the main factor for increasing the competitiveness of Georgian wine.

Activities implemented by the National Wine Agency are actively covered in printed, electronic, social and television media.

(<http://wine.gov.ge/>, <https://www.facebook.com/Wines.of.Georgia/>,  
<https://www.facebook.com/nationalwineagency/>, [https://twitter.com/Georgian\\_wine](https://twitter.com/Georgian_wine),  
<https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ>)