

# Report

## III 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:

- ❖ Carry out vintage 2019 preparation activities;
- ❖ 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.

### Vintage 2019

Vintage 2019 Coordination HQ started working in Telavi on August 15. The start of the vintage was preceded by several meetings with wine producers and local authorities to organize the vintage process without interruption.

During the reporting period, 245 wine companies were involved in the processing of grape harvest, and 390 companies were registered at the vintage coordinating HQs. In the vintage peak phase, daily processing number reached 12,000 tons, a record data for the last 30 years. As of October 1, 213 thousand tons of grapes have been processed in Kakheti region: 135 thousand tons of Rkatsiteli, 78 thousand tons of Saperavi, 5 thousand tons of Kakhuri Mtsvane and the rest of various grapes.

About 20,000 wine-growers have delivered grapes in Kakheti during the reporting period.

### Promotion of Georgian wine

The following events are worth noting for the promotion of Georgian wine in the third quarter of this year:

#### "Georgian Wine Asia Tour"

On July 18, in order to diversify Georgian wine export markets, Georgian wine presentation was held for local premium-class restaurants and wine purchasers in Hong Kong. The event was organized within the frames of the "Georgian Wine Asia Tour" and was hosted by the director of the National Wine Agency contractor marketing company "Meiburg Wine Media", master of wine – Debra Meiburg. At the event held in Hong Kong, the emphasis was made on the combination of Georgian wine with Asian cuisine.

### Georgian amber wines were introduced in Korea

On August 21-24, a special tasting of amber wines was held in Daejeon, Republic of Korea, where Anna Godabrelidze, Chairwoman of the National Wine Agency tasting committee presented Georgia.

the event featuring 12 amber wines from Georgia and several other countries was attended by well-known wine writers, importers and sommeliers, totally up to 100 wine professionals. The tasting was held within the framework of the Asia Wine Trophy wine competition held in Daejeon supported by the National Wine Agency. Under the auspices of the International Organisation of Vine and Wine (OIV), the Asia Wine Trophy was held for the seventh time and is considered as one of the largest wine competitions in Asia.

### **Georgian Qvevri Presentation was held in Poland**

On September 2, Georgian Qvevri presentation was held at large-scale folk festival „Pannonica folk festival 2019“ in Poland. The project aims to introduce and popularize the whole cycle of Qvevri-making and using process. During the festival, movie “Made in Qvevri” was screened, which describes Georgian wine culture and Qvevri making technology.

The festival also hosted workshops on wine knowledge led by the head of the National Wine Agency contractor company “Vinisefra” - Mariusz Kapczynski.

### **According to British wine professionals, Georgian wines are unique**

On September 24-28, an 11-member team of British wine professionals visited Georgia, including sommeliers, wine importers and media representatives. The visit was organized by Swirl Wine Group, contractor company of the National Wine Agency. During the tour the guests visited Georgian wine producing companies in Kartli and Kakheti and tasted various Georgian wines on the spot. In addition, a tasting was held in Tbilisi, where 27 wine producing companies were given the opportunity to present their products to wine professionals. According to British experts, Georgia is distinguished by its rich history of wine culture, diversity of vine varieties, wine-making traditions and unique wines.

### **Wine and alcohol 9 month exports data**

According to the data of 9 months of 2019, 65.2 million bottles (0.75 liters) of wine have been exported to 50 countries around the world, which is 10% higher than the same period in 2018. Exported wine costs 164 million USD, which is 16% higher than the same period in 2018.

Exports to strategic Georgian wine markets increased: US - 60% (533206 bottles), UK - 40% (93067), Poland - 18% (2905372) and China - 11% (5334939). Growth is also noticeable in the following countries: Lietuva - 52% (503832), Mongolia - 13% (184212), Belarus - 35% (1606565), Israel - 88% (218921), Germany - 36% (476145), Estonia - 19% Russia - 11% (41112235), Moldova - 5717% (411812), Netherlands - 21% (73078), Czech Republic 102% - (62700), Sweden - 397% (55506), Bulgaria - 51% (24228) ), Australia - 15% (19636), Canada - 2% (121650), etc.

The first ten of the exporting countries is the following: Russia (41112235), Ukraine (6766841), China (5334939), Poland (2905372), Kazakhstan (2477358), Belarus (1606565), Latvia (988122), USA (533206), Lietuva (503832) and Estonia(499736). According to 9 months, 289 companies exported different amount of wine. In addition, 19.5 million bottles (0.5 l) of brand are exported to 23 countries worldwide, which is 44% more than in 2018. The brand's export revenue amounted \$ 42.5 million (up 54%). 473.2 thousand bottles (0.5 l) of chacha are exported to 24 countries worldwide, export growth is 65%. Chacha's export revenue reaches \$ 1.3 million (up 54%). Total exports of wine, brandy, chacha, brandy spirit and unbottled brandy amounted to 236 million \$, up by 6% from the same period last year.

### **Vineyards Cadastre Program**

In 2019, the National Wine Agency continued to implement a vineyard cadastre program in Gurjaani and Sighnaghi municipalities. The vineyard cadastre program presents the quantitative and qualitative status of the vineyards and wines. The program includes: ortho-photography shootings, cadastral mapping, vineyard identification and vectoring, gathering information on vineyards and viticulturists.

In the third quarter of 2019, 3200 winemakers of Gurjaani and Kvareli municipalities were given the opportunity to deliver Saperavi grapes on the bases of cadastral extracts. During the vintage 2019, the grapes of "Kindzmarauli", "Akhasheni", "Kvareli" and "Mukuzani" micro-zones were delivered only on the basis of vineyard cadastre extract.

### **Research of Georgian Vine Culture**

The following works were completed in the third quarter of 2019:

In 2018, 2 specimens of carbonized vegetation found during excavations of Neolithic Period monument "Gadatchrili Gora" and "Shulaveri Gora" were dated 5980-5750 BC; 2. One sample of grape pips taken from the archaeological site "Jokhtnikhevi" for restoration of chronology of grape pips obtained in Georgia, were dated by 15th-17th centuries AD. Eight archaeological samples of plant residues in the form of grape pips and skins, were sent to the Weissman Institute's D-REAMS Laboratory for C14 dating. Wild vine samples were collected for their future reproduction in nature and added to the collection. Ten samples of archaeological material were dated the C14 method in Israel, D-REAMS laboratory of the Weisman Institute, including the following: 1) 3 samples of carbonized vegetation found during the excavation of the Neolithic period monument "Shulaveri Gori" in 2018 - samples dated 6005-5720 BC; 2) 5 samples of vines from different archaeological sites - "Rustavi" (Rustavi Territory), "Mtskheta Jvari" (Mtskheta) and "Norio" (village of Norio) for restoration of chronology of vines from Georgia. – was dated by 545 BC - the 19th century AD.

- In collaboration with archaeologists from the University of Toronto, the National Museum of Georgia carried out archaeological excavations on Neolithic settlements in the Marneuli area, "Shulaveri Culture" (6000 BCE) called 'Gadatchrili Gora', 'Shulaveris Gora' and 'Imiris Gora', for extraction and further study of archaeological material related to winemaking.

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

### **Laboratory examination**

In the third quarter of 2019, 65 tastings were carried out by the National Wine Agency Tasting Commission for the organoleptic testing of grape origin spirits, a total of 2638 samples entered, out of which 199 were assessed as negative and 2439 were evaluated positively.

### **Certification**

A total of 2445 applications have been registered for certification of export documentation: On the basis of the applications, various documents were issued:

- VI-1 Certificate / for EU countries / - 1401 pieces;
- Certificate of Conformity - 2157 pieces;

A total of 3558 certificates have been issued by the National Wine Agency Certification Department to the companies producing various alcoholic beverages.

### **State control and inspection**

As of October 1, during the year, within the framework of the wine laboratory examination, 100 inspection controls were carried out in the alcoholic beverage companies, out of which 500 samples were taken and 18 cases were refused. In addition, within the state control and state supervision, 32 companies were inspected, from which around 1200 samples were taken, in 7 companies, some types of violations were identified, which were required by law. All other samples taken were in accordance with established requirements.

Activities carried out by the National Wine Agency are actively covered in print, electronic, social and television media: <http://georgianwine.gov.ge/>, [https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ/featured?view\\_as=subscriber](https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ/featured?view_as=subscriber)