

# LEPL National Wine Agency

## Report

2022

### First Quarter

#### Introduction

The main direction of LEPL National Wine Agency activities is to promote the development of the viticulture and winemaking industry in Georgia. To achieve this goal, the National Wine Agency works in the following directions:

- ◆ Development of viticulture;
- ◆ Promotion of Georgian wine;
- ◆ Wine quality control;
- ◆ Vintage promotion activities;
- ◆ Research and popularization of Georgian vine culture;
- ◆ Development of the Georgian wine PDO system.

**The following activities carried out in the first quarter of 2022 should be noted:**

#### **Georgian wine Promotion**

In 2022, measures to increase the popularity and awareness of Georgian wine will continue actively in the strategic markets of Georgian wine: the US, the UK, Poland, Germany, the Baltic States, China, Japan, and South Korea. To achieve this goal, during the reporting period, agreements were prepared and concluded with the Agency's contracting organizations in strategic markets, and annual activities and COAs were scheduled.

**The following activities carried out in the first quarter of 2022 should be noted:**

**On March 9-10**, America International Wine and Spirits Exhibition “Vinexpo” was held in New York City, USA. 23 Georgian wine and spirits companies participated in the exhibition with the support of the National Wine Agency. This was the largest international presentation of Georgian wine since the start of the COVID-19 pandemic. This exhibition was another best opportunity for Georgian producers to find new trading partners and customers and to establish themselves in the US strategic market. It should be noted that the US is one of the strategic markets for Georgian wine, where in 2021 the historical maximum of exports - 1 million bottles of wine was recorded.

**From March 28 to April 1**, with the support of the National Wine Agency, representatives of small cellars in Racha-Lechkhumi were trained. A one-week vocational training course was held in Tbilisi. Participants received information on a variety of technical and legal issues, including labeling, wine and spirits regulations, certification, inspection, customs procedures, wine tasting basics, WSET / OIV international rating systems, marketing tools, and more. Thorough knowledge of these issues is the most important factor for the efficient operation of small cellars. It should be noted that with the support of the National Wine Agency, Racha-Lechkhumi Wine Festival is planned in Ambrolauri, within the framework of which representatives of Racha-Lechkhumi wine factories and small cellars will have the opportunity to offer their products to European importers and Georgian exporters who are interested in popularization of the region.

**On March 29**, the Chairman of the National Wine Agency, Levan Mekhuzla, met with representatives of about 70 major wine exporting companies and introduced the goals, conditions, and technical issues required for participation in the new Georgian wine

promotion program. At the end of the last year, The Government of Georgia approved the "State Program for the Promotion of Georgian Wine", which aims to promote the worldwide recognition of Georgian wine and exports to new markets. Under the program, funding will be provided to companies that export to priority markets and countries around the world other than the CIS countries. The marketing expenses incurred by the company should include holding tastings to find trading partners in international markets, entering various types of markets and increasing sales, cooperating with international marketing companies, implementing media campaigns, advertising products, and other targeted activities. The program will be implemented by the National Wine Agency in coordination with the Ministry of Environmental Protection and Agriculture of Georgia.

## **Quality of Georgian wine**

### **Inspection control**

To control the quality of wine and spirits, in the first quarter of 2022, inspections were carried out at 25 wine companies, 83 samples were taken, and 6 companies were refused certification.

In the Customs Clearance Zone, international auditing companies Bureau Veritas and SGS inspected 14 companies, revoking the certification of 1 wine company. State control and state oversight were not carried out in the first quarter of this year.

### **Tastings**

For organoleptic testing of alcoholic beverages, 60 tastings were conducted. A total of 2585 samples were received. 2445 samples were evaluated positively and 140 samples were evaluated negatively.

### **Certification**

A total of 2375 applications were submitted for certification to obtain export documentation. Based on the submitted applications, various documents were issued:

Form VI-1 certificate / for EU countries / - 2074 pieces; Certificate of Conformity - 1919 pieces; A total of 3993 certificates have been issued to various alcohol companies by the Certification Division of the National Wine Agency.

### **Vineyard Cadaster Program**

In 2022, the vineyard cadaster program will be implemented in Kvemo Kartli, Shida Kartli, and Samtskhe-Javakheti regions and shortly will cover all viticulture regions of Georgia. During the reporting period, cadastral works were planned for the current year, and the chronology and scope of works were determined. Tender documents were prepared for aerial photography and ortho maps of new vineyards. In addition, information is being updated continuously in Kakheti and Racha-Lechkhumi viticulture zones. The database used for the cadaster has been updated and perfected in the format of discussions with Abaco experts.

### **Research and popularization of the vine and wine culture**

In 2014, the Agency launched the project "Research and Promotion of Georgian Vine and Wine Culture", which aims to collect new data to confirm the ancient center of Georgian wine culture, reconstruct the continuous history of viticulture, and winemaking and popularize Georgian wine. A tender was announced in the first quarter of this year and the book "Climate Analysis for Modern Georgian Viticulture" is being published (authors: Gabriele Cola, Luigi Mariani, Osvaldo Failla, Lucho Brancadoro, Davit Magradze).

### **Legislative activity**

The Government of Georgia has adopted a resolution "On the General Procedure for the Production of Grape Alcoholic Beverages and spirits and the List of Permitted Processes, Materials and Substances". The purpose of this technical regulation is to define the uniform principles of regulation at the stages of production and sale of alcoholic beverages and spirits of grape origin. The regulation lays down general rules and requirements for the labeling, submission, placing on the market, and use of official names of alcoholic beverages and spirits of grape origin, as well as special requirements for wine companies, a list of persons controlling compliance with technical regulations. Materials and substances of permitted processes of alcoholic beverages and production of alcohol of grape origin were also identified. According to the new regulation, it is not allowed to place alcohol of grape origin on the consumer market without packaging, therefore, the actual volume of alcohol packaged in consumer containers and the alcohol content on the label should not exceed 0.3%. The technical regulations also define the categories of the brand according to age or aging. The technical regulation has been developed under the Law of Georgia on Vine and Wine, and compliance with its requirements is mandatory for all wine companies whose entrepreneurial activities include the production of alcoholic beverages and spirits of grape origin.

**The activities of the National Wine Agency are actively covered in print, electronic, social, and television media.**

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