

ASURETULI SHALA

NUMBER OF REGISTRATION: 984

DATE OF REGISTRATION: 24/11/2022

AO: ASURETULI SHALA

NAME OF GOOD FOR WHICH REGISTRATION IS REQUIRED: Wine

NAME OF APPLICANT AND ADDRESS: N(N)LE Regional Development Center of Asureti;
Tetrtskaro Municipality, Vill. Asureti, Shvabebi St. 28, Georgia

1. NAME: Asuretuli Shala

2. ADDITIONAL SIGNS: Asuretuli

3. TYPE, COLOR, AND BASIC REQUIREMENTS

"Asuretuli Shala" is red dry wine, and it shall satisfy the following requirements:

- Color – from light ruby to dark ruby;
- Aroma and taste – extracted, refined. Has pleasant cheerful acidity, blackberry and blackcurrant tones. Sharply defined bouquet with tones of spices (pepper, cloves) and dry fruits (black plums) is developed with aging;
- Volumetric spirit content – no less than 11 %;
- Concentration of finished extract mass – no less than 24 g/l;
- Sugar content – no more than 4 g/l;
- Titrated acidity – no less than 4 g/l;
- Volatile acidity – no more than 1.2 g/l;
- Total mass concentration of sulfur dioxide – no more than 150 mg/l.

4. SPECIFIC ZONE AVAILABLE AREAS

The micro-zone Asuretuli Shala is situated in the Village Asureti of Tetrtskaro Municipality, on left bank line of the River Algeti, and includes landholds of the Village Asureti.

5. GRAPE VARIETIES

Wine "Asuretuli Shala" shall be produced only with grapes of vine Asuretuli Shavi cultivated in the micro-zone Asuretuli Shala. Usage of Takveri and Shavkapito in 15% together with Asuretuli Shavi is permitted, as well.

6. VINEYARD CULTIVATION, SHAPE OF PRUNING, AND CARE

Micro-zone Asuretuli Shala vineyards intended for wine "Asuretuli Shala" are situated on 400-750 m above sea level;

- Density between the rows in the vineyards – 1-2,5 m;
- Density between the vines in the row – 0,8-2 m;
- Height of Stem – 50-80 cm;
- Shape of Pruning – one-sided or Georgian two-sided or free.
- Vine cultivation, pruning, pests and diseases control, and soil cultivation, fertilization and other operations, as well, are executed in accordance with agrotechnical measures selected by grape producer.

7. GRAPE RIPENESS, VINTAGE, TRANSPORTATION

- Wine "Asuretuli Shala" is produced with only ripe grapes. Sugar content shall be no less than 19%, at the vintage;
- Grapes transportation is permitted only with wooden or plastic boxes with bodyworks made of stainless steel or painted with special color;
- Usage of polyethylene packages and/or begs is not allowed;
- The grapes shall be protected from dirtying at the transportation.

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8. VINTAGE AND WINE HARVEST

Vintage on 1 ha vineyard shall be no more than 10 tons.

Wine harvest shall be no more than 650 l from 1 ton grapes and 6500 l – from 1 ha vineyard.

9. GRAPE PROCESSING, WINEMAKING AND BOTTLING

Grapes for producing the wine "Asuretuli Shala" shall be only from the vineyards cultivated in the micro-zone Asuretuli Shala.

Processing of grapes and winemaking is permitted only within the micro-zone Asuretuli Shala, and bottling – outside, but only on the territory of Georgia.

The wine "Asuretuli Shala" is made by complete alcoholic fermentation of must.

Only operations, materials and substances provided by the "Technical Regulations on the Definition of General Rules of Wine Production, Permitted Processes, Materials and List of Substances" of the Georgian Legislation № 524 of 06 11 2018 is permissible to be applied at the production of the wine "Asuretuli Shala".

10. LINK BETWEEN EXCLUSIVE QUALITY, REPUTATION AND GEOGRAPHICAL AREA

Climate - the climate in the micro-zone Asuretuli Shala is characterized with moderately cold winter and long warm summer. Average annual temperature is 15°C, the average temperature of the warmest month (August) varies between 20-24°C, and of the coldest (January) – 0,7 – -3°C. Air daily average temperature stagnant gradation up to 10°C takes place in first decade of April (5-10 April), and falling down – in first decade of November (5-10 November). The sum of active temperatures is 3069°C.

Average annual amount of precipitations varies between 450-500 mm. Maximal amount of precipitations take place in May, and minimal – in December.

Soil – brown, a little humus soils, and with mechanical content – loamy, having moderate thickness.

In accordance to mechanical content the soils category and have average thickness. Upper humus horizontal structure is lumpy-granular. Relatively loose, less structured layer exists on surface.

CaCO₃ is not observed in the upper 70-80 cm layer of the profile. Its content in the 80-130 cm layer is within 29-33%.

The rate of humus in the arable layer is within 3,09-3,17%.

The total content of nitrogen (N) is 0,150-0,175%, and phosphorus (P₂O₅) is 0,08%.

The reaction of the soil solution is 7,25-7,75 in the upper layer, and 8,13-8,45 – in the lower layer.

Thus, the soils of the viticulture expansion zone are characterized with medium supply of nitrogen, phosphorus and potassium, and are also quite saturated with absorbed bases.

Human Factor – From the 20s of the 19th century, Russian Empire encourage migration of German colonists (Swabians) to Georgia, large part wherefrom settled in the outskirts of Tbilisi. German settlement "Elizabetal" (present-day Asureti)[\[1\]](#) was created such a way in 1818.

By the end of the 19th century, "Elizabetal" was well-developed and model village from the point of view of agriculture. Germans followed viticulture, cattle breeding, agriculture and crafts.

German colonists created important social and cultural institutions in Asureti playing major role in the socio-economic and cultural life of population. Unique material monuments of their existence have survived to this day: unique wine cellar, sulfur bath, Lutheran church built in Gothic style, and residential houses built in the old German architectural style.

It should be noted that on the settlement of old Asureti the old endemic grape variety Asuruli Shavi was found in the forest by German Otto Schall, who cultivated it. The Germans made wine from it, and later it was called "Shala" in honor of Otto Schall. Special shops were opened in Tbilisi, Baku and Yerevan for the sale of wine produced in Asureti. Vineyards were planted in seven kilometers from the village, on the banks of the River Algeti, which led to a high-quality vintage.[\[2\]](#) Germans built unique three-story wine cellar, where about 5.000 tons of wine were stored. It should be noted that in 2017 the unique wine cellar located in Asureti was granted the status of cultural heritage monument.

Thus, the vineyards in the micro-zone Shala of Asureti are mainly cultivated on loamy soils characterized with lumpy-granular structure, and together with the mesoclimate are very favorable for viticulture, and give the wine rich taste and complexity, full-body, a balance of sweetness and acidity, well-balanced structure of roundness and tannins. All this determines the special organoleptic characteristics of wine "Asuretuli Shala".

11. ESPECIAL LABELING RULES

The name shall appear on the label, packaging, wine accompanying documents and advertising materials as follows:

With Georgian Characters: **ასურეთული შალა** დაცული ადგილწარმოშობის დასახელების ღვინო

With Lathin Characters: **ASURETULI SHALA** Protected Designation of Origin and/or PDO PDO

With Cyrillic Characters: **АСУРЕТУЛИ ШАЛА** Защищённое наименование места происхождения

12. ACCOUNTING AND NOTIFICATION

Accounting and notification of production and storage technological processes of wine "Asuretuli Shala" is carried out, in accordance with the Rule on "Registration and Reporting of Technological Processes in Viticulture and Winemaking Practice" established with the Order №2-78 of 24 01 2019 made by the Ministry of Agriculture of Georgia.

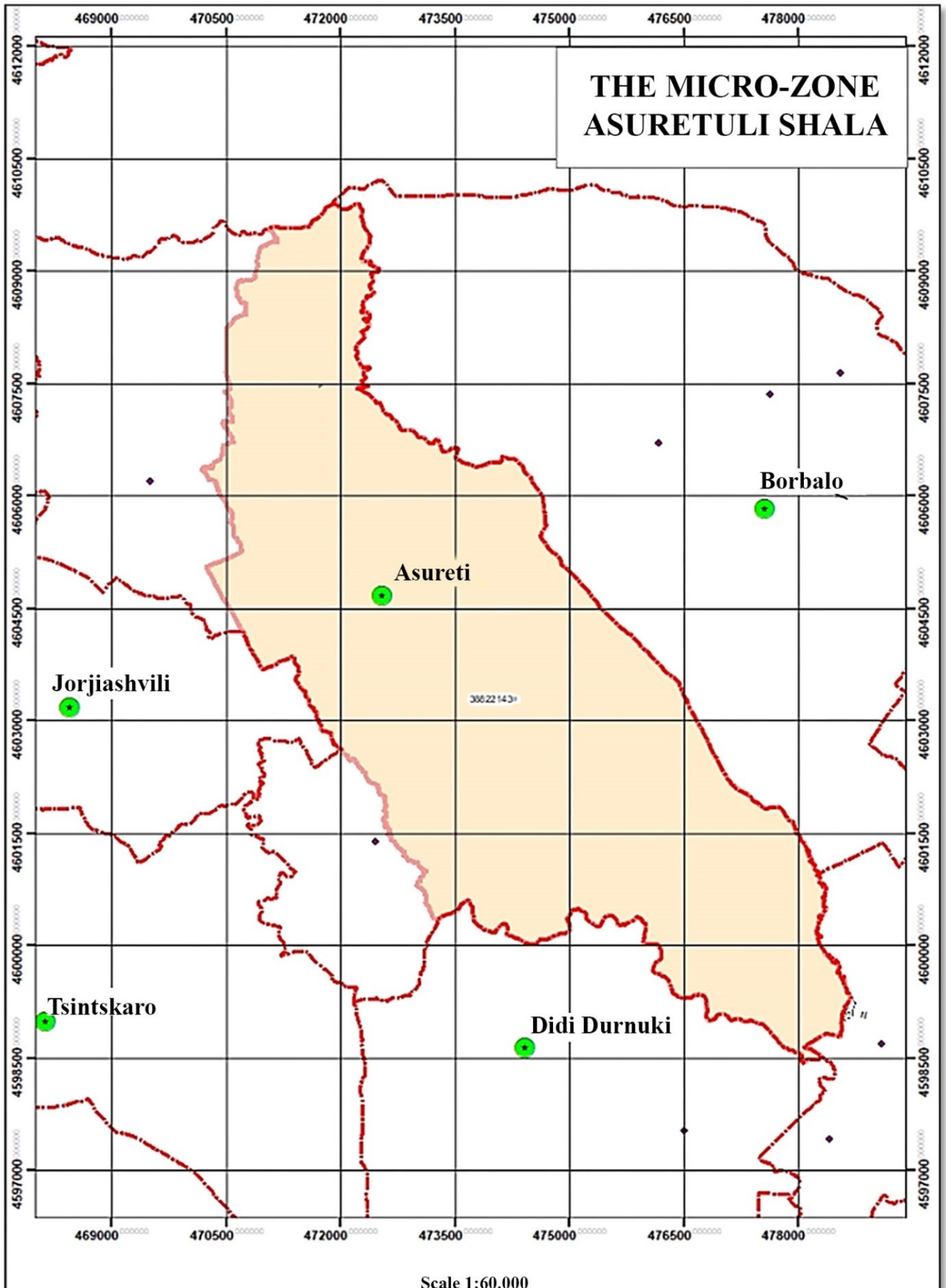
13. MAIN CONTROLLABLE POINTS

During the control of production process of PDO Wine "Assyretuli Shala", the producer shall confirm the compliance of the following parameters to the National Wine Agency:

Main Controllable Points	Evaluation Methods
Vineyard location	Cadaster map, control on the place
Area	Vineyard accounting magazine, cadaster
Vine variety	Vineyard accounting journal, control on the place
Cultivation methods	Journal of registration of Agrotechnical Measures, treating journal, control on the place
Vintage and transportation	Vintage journal
Grape harvest per ha	Vintage journal
Grape harvest in total	Vintage journal
Grape processing and winemaking	Grape receiving journal, grape processing journal, product turnover calculation journal, laboratory analysis journals, notifications, control on the place
Wine bottling, packaging and storage place and conditions	Bottling journal, journal for motion of ready product in the storehouse, laboratory analysis journals
Physico-chemical characteristics of the wine at winemaking, before and after bottling	Laboratory analysis journals
Organoleptic characteristics of the wine	Tasting commission protocols
Traceability	Technological and laboratory Records

14. CONTROL BODY OF PRODUCTION

State control for observance of production specification and lawful usage of the appellation of origin PDO shall be carried out by LEPL – National Wine Agency, according to the rules established by the legislation of Georgia.



Scale 1:60.000

[1] <https://tetriskaro.gov.ge/ghirshesanishnaobebi/423-sofeli-asureti.html>

[2] <https://tetriskaro.gov.ge/ghirshesanishnaobebi/423-sofeli-asureti.html>