



LEPL NATIONAL  
WINE AGENCY

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The main direction of LEPL National Wine Agency is to promote the development of viticulture and winemaking in Georgia. To achieve the aforementioned goal, the National Wine Agency implements the "Viticulture Development Program," which includes the following main directions:

- ◆ Development of viticulture;
- ◆ Promotion of Georgian wine;
- ◆ Vintage promotion activities;
- ◆ Promotion of Georgian vine origin;
- ◆ Laboratory study of wine;
- ◆ Development of designation of origin system of Georgian wine.

The following events are noteworthy among those implemented in 2023 to promote the diversification of Georgian wine markets, export growth, promotion, and quality assurance:

**Georgia has become the Chair of World Wine Trade Group (WWTG).**

On March 13-14, the chairmanship of the World Wine Trade Group (WWTG) was passed over to Georgia from the United States of America for a one-year term during a WWTG meeting in Brussels.

The main goal of the organization's activities is to facilitate international trade in wine and to implement joint actions to remove trade barriers. The members of the World Wine Trade Group (WWTG), in addition to Georgia, are the USA, Argentina, Australia, Canada, Chile, New Zealand, South Africa, and Uruguay.



On October 30-31, the annual meeting of the World Wine Trade Group (WWTG) was held in Tbilisi. The meeting was opened by Otar Shamugia, Minister of Environmental Protection and Agriculture. During the meeting, participants discussed the current state of the world wine industry, resolutions of the International Organization of Vine and Wine (OIV), coordination with the World Trade Organization (WTO), strengthening cooperation between WWTG member countries, and other issues related to the facilitation of wine trade between countries. As part of the annual meeting, a wine tour was held in the Kartli region. The participants visited the wine companies "Château Mukhrani" and "Iago's Wine," as well as the ancient city of Dzalisi. The guests also visited the Tbilisi Wine Museum.

During its chairmanship of the WWTG, the National Wine Agency serves as the primary coordinator of the organization's activities.

Georgia chaired the World Wine Trade Group for the first time in 2014. During this period, important issues were agreed upon and documents were developed to facilitate wine trade procedures among member countries. The WWTG evaluated Georgia's one-year chairmanship positively. The document adopted at the WWTG plenary meeting held in Tbilisi in August 2014, which focused on the analytical methodology and regulatory limitations of wine composition and potential contaminants, is still referred to as the "Tbilisi Statement" within the organization.

## Promotion of Georgian wine products



With the support of the National Wine Agency, Georgian wine was presented at a total of 14 exhibitions, 20 festivals, and 100 professional tastings in 15 countries around the world in 2023. These countries include the United States of America, Japan, Germany, France, Great Britain, Denmark, South Korea, China, Poland, Latvia, the Netherlands, Switzerland, Iceland, Italy, and Turkey.

Wine exhibitions, competitions, and festivals were also held in Georgia, which contributed to the development of tourism and the growth of wine consumer culture.

The strategic markets for Georgian wine are the United States of America, Great Britain, Germany, Poland, the Baltic countries, China, South Korea, and Japan, where the National Wine Agency implements targeted measures.

The goal of the Georgian wine marketing strategy is to establish Georgian wine as a unique presence in the global wine market. Increased awareness has a direct impact on sales growth. The export growth trend of the last 10 years was maintained in 2023 as well. Steadily growing wine exports have a positive impact on the country's trade balance and significantly contribute to the economic development of Georgia.

The budget of the state program for promoting Georgian wine amounted to 14 million GEL.

The agricultural program of the United States Agency for International Development (USAID) has been involved in events to support the promotion of Georgian wine since 2023. Within the framework of the memorandum signed with the National Wine Agency, marketing events were held in the United States of America, Great Britain, Germany, and South Korea.

The following events held to promote Georgian wine in 2023 are worth noting:

#### **„VinExpo Paris 2023“**

On February 12-13, with the support of the National Wine Agency, 13 Georgian wine companies, together with more than 3 thousand wine-producing companies from 52 countries around the world, participated in the large-scale exhibition "VinExpo Paris". Traditionally, wine professionals, importers, and experts from many countries around the world gather at VinExpo Paris.

#### **„Foodex Japan 2023“**

On March 7-10, with the financial and organizational support of the National Wine Agency, 16 Georgian wine-producing companies participated in the food and beverage exhibition "Foodex Japan 2023" in Tokyo, the capital of Japan. „FOODEX JAPAN” has been held since 1976 and is considered one of the largest exhibitions in Asia. Georgian wine-producing companies have been allowed to participate in "Foodex Japan" since 2015.

#### **„Vinexpo New York“**

On March 8-9, in New York, at the international exhibition of wine and alcoholic beverages - "Vinexpo New York", 26 Georgian wine-producing companies presented their products with the financial and organizational support of the National Wine Agency. By participating in Vinexpo New York, Georgian companies have the opportunity to learn about new trends and challenges in the world wine market, find trade partners in the United States of America, which is a strategic market for Georgian wine and where wine quality standards and the export price of Georgian wine are particularly high.

#### **„ProWein-2023“**

On March 19-21, with the financial support of the National Wine Agency and the organization of the "Georgian Wine" association, 25 Georgian wine companies participated in the exhibition "ProWein-2023" in the German city of Dusseldorf. It should be noted that within the framework of the "ProWein-2023" exhibition, a Georgian wine-tasting-seminar

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was held at the stand of the prestigious German media holding "Meininger", led by sommelier and wine expert Inge Mainzer. At the stand of Californian wines, a joint tasting of Georgian and Californian wines took place.

### **„The 108th China Food & Drinks Fair“**

On April 12-14, the international wine and food exhibition "The 108th China Food & Drinks Fair" was held in the city of Chengdu of the People's Republic of China. With the support of the National Wine Agency, 34 Georgian Wine producing companies participated in the exhibition. Since the pandemic, it was the first large-scale presentation of Georgian Wine in China. The China Food & Drinks Fair has been held in China since 1955 and is considered one of the most important exhibitions in China, which is attended by tens of thousands of visitors from different countries of the world every year. This gives the best opportunity for Georgian wine to become more recognizable and popular in the Southeast Asian market.

### **Tour of German Wine Professionals**

On April 18-23, with the financial and organizational support of the National Wine Agency, a tour of German wine professionals was carried out in Georgia. The group included sommeliers, representatives of the German marketing company "ff.k Public Relations", the contractor of the National Wine Agency, and representatives of the wine trade field. The guests got to know Georgian wine in Kartli and Kakheti.

### **„RAW Wine LA“**

On April 23-24, Georgian wine, with the support of the National Wine Agency, was presented at the "RAW Wine" exhibition of natural wines in Los Angeles. Eight wine cellars presented wines from East and West Georgia at the exhibition in the United States of America. By presenting Georgian wine at such a prestigious international exhibition, the popularity of Georgian wine increases, which provides the opportunity to find potential importers and increase exports.

### **Wine professionals visit from Asian countries**

On May 2-7, Debra Meiburg, the Head of the contractor marketing company of the National Wine Agency "Meiburg Wine Media", organized a visit of wine professionals from China and Singapore to Georgia. Within the framework of the tour, the members of the 14-person group, which included sommeliers and importers, visited wine factories in Kartli and Kakheti.

## **ZERO COMPROMISE 2023**

On May 6, the annual natural wine festival "ZERO COMPROMISE" was held in Tbilisi with the organization of the "Natural Wine" association and with the support of the LEPL National Wine Agency. 100 local wineries, the members of the association, and representatives of wineries from different countries participated in the festival. With the support of the National Wine Agency of Georgia and the Association "Natural Wine", educational and wine tours were held in different regions of Georgia within the framework of the festival, which allows local wineries the opportunity to introduce their products to potential buyers on the spot.

### **Saperavi festival "Saperica"**

On May 12-13, the two-day Saperavi festival "Saperica" was held in the United States of America, in the Finger Lakes region of the New York state, on the territory of the local company "Dr. Konstantin Frank Winery", which was supported by the National Wine Agency and organized by the company "Saperica". This year, about 30 companies from Georgia and the Finger Lakes region presented Saperavi wines at the festival. It should be noted that in New York state, in the Finger Lakes region, local wine producers have been cultivating Saperavi and Rkatsiteli grapes for 60 years.

### **"New Wine Festival"**

On May 13, the festival was held with the support of the National Wine Agency, Tbilisi City Hall, the German Agency for International Cooperation (GIZ) and the Association "Women in the Wine Industry" (WIWI). 100 wine companies and 128 family wineries, as well as companies that are related to the wine sector, participated in the festival, including both well-known and new wineries with new wines and concepts. Participating in the festival allows wineries to increase their awareness and allow more wine professionals to taste their wines.

## **London Wine Fair 2023**

On May 15-17, the International exhibition of wine and alcoholic beverages London Wine Fair 2023, was held at the London exhibition centre Olympia London, in which 18 Georgian wine-producing companies participated. The prestigious exhibition is traditionally attended by thousands of guests from different countries of the world - wine experts, representatives of the wine trade and the media. Therefore, the London Wine Fair is an important platform

for Georgian producers in terms of finding new trade partners, promoting products and increasing exports.

### **Another success of Georgian women winemakers in London**

On May 23-26, Georgian women winemakers presented their products in London with the support of the National Wine Agency, the German Agency for International Cooperation (GIZ) and the Embassy of Georgia to the United Kingdom of Great Britain and Northern Ireland. British wine professionals, local experts in the field and media representatives working on the topic of wine got acquainted with the products of 20 Georgian women winemakers at the events.

### **Celebrating May 26 in the City of Ozurgeti**

Within the framework of the celebratory events dedicated to the Independence Day of Georgia, the LEPL National Wine Agency of the Ministry of Environmental Protection and Agriculture was presented with the concept - "Georgia Homeland of Wine" in the city of Ozurgeti. About 10 local wine producers participated in the event; Within the framework of the event, a professional tasting was held, and visual and informational material related to the history and traditions of Georgian wine and grapevine culture was presented, including the diversity of wine and grapevine varieties of the Guria region;

### **Memorandum with the USAID Agriculture Program**

On May 29, a cooperation memorandum was signed between the USAID Agriculture Program and the National Wine Agency to support marketing activities focused on increasing the export of Georgian wine. Based on discussions with the Ministry of Environmental Protection and Agriculture, the National Wine Agency and representatives of the private sector, as well as the analysis of Georgian wine export statistics and trends, within the USAID Agriculture Program, the United States, Germany and South Korea were identified as priority markets for the diversification of Georgian wine exports.

### **Wine Expo Georgia 2023**

On June 2-4, visitors to the exhibition had the opportunity to get acquainted with alcoholic beverages of 200 companies for three days, from different countries, as well as information on technologies, machinery, accessories and services in the wine industry. Wine export forum - Winexpo Forum and international competition Georgian International Wine Award were held within the framework of the exhibition. The forum aimed at meetings of



entrepreneurs and wine importers, discussion of various export markets and advice for entrepreneurs. Regarding the challenges of the domestic market, a panel discussion was held with local traders, representatives of the HoReCa sector and wine shops.

### **Presentation of Georgian wine in Denmark**

On June 7-9, Events promoting Georgian wine were held in Copenhagen: Within the framework of the events held in Copenhagen. A screening of the scientific-documentary film "Georgia Homeland of Wine" was held in the "Grand Teatret" cinema. The Georgian wine master class was held for representatives of the Danish Sommelier Academy and the local HORECA sector was also dedicated to the promotion of Georgian wine, which was held in the centre of Copenhagen, in the tasting area.

### **RAW Wine**

On June 11, with the support of the National Wine Agency, 14 wine producers from Georgia were represented at the international exhibition of natural wines "RAW Wine" held in Copenhagen, the capital of Denmark. The Scandinavian market is considered one of the most important markets for the National Wine Agency due to the growing interest in Georgian wine. Accordingly, the agency has been carrying out important marketing activities for the abovementioned market for several years.

### **British Wine Professionals Tour**

On June 18-23, Sarah Abbott, the British Master of Wine, the Head of the contractor company "Swirl Wine Group" of the National Wine Agency, and a group of 10 wine professionals visited Georgia with the support of the National Wine Agency. During the introduction tour to the Georgian wine industry, the guests visited Georgian wine-producing companies in Kakheti and Kartli and tasted different styles of Georgian wine.

### **Georgian Wine Tasting in Japan**

On June 21, Representatives of the local HoReCa sector, sommeliers and importers, and a total of 50 guests attended the event supported by the National Wine Agency in Hiroshima. Kenichi Ohashi, the director of the marketing company "Red Bridge", a contractor of the National Wine Agency, and a well-known master of wine, led the presentation.

### **„Seoul Wine and Spirits Expo 2023”**

On June 22-24, 14 Georgian wine-producing companies participated in the international exhibition of wine and alcoholic beverages "Seoul Wine and Spirits Expo 2023" held in Seoul, the capital of the Republic of Korea. "Seoul International Wine & Spirits Expo" is one of the largest annual wine and alcoholic beverages events in the Asian region. On June 22, the presentation of Georgian wine in Seoul took place within the framework of the cooperation memorandum signed between the U.S. Agency for International Development (USAID) Agriculture Program and the National Wine Agency.

### **Presentation of Georgian wine in Hamburg**

On June 26, in Hamburg, Germany, a Georgian wine tasting was organized by the contractor company of the National Wine Agency, "ff.k Public Relations". The event was held in the B2B format and was led by Janet Schumann, a well-known specialist in wine marketing. About 30 Georgian wines of different styles were presented at the tasting; A presentation on Georgian wine culture and modern industry was held for about 100 representatives of the field of wine sales.

### **Georgian Wine Festival in Krakow**

On June 30, the Georgian Wine Festival was held in Krakow, Poland, under the joint organization of the National Wine Agency and the Polish marketing company "Malinova". Representatives of such large chain markets and wine importing companies participated in the event, such as Makro Cash&Carry; Biedronka; Vininnova; Zasada Group, Food&Wine, Dom Wina and others. In total, 120 people attended the festival. The products of 8 Georgian wine producers, including small wineries, were presented and introduced to the guests by the company's representatives.

### **American Wine Professionals Tour**

On July 13-16, the tour included wine importers and representatives of the American marketing company Colangelo & Partners, the contractor of the National Wine Agency. The purpose of the tour was to increase awareness of Georgian wine in the US market. Members of the 13-person group of professionals visited Georgian wine-producing companies in Kakheti and Kartli, a Georgian wine master class was held for the guests in Tbilisi, where wines from different regions of Georgia were presented.

### **Racha-Lechkhumi Wine Festival**

On July 22, the second Racha-Lechkhumi wine festival was held in Tsageri with the support of the Ministry of Environmental Protection and Agriculture and the National Wine Agency. 65 large, medium, and small wineries of the Racha-Lechkhumi region participated in the festival. They presented their products to the guests, sommeliers, importers, Georgian exporters, and representatives of trade networks invited from European countries. Within the framework of the festival held in Tsageri, wine master classes were held, and various activities were organized to present the gastronomic traditions and ethnoculture of the region.

### **Presentation of Georgian wine in the Netherlands**

On August 28, with the support of the National Wine Agency and the organization of the Georgian wine importing company "Bleeker Wijnimport", a Georgian wine tasting was held in Amsterdam, the capital of the Kingdom of the Netherlands. Within the framework of the abovementioned event, which is particularly important in terms of increasing the awareness and export potential of Georgian wine, the products of 20 Georgian wine companies, and medium and small wineries were presented.

### **German wine master's visit to Georgia**

On September 6-9, with the support of the National Wine Agency and the organization of the agency's contractor German marketing company "ff.k Public Relations", the German wine master Konstantin Baum visited Georgia and got acquainted with Georgian wine enterprises in Kakheti. Konstantin Baum is the youngest master of wine in Germany and the owner of one of the most popular wine YouTube channels in the world (with 120,000 subscribers and over 6 million views). He has personally selected wines in his online store (baumselection.com). He presented personally selected wines in his online store (baumselection.com). Within the framework of the contract between the National Wine Agency and "ff.k Public Relations", it is planned to put selected Georgian wines on sale in the baumselection.com online store.

### **"Daejeon International Wine Festival"**

On September 8-10, the wines of 15 Georgian wine producers, both large companies and small wineries, were presented at the international festival "Daejeon International Wine Festival" in Daejeon, the Republic of Korea, with the support of the National Wine Agency. Georgia participated in the festival as an honoured guest this year. Within the framework of the three-day exhibition, Georgian wine producers had the opportunity to present their

products to local wine professionals, which is one of the prerequisites for interest in Georgian wine and subsequent sales growth.

### **British Wine Professionals Tour**

On September 10-15, with the support of the National Wine Agency, Sarah Abbott, the British Master of Wine, the Head of the contractor company of the National Wine Agency, "Swirl Wine Group", and a group of 12 wine professionals visited Georgia. During the tour the guests visited Georgian wine-producing companies in Kakheti and tasted different styles of Georgian wines. The British wine professionals had the opportunity to be introduced to the wines of 15 companies of different denominations at a tasting held specially for them in Tbilisi.

### **American wine professionals visit**

On September 12-17, American wine professionals visited Georgia with the support of the National Wine Agency. Representatives of the commercial sector and the American marketing company "Colangelo & Partners", a contractor of the National Wine Agency were among the guests. The members of the 7-member group visited Georgian wine-producing companies in Kakheti. During the visit, at a special tasting held in Tbilisi, the members of the group of American wine professionals had the opportunity to familiarize themselves with the different wines of 30 companies. Georgian wine producers received evaluations from American professionals.

### **Visit of press representatives from Germany**

On September 13-17, with the support of the National Wine Agency and the organization of the Agency's contractor German marketing company "ff.k Public Relations", journalists, influencers and bloggers working on wine from Germany visited Georgia. As a part of the visit, the guests visited Georgian wine-producing companies in Kakheti and Kartli. The impressions and evaluations of the tour participants are published in German publications and various blogs, which facilitates increasing the awareness of Georgian wine in international markets.

### **Georgian wine tasting in Germany**

On September 26, as part of the international event "Wine Campus", a Georgian wine master class and tasting was held in Dusseldorf for representatives of gastronomy and sales, where

22 names of Georgian wines were presented. A seminar on Georgian wine was held here, led by wine expert Inge Mainzer.

### **Large-scale tasting of Georgian wine in New York**

On September 26, a large-scale tasting of Georgian wine was held with the support of the National Wine Agency and the agency's contractor American marketing company "Colangelo & Partners" in the United States of America, in the city of New York. The event included a Georgian wine tasting and a master class and was attended by about 200 guests working in the field of wine: importers, distributors, wine writers, famous New York sommeliers and journalists. Wine professionals had the opportunity to get to know the wines of more than 30 Georgian wine producing companies with different denominations.

### **Presentation of Georgian wine in Latvia**

On September 28, a tasting of Georgian wine was held in Riga, the capital city of Latvia, with the support of the LEPL National Wine Agency and the organization of the agency's marketing company "TRIBE INTERNATIONAL" in the Baltic countries. The event was attended by wine importers, distributors, wine writers, journalists, bloggers and sommeliers; Up to 10 Georgian wines were presented for presentation.

### **Georgian Wine on World Rugby Championship**

On September 29, within the World Rugby Championship, the Georgian wine presentation was held in Bordeaux, in the world centre of wine civilization "Cité du Vin, which included a professional tasting of Georgian wine, and a gala dinner for the guests, among whom were representatives of World Rugby, the French Rugby Federation, the Fiji Rugby Union, the Georgian Rugby Union, the Embassy and Consulate of Georgia in the Republic of France, as well as Georgian veteran rugby players who played in French clubs at different times.

### **A large-scale presentation of Georgian wine was held in Seoul**

On October 5, a large-scale presentation of Georgian wine was held in Seoul, the capital of the Republic of Korea, with the support of the National Wine Agency and the agency's contractor Korean marketing company "Wine21.com". The event included a master class and presentation for 200 invited guests, including wine industry experts, sommeliers, purchasers, media representatives and influencers.

### **Georgian wine tasting in Japan**

On October 11, more than 80 guests, including sommeliers, importers, and wine journalists, attended the event held in Tokyo, the capital of Japan. The purpose of presenting Georgian wine was to promote the growth of Georgian wine sales on the Japanese market and to attract potential importers.

Kenichi Ohashi, the Director of the "Red Bridge" - contractor marketing company of the National Wine Agency, well-known Master of Wine, made a presentation on the culture of winemaking and the modern industry of Georgia.

### **The Georgian Wine Festival in Great Britain**

On October 13-15, the Georgian Wine Festival was hosted for three days by Dartington Castle, Devon County. The event was held with the support of the National Wine Agency, as well as the agricultural program of the US Agency for International Development (USAID) and the organization of the agency's contractor company, "Swirl Wine Group". About 100 different wines from 20 Georgian wine-producing companies were presented within the framework of the festival.

### **A visit in Georgia of Polish wine professionals**

On October 16-19, to promote the growth of Georgian wine exports on the Polish market, a tour of Polish wine professionals was held in Georgia, which was organized by the National Wine Agency and the Agency's contractor marketing company "People PR".

The group of ten people included representatives of the commercial sector and representatives of the contractor marketing company "People PR".

### **Presentation of Georgian wine in Germany**

On October 19, the Georgian wine-tasting seminar "Georgia Homeland of Wine" was held in the city of Hamburg. The event was led by Georgian wine expert Inge Mainzer. Wines from 10 Georgian companies were presented for tasting; Importers, sommeliers and media representatives attended the event. The tasting seminar was organized by the contractor company of the National Wine Agency "ff.k Public Relations".

### **"New small wineries on the big stage"**

On October 21, the wine festival "New Small Wineries in the Big Arena" - an event supported by the National Wine Agency and organized by the Wine Club of Georgia, was held in Mtatsminda Park, Tbilisi. The event mainly hosted wineries beginning their

activities. The products of up to 40 wine producers from all wine-growing regions of Georgia were presented at the festival. Participating in the festival allows wineries to increase their awareness and allow more wine professionals the opportunity to taste their wines.

#### **A tour of wine professionals from the Republic of Korea**

On October 23-29, a group of wine professionals from the Republic of Korea visited Georgia. Among the guests were the founder of the Korean Wine Writers Club, the Director of the Eastern and Central European Wine Institute, Chan Jun Park, the President of the Korean International Sommelier Association, Jae Young Ko, as well as the Heads of large importing companies and wine trade networks. Within the framework of the visit, the guests will be introduced to the wine-producing companies and their products in Kartli and Kakheti.

#### **A visit of the delegation of the People's Republic of China to Georgia**

On October 17-19, a 14-person delegation from the People's Republic of China visited Georgia. The delegation was led by Yuan LIU, vice president of the China National Association for Liquor and Spirits Circulation; The delegation included representatives of large wine and spirits import-export companies (Jilin Sifang Trading Co, Zhangjiakou Sugar and Wine Food Co, Liaoning Xinhong Yingmin Industrial Co, Henan Wine Convenience Commercial Co, Baofeng Baijiu Industry Sales LLC, aofeng Baijiu Industry Co), as well as representatives of China National Spirits Association and China Food and Fermentation Industry Research Institute. The members of the delegation visited wine production enterprises in Kartli and Kakheti, where they learned about both traditional and modern methods of winemaking.

#### **A seminar "German wine market and ways to enter it"**

On November 4, to increase the export potential of Georgian wine on the German market, the National Wine Agency and the agency's contractor German marketing company "ff.k Public Relations" organized a seminar on "The German wine market and ways to enter it" in Tbilisi. The seminar, which was attended by about 70 Georgian wine producers, Meike Frers, director of "ff.k Public Relations", Katja Apelt, editor-in-chief of the specialized wine publication "Wein+Markt" and Caro Lange, the Manager importer company "HAWESKO" were led.

#### **A tour of wine professionals from the Republic of Korea**

On November 5-10, a group of wine professionals from the Republic of Korea visited Georgia. The 12-person group included importers, media representatives and influencers. The visit of Korean professionals to Georgia was organized by the Korean marketing company "Wine21.com", a contractor of the National Wine Agency. Within the framework of the visit, walkaround tasting was held in Tbilisi, within the framework of which Korean professionals had the opportunity to familiarize themselves with the products of 30 Georgian wine-producing companies.

### **Georgian wine was presented at several events in Poland**

On November 7-11, 26 producers of Georgian wine participated in the international exhibition of wine and alcoholic beverages "EnoExpo 2023" in the city of Krakow. The Georgian wine tasting was also held in one of the most famous historical "Pshegozhal Palace" in Krakow, where the products of 15 Georgian wine companies participating in the "EnoExpo 2023" exhibition were presented. As part of the events, "Georgian Wine Evening" was held in one of Krakow's wine bars, where the products of Georgian wine producers were presented.

A Georgian wine festival was also held in the city of Krakow, in which about 25 wine companies took part. Representatives of the commercial and HoReCa sectors of the Polish wine market attended the festival.

### **"International Amber Wine Conference" in Shanghai**

On November 7, the National Wine Agency and its contractor company "Meiburg Wine Media" organized the "International Amber Wine Conference" in Shanghai, People's Republic of China. Leading Chinese media representatives, sommeliers, importers, and distributors attended the event. The Master of Wine, Mrs Debra Meyburg, and Amber Wine Expert, Mr Simon Jay Wolfe, headed the event, providing guests with information on the history of Amber Wine. The event also included panel discussions on strategies for entering and establishing a place in the wine market in the People's Republic of China. In addition to the above-mentioned presenters, master of wine Julien Boulard, wine professional Xiao Pi Xu, and top sommelier Fei Fei Lu spoke about Georgian wine and Georgia.

### **ProWine Shanghai 2023**

On November 8-10, 27 Georgian wine-producing companies participated in ProWine Shanghai, one of the most prestigious and important exhibitions in the field of wine in Shanghai, People's Republic of China. During his working visit to Shanghai, Minister of



Environmental Protection and Agriculture, Mr Otar Shamugia visited the Georgian exhibition stand at the “ProWine Shanghai” expo and met with the representatives of Georgian companies. The National Wine Agency cooperates with the marketing companies Meiburg Wine Media and the Georgian Wine Promotion Center (China National Research Institute of Food and Fermentation Industries Corporation Limited) to run the Georgian wine marketing campaign on the Chinese market. Along with the Minister of Environmental Protection and Agriculture, Mr. Otar Shamugia, Ambassador Extraordinary and Plenipotentiary of Georgia to the People's Republic of China, Mr. Archil Kalandia, and the Head of the National Wine Agency, Mr. Levan Mekhuzla attended the exhibition.

### **A Georgian Wine-Seminar in Japan**

On November 9, a Georgian wine seminar was held in Osaka, Japan, organized by the marketing company "Red Bridge", a contractor of the National Wine Agency. Representatives of large distribution companies of alcoholic beverages attended the event. Kenichi Ohashi, the director of the marketing company "Red Bridge", a well-known master of wine, presented a presentation on the culture and modern industry of Georgian winemaking.

### **Georgian wine in New York, at the international exhibition of natural wines "RAW Wine"**

On November 13, 13 pitcher wine producing companies and wineries participated in the international exhibition of natural wines "RAW Wine" (The Artisan Wine Fair) in the city of New York, USA. The visitors who came to the exhibition had the opportunity to learn about Georgian wines, ancient production traditions, wine culture and history. The exhibition "RAW Wine" unites producers of high-quality natural and biodynamic wine. The organizer of the exhibition is Isabelle Legeron, a famous master of wine from France.

### **“Georgian Wine Forum” in the USA**

On November 14-16, the "Georgian Wine Forum" was held in the state of Texas, which was organized by the National Wine Agency and the American-Georgia Business Council. The two-day program of the 6th Georgian Wine Forum in the USA included a conference held at the University of Texas at city Austin and Rice University in Houston with the participation of scientists, economists, representatives of large trade networks and wine professionals. Within the conference, the results achieved within the scientific research program of Georgian wine culture, the strategy and marketing potential of Georgian wine in the USA

market, as well as aspects of the state of the global wine market and other current issues were discussed.

### **Presentation of Georgian wine in Monaco**

On November 24-27, nine Georgian wine-producing companies were presented in the "Salon Monte Carlo Gastronomie" wine and gastronomy festival in Monaco, Monte Carlo, which was supported by the National Wine Agency and the organized by the Agency's contractor company "LE PONT CAUCASIEN". The festival was attended by thousands of guests, both wine consumers and representatives of the commercial and HoReCa sector, which is crucial for the promotion of Georgian wine.

### **A video about Georgian wine prepared for the television company CNN**

On November 26, the presentation of the video clip "Homeland of Wine Presents" was held in Tbilisi and was attended by representatives of the Georgian government, winemaking industry, non-governmental sector, scientific and artistic fields, and veteran winemakers.

The National Wine Agency started negotiations with the TV company CNN in the summer of 2023 to air the image video on Georgian wine. The National Wine Agency started negotiations about the placement of an image video of Georgian wine on the air with the TV company CNN this summer. A working group was created, which included representatives of the Ministry of Environmental Protection and Agriculture, the National Wine Agency, the Ministry of Culture, Sports and Youth, the National Tourism Administration and the Association "Georgian Wine". The video, which is 30 seconds long, was aired on CNN International 6 times a day for a month. The channel broadcasts in 200 countries of the world; The video was broadcasted 3 times a day on CNN North America too.

### **Presentation of Georgian wine in Scandinavian countries**

On November 21, a screening of the scientific-documentary film "Georgia Homeland of Wine" was held in the "Bioparadis" cinema in Reykjavik, the capital of Iceland. On November 23, presentation-tastings of Georgian wine were held in the business center of Reykjavik and in the Icelandic wine monopoly company "Windbudini". On November 25, the tasting-presentation of Georgian wine was held in Copenhagen, under the joint organization of "Rosfort & Rosfort", the largest importer of Georgian wine in Denmark. To diversify Georgian wine export markets and popularize Georgian wine in Scandinavian countries, the National Wine Agency has actively started marketing activities since 2022 year.

### **A presentation of Georgian wine was held in Switzerland**

On November 27, a tasting-presentation of Georgian wine was held in Zurich, the capital of Switzerland, which was jointly organized by the National Wine Agency, "Georgian Wine House" in Zurich (GeoHauss GmbH) and Europe's leading wine magazine "Vinum" ([www.vinum.eu](http://www.vinum.eu)). The event was led by the editor of the magazine "Vinum- Miguel Zamorano (<https://bitly.ws/ZkrJ>). More than 70 guests, including local industry experts, representatives of the HoReCa sector, journalists and importers, attended the presentation on Georgian wine.

### **Pitcher wine competition**

On December 1-2, with the support of the National Wine Agency and the organization of the association "Georgian Wine", the international Pitcher wine competition was for the seventh time. More than 350 wine samples from 110 companies from different regions of Georgia, as well as from abroad, where pitcher wine is produced using Georgian technology, were presented at the competition. Georgian and foreign experts of international level were included in the jury. The jury was headed by the chairman of the National Wine Agency, Levan Mekhuzla, and the co-chairman was the famous wine expert and consultant Robert Joseph from Great Britain.

### **RAW Wine Berlin 2023**

On December 3, 15 wineries –producers of pitcher wine participated in the international exhibition of natural wines "RAW Wine Berlin 2023" in Berlin, with the support of the National Wine Agency and the Embassy of Georgia in the Federal Republic of Germany. The organizer of the exhibition is Isabelle Legeron, a famous master of wine from France. 150 natural wine producers from 20 countries were represented at the Berlin exhibition. Traditionally, there has been great interest in Georgian wine from wine professionals and visitors.

### **The presentation of Georgian wine in the Japanese city of Sapporo**

On December 14, with the support of the National Wine Agency and the organization of the agency's contractor marketing company "Red Bridge", a Georgian wine-tasting seminar was held in Sapporo, the capital of Hokkaido province, for the representatives of the distribution company "Washidu", the owner of restaurants and wine shops. Kenichi Ohashi, head of Red Bridge, and master of wine, gave a presentation about Georgian wine. The presentation

included information about the history of Georgian wine, traditions, the main grape varieties of Georgia and the modern Georgian wine industry.

### **A large-scale tasting of “Saperavi” and amber wines held in New York**

On December 18, with the support of the National Wine Agency and the organization of the "Saperika" corporation, a large-scale tasting of Saperavi & Amber Wine Grand Tasting was held in the city of New York in the United States of America. The event was attended by wine professionals, and commercial and media sector representatives, in total, about 200 guests. The participants tasted Georgian wine and Georgian dishes, and received information about Georgian grape varieties, as well as the centuries-old history and culture of Georgia and Georgian winemaking, which is especially important for increasing awareness and sales of Georgian wine in one of the strategic markets of the United States of America.

### **Export**

The export growth trend of recent years maintained in 2023 as well: Wine worth 259,2 million US dollars was exported to 66 countries of the world, which is 3% higher than the same indicator of last year and is the highest indicator in the history of independent Georgia.

A total of 89,5 million litres of wine were exported, the quantitative decrease compared to the same indicator of 2022 amounted to 12%. The increase in export revenues on the background of export quantitative reduction is conditioned by the increase in the export price of Georgian wine, which is the main determining indicator. After the decline during the pandemic, an increase in the export price was recorded for the first time in 2023. (In 2022, the average export price of 1 litre of Georgian wine was - 2.48 US dollars, and in 2023 - 2.89 US dollars). The growth of export revenues is noteworthy in strategic markets: Republic of Korea - 60%, Germany - 43%, USA - 6%, Poland - 3%, and Japan - 1%; A sharp increase was observed in the export of alcoholic beverages: 31,5 million liters of alcoholic beverages worth 196,2 million USD were exported to 54 countries of the world - revenues increased by 42%, and the amount of exports increased by 55%.

It should be noted that in almost all important export markets, the significant quantitative and monetary decline observed at the beginning of the year stabilized gradually and the rate of decline decreased significantly by the end of the year.



### **Vintage – 2023**

Within the framework of the 2023 vintage, the harvest in Georgia was fully stored. Up to 221,2 thousand tons of grapes were processed across the country, and the income from the sale of grapes exceeds 306.0 million GEL (249,0 million GEL in the Kakheti region, 57,0 million GEL in other regions).

204 thousand tons of grapes were processed in the Kakheti region (Rkatsiteli - 71884 tons (including state 17742 tons), Saperavi - 89014 tons, Kakhuri Mtsvane - 4027 tons). Up to 1,7 thousand tons of grapes were processed in the Racha region; In Lechkhumi, where 2 designations of origin are registered - "Tvishi" and "Okureshi Usakhelauri", a total of 565 tons of grapes were processed, including: Tsolikauri - 443 tons - 4 GEL, Ojaleshi 88.4 tons - 4 GEL, Okureshi Usakhelauri - 34 tons - 15 lari (including state 7.4 tons).

The vintage of the current year was distinguished by its organization, 350 enterprises were involved in the process of processing the harvest in Kakheti, which became the basis for the fact that the winemakers had the opportunity to sell the harvest without hindrance. Similarly, the vintage in Racha took place without problems. The vintage of 2023 has been distinguished by the high involvement of the private sector in recent years, in the Kakheti region, the state enterprise "Harvest Management Company" processed only 10% of the harvest, which is the best indicator of recent years.

In the case of Racha, the involvement of the private sector was also high, about 50 companies and wineries participated in the harvest. Up to 60 tons of grapes were processed by the state enterprise, which is only up to 4% of the harvest and is also the best indicator of recent

years. In Lechkhumi, “Mosavali Company” LLC processed only 7.4 tons of state one. 40 companies and wineries were involved in the processing process.

In 2023, the harvest of Saperavi exceeded the harvest of Rkatsiteli, the decrease in Rkatsiteli harvest was due to unfavourable climatic conditions. The increased demand for Rkatsiteli was also reflected in its price. The state immediately received and processed grapes damaged by severe hailstorms that occurred several times in September. Up to 20,000 tons of grapes damaged due to climatic conditions were processed by the state enterprise "Harvest Management Company" LLC into alcohol.

During the Vintage 2023 process, despite the quantitative scarcity of the harvest, the private wine sector was focused on purchasing quality grapes, and therefore it is expected that the wines of the current year's harvest will also be outstanding, diverse and of high quality.

## Georgian Wine Quality

### Certification for the local market



To strengthen the quality control of Georgian wine and other alcoholic beverages, a legislative amendment entered into force on January 1, 2023 - About mandatory certification of alcoholic beverages produced in Georgia intended for sale on the local market. Corresponding amendments to the "Law of Georgia on Grapes and Wine"

were introduced in 2021. Until now, mandatory certification applied to export products in full, and on the local market only to wines and chacha of Designation of Origin. The manufacturer or the person carrying out the sale of alcoholic beverages, when selling the products on the local market, is obliged to have a certificate of conformity for the products, which is issued by the National Wine Agency of Georgia based on the protocol issued by the accredited laboratory.

To increase the competitiveness of alcoholic beverages produced in Georgia on the local and international markets, the relevant services of the National Wine Agency regularly control the quality of Georgian wine and other alcoholic beverages.

During the reporting period, 7 state and 408 inspection controls were carried out. Within the scope of state control, out of 286 samples of 59 companies inspected, violations were found in 49 samples of 20 companies, and inspection control was carried out in 66 companies, out of 1332 samples taken, violations were found in 51 samples of 23 companies.

Among the 74 companies inspected by the Agency's contractor companies "Bureau Veritas Georgia" LLC and "SJS Georgia" LLC, 601 samples were taken, of which violations were found in 27 samples of 9 companies.

For certification, 28 administrative law violation minutes were issued for submitting a sample of an alcoholic beverage of grape origin that did not match the lot, and 19 companies were fined, according to the resolution, the amount of the fine amounted to 37,000 GEL.

26,750 conformity certificates have been issued, including 7,874 certificates for the local market on 11,5 million litres of production.

For organoleptic testing of export alcoholic beverages, 289 tastings were conducted. A total of 13,091 samples were received, of which 507 samples were evaluated as negative, and the rest as positive.



## **Vineyards Cadastre Program**

In 2023, the national vineyard cadastre program was implemented in Western Georgia (Imereti, Guria, Samegrelo and Adjara), thus the program covered all viticulture regions of the country. About 48,700 hectares of land are described in all wine-growing regions of Georgia.

Vineyards Cadastre is necessary for the development of the field of viticulture and winemaking and for increasing the competitiveness of Georgian wine on international markets. The program simplifies harvest forecasting, the vintage process and the traceability of grape products.

The Vineyards Cadastre is created by identifying each vineyard plot and describing detailed information about winegrowers and vineyards. Information on a registered vineyard includes grape varieties, planting dates, vineyard conditions, location, area, and other data.

The National Wine Agency started implementing the vineyards cadastre program in 2014. Within the framework of the program, an updatable information system for management of vineyards, wine production and quality monitoring was created.

All EU member states with a developed wine industry have Vineyards Cadastre. During the 2023 vintage, grapes were delivered to the wineries by the winegrowers based on the extracts issued from the cadastral database (ABACO).

The four regions are selected as targets - Imereti, Guria, Samegrelo and Adjara - at the first stage of the start of cadastral works, the meetings of Zurab Vatcharadze, the deputy chairman of the agency and Davit Maghradze, the head of the cadastral division were held with the authorized representatives of the prime minister and members of their staff, also in the Ministry of Agriculture of Adjara, where agreements were reached on the construction of the cadastre by joint forces.

Cadastral information was continuously updated in Kakheti, Kvemo Kartli, Shida Kartli, Mtskheta-Mtianeti, Meskheta and Racha-Lechkhumi wine-growing zones.

The National Wine Agency, the German Agency for International Cooperation GIZ, the Ministry of Environmental Protection and Agriculture of Georgia and local self-government bodies organized the presentations about the scope of trainings on the regulation of the viticulture and wine industry on the cadaster in Tbilisi and Telavi, Kvareli, Signaghi, Sagarejo and Bolnisi municipalities.



The 2022 report in Georgian and English was prepared and published (with the financial support of the German Society for International Cooperation GIZ) to present the results of the vineyard cadastre - entitled "Georgian Vineyards Cadastre, 2021 Report" (53 pages). Data collection has been started for the preparation of a similar report for 2023.

During the year, the vineyard cadastre database was systematically improved and discussions were held with the company "ABACO" in the direction of improving the operation of the database.

### **Research and promotion of Georgian vine and wine culture**

The National Wine Agency continues the "Vine and Wine Culture Research Scientific Project" which is committed to promoting research in viticulture, wine-making and related disciplines.

During the current year, the following works were carried out:

The partner institutions and scientists who will participate in the research have been determined. An agreement was signed with Professor Patrick McGovern of the University of Pennsylvania on the study of organic acids in wild and cultivated grapevine samples of Georgia.

An agreement has been reached with the staff of the Batumi Archaeological Museum on radiocarbon dating of the vine cheeps kept there.

Archaeological excavations on Shulaveri Hill continued, and samples were sent for research to various partner universities.



**Within the framework of the program, on October 10-13, an international conference "Georgian Vine and Wine Culture Research Project" was held in Tbilisi - results and news.**

The conference was organized by the National Wine Agency of the Ministry of Environmental Protection and Agriculture of Georgia and supported by the

Government of Georgia. It was attended by 22 scientists, researchers and experts from 11

countries. The conference was dedicated to the discussion of the results of the research carried out in the fields of archaeology, molecular biology, denomy, agroclimatology, winemaking and viticulture of the "Vine and Wine Culture Research Scientific Project". It was the first time that the research carried out within the framework of the "Georgian Vine and Wine Culture Research Project" was presented on such a scale.



## **Trainings**

In the period from June 1 to July 31, on the initiative of the National Wine Agency and with the support of the German Agency for International Cooperation (GIZ), trainings were held across the country for persons interested in the field of winemaking and wine cellars.

All issues related to wine production were discussed at the trainings: The main functions of the agency and the legal framework; Registration of a wine company in the agency; Viticulture and vineyard cadastre; Vintage accounting and production of balances; Regulation of non-grape alcoholic beverages; Quality control; Stages of certification, laboratory, labelling; The role of the agency in marketing activities.

The trainings covered all the regions of Georgia and attendance was free. The trainings were held at 17 locations across the country, both in the viticulture regions of Eastern and Western Georgia.

The activities carried out by the National Wine Agency are actively covered in print, electronic, social and television media: (<http://wine.gov.ge/>, <https://www.facebook.com/nationalwineagency/>, <https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ>).