

LEPL National Wine Agency

Report

2024

First Quarter

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Introduction

The primary function of LEPL National Wine Agency is to promote the development of viticulture and winemaking. To attain that objective, the National Wine Agency operates in the following areas:

- ◆ Development of viticulture;
- ◆ Popularization of Georgian wine and facilitation of export growth;
- ◆ Support measures to facilitate the harvesting processes;
- ◆ Research and popularization of Georgian vine cultivation;
- ◆ Development of the system of origination of Georgian wines;
- ◆ Laboratory examination of wine.

Highlights of the activities carried out in the first quarter of 2024 include the following:

Promotion of Georgian wine

To promote the development of the Georgian wine industry and entrepreneurial farmers, in 2024, with the financial and organizational support of the National Wine Agency, Georgian wine will be showcased at all important international exhibitions of wine and alcoholic beverages in the United States of America, Europe, and Asia.

The state program for the popularisation of Georgian wine this year has been established for GEL 16 million, which is an increase of GEL 2 million over the same budget for 2023.



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Under the financial and organizational support of the National Wine Agency, 7 tastings of Georgian wines were held in the first quarter, a total of 108 Georgian wine companies took part in 6 exhibitions and 3 festivals in 5 countries (France, Japan, Portugal, Germany, China).

Presentation of Georgian wine at international exhibitions in France

On February 11-12, 12 Georgian companies were showcased at the international exhibition of natural wines “RAW Wine Paris”; the 12 companies also took part in the international exhibition of wines and alcoholic beverages “VinExpo Paris” on February 12-14. The exhibitions were attended by the Chairman of the National Wine Agency, Levan Mekhuzla, who, as part of his visit to France, held business meetings with representatives of relevant agencies to plan events and media campaigns to promote Georgian wine in European countries.

Simplesmente Vinho

On February 23-25, 11 wineries producing Qvevri wine participated in “Simplesmente Vinho”-the exhibition held in Porto, Portugal. This exhibition was attended by 112 natural wine producers from Portugal, Spain, and Georgia. As assessed by the Georgian winemakers, the Qvevri wine attracted a great deal of interest, providing them with the opportunity to find new trading partners. The exhibition also featured the tastings of Georgian wines and a gala dinner for winemaking professionals and trade representatives, as well as a conference “Qvevri, Dolia E Talha” held on the technology for wine-producing in Qvevri. The conference was closed with the screening of a full-length documentary film “Our Blood is Wine”.

Foodex Japan 2024

On March 5-8, 16 Georgian wine companies took part in the international food and beverage exhibition “Foodex Japan 2024” in the capital of Japan, Tokyo. Participation in the Foodex Japan exhibition has enabled the wine producers to identify new trade partners and contributes to raising awareness of Georgian wine, its establishment, and promotion in the local market. In the course of the exhibition, the representatives of the National Wine Agency held meetings with Japanese marketing and consulting companies in order to expand future cooperation.

ProWein Dusseldorf 2024

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On March 10-12, with the financial support of the National Wine Agency and the organizational support of the Georgian Wine Association, 28 Georgian wine companies took part in ProWein Dusseldorf, one of the largest exhibitions of wine and alcoholic beverages in the world in the German city of Dusseldorf. Within the framework of the exhibition, there were held four professional presentations and tastings of Georgian wine: the tasting “Georgia - the Birthplace of Wine” by wine masters Janek Schumann and Konstantin Baum at the exhibition stand of the prestigious German media holding “Meininger”, and three events called “Georgian Wine Day” hosted by the famous influencer and sommelier Tony Askitis (Toni Askitis).

Conference in Germany

On 12 March, as a part of the international exhibition of wines and alcoholic beverages Prowein Dusseldorf, in the German city of Dusseldorf, the conference was held with the participation of heads of contracting companies of the National Wine Agency on strategic markets of Georgian wine. The representatives of the companies delivered presentations of their activities. It was noted that the implemented measures ensured the growth of recognition and export of Georgian wine in recent years. The meeting was attended by heads of contracting organizations of the National Wine Agency: Colangelo & Partners (USA), Meiburg Wine Media (China), Swirl Wine Group (UK), People PR (Poland), ff.k Public Relations. (Germany) and Master of Wine Cassidy Dart (China).

The 108th China Food & Drinks Fair

On 20-22 March, the city of Chengdu of the People's Republic of China hosted an international wine and food exhibition "108th China Food & Drinks Fair“ with the participation of 21 Georgian wine companies. Such a large-scale showcase of Georgian wine in a country that is one of the strategic markets for Georgia is very important for raising awareness and exporting Georgian wine as China is one of the five largest exporting countries of Georgian wine. Under the framework of the exhibition, the Master of Wine Cassidy Dart (China) presented various varieties of Georgian wine to the guests in a separate exhibition booth.

TEXSOM International Wine Competition

Backed by the National Wine Agency and the organization of the American marketing company Colangelo & Partners, 25 wines from different Georgian companies won platinum, gold, silver, and bronze medals at the Texas State Sommeliers Conference (TEXSOM) international wine competition in the USA, The TEXSOM competition showcased Georgian Marshal Gelovani Av. 32, 0159, Georgia, Tbilisi. T: +995 32 974103.,

wines from 50 Georgian companies that are already sold in the US market. Of the 25 winning wines, one won a platinum, five gold, ten silver, and nine bronze medals.

Presentation of Georgian wine at gastronomic festivals

In March, Georgian wine was presented at several prestigious French wine and gastronomic festivals with the support of the National Wine Agency and the Agency's contracting company organization "Le Pont Caucasien". The festival "SAVIM Printemps Salon des Vignerons et de la Gastronomie" was held in Marseille, "LA FETE des VINS et de la GASTRONOMI" in Toulon and "SALON DU VIN POUR PROFESSIONNELS" in Nice. Ilya Kakhoidze, the head of „Le Pont Caucasien“, an oenologist operating in France, presented to the guests of the festivals the wines of eight Georgian wine companies, which are already sold in France.

Export of wine and alcoholic beverages for the first quarter of 2024



In the first quarter of 2024, 29.7 million liters of wine worth \$83.7 million were exported from Georgia to 54 countries. As compared to the same period last year, the quantitate growth amounted to 54%, while the revenue increased by 48%.

The increase in exports is remarkable in the following countries: Poland - 26% (1.6 million liters), Germany - 31% (300 thousand liters), USA - 9% (188 thousand liters), Estonia - 42% (82 thousand liters).

Canada - 46% (49 thousand liters), Turkey - 7% (80.6 thousand liters), Israel - 33% (79 thousand liters), etc.

At the same time, 10.3 million liters of alcoholic beverages were exported to 37 countries, increasing by 32% compared to the same period last year. The export of alcoholic beverages generated up to 57 million US dollars of income (43% growth).

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Quality control

To enhance the competitiveness of alcoholic beverages produced in Georgia in the local and international markets, the respective services of the National Wine Agency regularly monitor the quality of Georgian wine and other alcoholic beverages.

In the first quarter of 2024, the state control was carried out in 3 companies, with no violations detected for the 3 samples taken.



A total of 220 inspections were conducted; of 534 samples taken from 50 companies, violations were detected in 7 samples from 5 companies.

Out of 39 samples taken from 16 companies inspected by the Agency contractors Bureau Veritas and SGS Georgia, violations have been identified in 1 sample from 1 company.

Tastings

With the aim of organoleptic examination of export alcoholic production, there were conducted 75 tastings; of the obtained 3400 samples 172 samples were evaluated as negative, whereas the remaining 3228 samples were evaluated positively.

Certification

Overall, 6,592 applications for certification of export documentation were submitted during the reporting period. Based on the applications received, there have been issued documents for various purposes:

Certificate of Form VI-1 (for EU countries) - 1845 pcs.; Certificate of Conformity - 6165 pcs.; the certification department of the National Wine Agency issued, in total, 8010 certificates to various companies-producers of alcoholic beverages.

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Vineyards Cadastre Program



The implementation of the Georgian Vineyards Cadastral Program continued with the development of an action plan for 2024. In order to organize surveys of winegrowers and collect cadastral information, 6 operators were selected for the wine-growing zones of Western Georgia (Guria, Samegrelo, Adjara, Imeretia) placed in the respective locations.

The National Wine Agency employees continue to update vineyard cadastral data on an ongoing basis (change of vineyard owner, cultivation or uprooting of a vineyard, etc.).

The Agency conducted verifications of the vineyards records issued before 2021, the updates of „Abaco“ database, and created an archival register of extracts on vineyards. The Vineyards Cadastre Report for 2023 was drafted in Georgian and English languages.

Research and promotion of vine and wine culture

In 2014, the Agency launched the project "Georgian Vine and Wine Culture Research and Promotion". This program aims to collect new data on the country, which proved to be the oldest center of wine culture in different historical periods, to reconstruct the continuous history of viticulture and winemaking, to study the agronomic and oenological potential of viticulture and winemaking, and to promote Georgian wine.

The Agency also undertook the publishing of the book "Viticulture and Winemaking of Kakheti" (authors: Tamaz Kobaidze, Otar Kurtiashvili).



The activities of the National Wine Agency are widely covered in print, electronic, social, and television media: (<http://wine.gov.ge/>,

<https://www.facebook.com/nationalwineagency/>, <https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ>)

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