



სსიპ ღვინის ეროვნული სააგენტო

LEPL National Wine Agency

Report

2024 year

Second quarter

Introduction

The main activity of the LEPL National Wine Agency is promoting the development of the field of viticulture and winemaking. To achieve this goal, the National Wine Agency works in the following directions:

- ◆ Development of viticulture
- ◆ Promotion of Georgian wine and export growth
- ◆ Measures to promote the harvest process
- ◆ Research and popularization of Georgian grape culture
- ◆ Development of the Georgian wine place of origin system
- ◆ Laboratory study of wine

Among the activities carried out in the second quarter of 2024, the promotion of Georgian wine is particularly noteworthy.

Promotion of Georgian wine

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The state program for the promotion of Georgian wine this year was allocated 16 million GEL, which is 2 million GEL more than the budget for 2023.

With the financial and organizational support of the National Wine Agency, 50 tastings of Georgian wine were held in 11 countries (USA, Norway, Italy, the

Netherlands, Japan, Poland, Germany, China, France, Great Britain, Belgium) in the second quarter.

Georgian wine companies participated in 10 exhibitions and 6 festivals abroad, with a total of 122 companies represented. Additionally, Georgian wine companies participated in 8 festivals and one exhibition held in Georgia.

Among these events, the following are particularly noteworthy,

- On April 1, members of the Republic of Korea Wine Producers Association visited the National Wine Agency. The 27-member delegation included both wine producers and importers interested in Georgian wine. The guests visited the wine library and museum at the National Wine Agency, and a tasting of various Georgian wines was held. Irakli Cholobargia, an advisor to the chairman of the agency, gave a presentation on the history, culture, and modern industry of Georgian wine.
- On April 15, two Georgian wine-producing companies and 25 family wineries participated in the "Vinitaly" and "Orange Wine Festival" exhibitions in Verona. Participation in these exhibitions is important for the diversification and promotion of Georgian wine export markets, as they attract wine professionals and trade representatives from around the world. This year, approximately a thousand companies from 60 countries participated in the exhibitions.
- From April 17 to 21, with the financial support of the National Wine Agency and the organization of the agency's contractor, the German marketing company "ff.k Public Relations," a group of 10 German wine professionals visited Georgia. The group, which included sommeliers, commercial sector representatives, and media personnel, spent five days touring Georgian wine-producing companies in Kartli and Kakheti, where they tasted various styles of Georgian wine.

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- On April 21, with the support of the National Wine Agency and the organization of the agency's contractor, "Wijnimport Bleeker," a Georgian wine tasting seminar was held in Amsterdam, the capital of the Netherlands. The event was attended by David Tkemaladze, Deputy Chairman of the National Wine Agency; Davit Solomonia, Ambassador Extraordinary and Plenipotentiary of Georgia to the Netherlands; and Giorgi Tevzadze, Advisor to the Chairman of the National Wine Agency.

- On April 28-29, with the financial and organizational support of the National Wine Agency, the international natural wine exhibition "Real Wine Fair" was held in London, the capital of Great Britain. Seven Georgian wine-producing companies participated in the exhibition. The "Real Wine Fair," held annually, is considered one of the most important events in the field of natural winemaking. It attracts world-renowned natural winemakers, wine importers, media representatives, and sommeliers.

- On April 28-29, with the support of the National Wine Agency, seven family wineries from the United States presented Georgian wines at the "RAW Wine LA" exhibition. Visitors had the opportunity to learn about Georgian wines as well as the ancient traditions, culture, and history of Georgian wine production. The "RAW Wine" exhibition (The Artisan Wine Fair) gathers producers of high-quality natural, organic, and biodynamic wines. The event is organized by Isabelle Legeron, a renowned wine expert from France.

- On May 9, the annual natural wine festival "ZERO COMPROMISE" was held in Tbilisi, organized by the "Natural Wine" association with the support of the National Wine Agency. Approximately 100 local wineries and 25 wineries from various countries, including France, Italy, Spain, Austria, Japan, Australia, and Slovenia, participated in the two-day festival. Levan Mekhuzla, Chairman of the National Wine Agency, acquainted himself with the products from the wineries participating in the festival.

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- On May 13, a festival was held with the support of the National Wine Agency and Tbilisi City Hall. The purpose of the festival was to popularize Georgian wine, present new wineries, and promote the development of wine tourism and consumer culture. About 200 large, medium, and small producers participated in the festival. Guests had the opportunity to taste wines from the 2023 harvest from various regions of Georgia. The event traditionally began with the opening ceremony of the pitcher. Levan Mekhuzla, Chairman of the National Wine Agency, acquainted himself with the products presented at the festival.

- On May 12-13, with the support of the National Wine Agency, 11 family wineries participated in the "RAW Wine Tokyo" exhibition held in Tokyo, Japan. Visitors to the "RAW Wine Tokyo" exhibition explored Georgian wines and received information about the ancient traditions and culture of Georgian wine production.

- From April 28 to May 5, to diversify Georgian wine markets, and with the support of the National Wine Agency and the Embassy of Georgia in Canada, a group of 17 wine professionals from Canada visited Georgia. During their visit, the guests toured wine-producing companies and family wineries in Kakheti and learned about the technology of making kvevri. A wine tasting featuring 20 different companies was held specifically for them in Tbilisi.

- From May 9 to 11, with the financial support of the National Wine Agency, Georgian wine-producing companies participated in the large-scale "Wine to Asia" exhibition of wine and alcoholic beverages held in Shenzhen, Guangdong Province, People's Republic of China. The presentation of Georgian wine was organized by Cassidy Dart, a Master of Wine working in China. Additionally, Cassidy Dart conducted a presentation and tasting of Georgian wine as part of the exhibition.

- From May 18 to 20, as part of market diversification and sales promotion measures, Georgian wine was showcased at the prestigious French wine and gastronomy festival with the support of the National Wine Agency and the organization of the agency's contractor, "Le Pont Caucasien." At the "Les Festives Gourmandes" festival, held in Chalons-sur-Saône, Ilia Kakhoidze, the head of "Le Pont Caucasien" and

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an enologist working in France, introduced guests to wines from 10 Georgian producers. The "Les Festives Gourmandes" festival, held for the 19th time, featured about 100 participants, including both producers and importers, presenting a variety of wines.

- From May 7 to 15, the National Wine Agency organized a tour for American wine professionals in Georgia. The USA is a strategic market for Georgian wine, and an active marketing campaign is conducted there with the financial and organizational support of the National Wine Agency. The group included sommeliers and a representative from Colangelo & Partners, an American company that is a contractor for the National Wine Agency. During the tour, the wine professionals visited Georgian wine-producing companies in Kakheti and Kartli.
 - From May 20 to 22, with the support of the National Wine Agency and the Embassy of Georgia in the United Kingdom, 13 Georgian wine-producing companies participated in the London Wine Fair 2024. This prestigious international wine and spirits exhibition is traditionally attended by thousands of guests from around the world, including wine experts, trade representatives, and media. The London Wine Fair is an important platform for Georgian producers to find new trade partners, promote their products, and increase exports.
 - On May 26, as part of the ceremonial events dedicated to Georgia's Independence Day, the LEPL National Wine Agency of the Ministry of Environment and Agriculture presented the concept "Georgia is the Homeland of Wine" in Mtskheta. About 10 local wine producers participated in the event. Visual and informational materials related to the history and traditions of Georgian wine and grape culture were displayed, including information about the wine and grape varieties of the Kartli region. A "Sommelier's Corner" was organized, where Jaba Dzimistarashvili, the winner of the "Best Sommelier 2021" competition, led a professional tasting.
 - On June 1, with the support of the National Wine Agency, a large-scale tasting event "Georgian Natural Wine Day" was held in Brussels, the capital of Belgium. The event featured 10 different types of
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Georgian wines. Approximately 1,000 guests, including journalists, bloggers, and representatives from the commercial sector, attended the tasting. The event was organized by "FLOW SRL," the contractor company of the National Wine Agency.

- On June 3, Iuri Nozadze, Deputy Minister of Environment Protection and Agriculture, attended the Bolnisi Protected Designation of Origin wine festival. The festival, supported in part by the LEPL National Wine Agency, was held for the second time on the initiative of the association "Wine Bolnisi" and featured about 50 wine producers from various regions of Georgia. This festival is unique in Georgia as it exclusively showcases producers of protected designation of origin wines. Deputy Minister Nozadze expressed his support for the festival and spoke about the importance of measures that promote Georgian wine.
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- From June 7 to 9, Deputy Minister of Environment Protection and Agriculture Iuri Nozadze attended the 16th International Wine and Spirits Exhibition, WinExpo Georgia. The three-day event, held with the support of the National Wine Agency and organized by the exhibition center "ExpoGeorgia," featured around 200 companies from 8 countries. The exhibition showcased large and medium-sized wine and alcoholic beverage producers, small wineries, as well as wine technologies, packaging materials, viticulture and winemaking machinery, nurseries, glass, accessories, and services. Additionally, the 14th International Wine Competition, Georgia International Wine Award, was held during the exhibition. Of the participating wines, 21 wines won gold medals, six received the highest award, the "trophy," 77 were awarded silver medals, and 96 received bronze medals.
- On June 7-8, with the support of the National Wine Agency and organized by the agency's contractor "Saperika," the two-day Saperavi festival "Saperika" was held in the Finger Lakes region of New York State. The festival featured Saperavi wines produced by various companies from both Georgia and the Finger Lakes region. Notably, for 60 years, local wine producers in the Finger Lakes region have been growing Saperavi and Rkatsiteli grapes and producing wines from these world-famous Georgian grape

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varieties. The festival attracted wine experts, representatives from the wine industry, the HoReCa sector, media, and wine consumers.

- From June 8 to 12, under the organization of the National Wine Agency, Japanese wine master Kenichi Ohashi and a group of Japanese wine professionals visited Georgia. During the tour, the guests visited wine companies and wineries in Kakheti, where they tasted a variety of Georgian wines and learned about kvevri production. The 10-member group included wine importers and media representatives. The impressions and evaluations from the tour will be published in Japanese publications and various blogs, helping to increase international awareness of Georgian wine.
- On June 15-16, as part of Georgia Days in Japan, a large-scale Georgian wine festival was held at Yoyogi Central Park in Tokyo. Georgian wine importers presented more than 12 varieties of Georgian wine from 9 Georgian wine companies to the Japanese market. Japanese sommelier Ryunosuke Yoshihara led the presentation and tasting of Georgian wine.
- On June 20, the Georgian wine tasting event "Georgian Wine Grand Tasting" was held in Warsaw, the capital of Poland. Organized by the National Wine Agency's contractor, "Peopl.Pr," and supported by the Embassy of Georgia in Poland, the event showcased about 100 wines from more than 20 Georgian wine-producing companies. Over 200 guests attended, including journalists, bloggers, and representatives from the commercial sector.
- On June 24-25, 20 companies presented Georgian wine at the "Vinexpo America" exhibition in the USA. Participation in such a prominent international exhibition is crucial for diversifying wine markets and increasing exports. By taking part in Vinexpo America, Georgian companies had the opportunity to explore new trends and challenges in the global wine market and to find trade partners in the United States, a strategic market for Georgian wine with particularly high quality standards.

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- From June 26 to 30, to promote the growth of Georgian wine exports to the Chinese market, and with the support of the National Wine Agency and the Embassy of Georgia in the People's Republic of China, products from 12 Georgian wine-producing companies were showcased at "The 8th Eurasia Expo" in Urumqi, Xinjiang Province. The exhibition attracts 2 million visitors annually, providing Georgian wine producers with an excellent opportunity to establish business relationships with potential partners in the Asian wine market.
- From June 24 to 29, with the support of the National Wine Agency and organized by the agency's contractor marketing company "Meiburg Wine Media," a group of 14 wine professionals from the People's Republic of China visited Georgia. The group, which included sommeliers and importers, toured wine factories in Kartli and Kakheti and tasted various styles of Georgian wine. A special Walkaround Tasting was held in Tbilisi, where wines from 15 Georgian wine-producing companies were presented.

The Government of Georgia approved the "State Program for Promotion of Georgian Wine Production in the Local Market".



The program will be implemented by the National Wine Agency of the State Winery, with the acceptance of applications starting on April 22 of this year.

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The goal of the new program is to make the mechanism of financial support from the state for the promotion of wine production in the local market more flexible and transparent.

Under the program, financing will be provided for Georgian wine festivals planned throughout Georgia, thematic exhibitions, competitions, and educational events. The program outlines the terms and conditions for financing and co-financing the organizers of exhibitions, festivals, and competitions, including the amount of compensation and the list of documents that legal entities must submit to receive funding.

It should be noted that, with the initiative and support of the National Wine Agency, numerous wine festivals, exhibitions, tastings, and competitions are held across Georgia in parallel with international marketing campaigns. These events aim to popularize Georgian wine and other wine products in the local market, promote the development of the wine industry and wine tourism, and enhance the culture of wine consumption.

Export of wine and alcoholic beverages in 2024



As of the second quarter of 2024 (January-June), Georgia has exported 54.5 million liters of wine, valued at 156.7 million US dollars, to 61 countries. Compared to the same period last year, this represents a 26% increase in quantity and a 24% increase in revenue.

Significant increases in wine exports were observed in the following countries:

- Poland: +19% (3.1 million liters)
- USA: +53% (654 thousand liters)
- Germany: +34% (674 thousand liters)
- Great Britain: +28% (182.5 thousand liters)
- Canada: +110% (121.3 thousand liters)

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- Turkey: +47% (239.2 thousand liters)
- Israel: +3% (190 thousand liters)
- Czech Republic: +107% (38 thousand liters)

Additionally, 23.4 million liters of alcoholic beverages were exported to 45 countries, marking a 55% increase compared to the same period last year. Revenue from these exports totaled 132,8 million US dollars, reflecting a 59% increase.

Quality Control



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

In the second quarter of 2024, the following quality control measures were undertaken:

Inspection control was conducted in 52 companies, with 520 samples taken. Violations were found in 3 companies.

State control was conducted in 2 companies, with 42 samples taken. Violations were found in 21 samples.

In the economic zone of registration, international auditing companies "Bureau Veritas" and "SGS" carried out inspections in 47 companies, taking 163 samples. One company was refused export.

Internal market control was conducted on the products of 78 companies, with 133 samples taken. Violations were found in 73 samples.

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Tastings

For the purpose of organoleptic testing of export alcoholic beverages, 71 tastings were conducted in the second quarter. A total of 3,413 samples were entered. Of these, 3,254 samples were evaluated as positive, and 159 samples were evaluated as negative.

Certification

During the reporting period, a total of 7,306 applications for certification for export documentation were submitted. Based on the received applications, various documents were issued:

- Form VI-1 certificates (for European Union countries): 2,515
- Certificates of conformity: 6,740

In total, 9,255 certificates have been issued by the National Wine Agency's certification department to various alcoholic beverage producing companies.

Vineyard Cadastre Program



Employees of the National Wine Agency continuously update cadastral data on vineyards, including changes in vineyard ownership, planting, or uprooting of vineyards. During the reporting period, 860 vineyard extracts were published.

- Field inspections were carried out, with a total of 164 plots belonging to 94 winegrowers checked in the winegrowing zones of Kakheti, Racha, Lechkhumi, and Kartli.
- The work of updating the "Abako" database, used for the cadastre, was in progress, along with discussions for improvement with "Abako" experts.

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- Last year's data were summarized, and based on this, the 2023 vineyard cadastre report was prepared in both Georgian and English. The report has been submitted for printing.
- In the municipalities of Aspindza and Akhaltsikhe, within the framework of the information meeting organized by the project "Sustainable Management of Agro-Biodiversity in the Ecosystems and Rural Settlements of the Samtskhe-Javakheti Region," supported by the Global Environment Facility (GEF) and the United Nations Environment Program (UNEP), a report and presentation entitled "Georgia's Ways and Results of Building a Cadastre of Vineyards" were delivered.

Research and promotion of vine and wine culture



During the reporting period:

- The book "Viticulture and Winemaking of Kakheti" was published (authors: Tamaz Kobaidze, Otar Kurtiashvili).
- Archaeological research was planned and carried out with the participation of archaeologists from the National Museum of Georgia and the University of Toronto on three archaeological monuments in the Marneuli Valley: Kakili Gora and Imir Gora (Neolithic period) and Azizkendi (Chalcolithic period). Samples were taken for laboratory and interdisciplinary studies.
- Three seed samples presented by the National Museum of Georgia were sent to the Weizmann Radiocarbon Dating Laboratory in Israel for C14 dating.
- D. Maghradze participated in the Amphora Evolution forum held in Verona, Italy, on June 7-8, where reports on Georgian vines and wine were presented.
- A documentary story about growing vines on trees was prepared, which was filmed in the village of Erketi, Chokhatauri district, featuring the vineyard and winemaker Davit Kobidze.

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- The works to be performed this year were planned with the involvement of the University of Milan.

The annual WWTG meeting was held in Brussels, the capital of the Kingdom of Belgium, organized by the National Wine Agency.



At the meeting of the World Wine Trade Group (WWTG) held in Brussels, the capital of the Kingdom of Belgium, the one-year period of Georgia's chairmanship and the achievements were positively evaluated by the member countries of the organization.

From May 1, 2023, the chairmanship of the organization was transferred to Georgia for one year, succeeding the United States of America on a rotational basis. In

Brussels, Georgia handed over the chairmanship to Australia.

The World Wine Trade Group (WWTG) is an association of wine-producing countries, and its members include the USA, Argentina, Australia, Canada, Chile, New Zealand, South Africa, and Uruguay, along with Georgia.

The main goals of the organization are to facilitate trade in wine, promote international wine trade, and implement joint actions to remove trade barriers.

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It should be noted that Georgia previously chaired the WWTG in 2014. The World Wine Trade Group positively evaluated Georgia's recent one-year chairmanship. During this period, important issues were agreed upon and documents were developed, simplifying wine trade procedures between the member countries. The document adopted at the WWTG plenary meeting held in Tbilisi in August 2014, regarding the analytical methodology and regulatory limitations of wine composition and potential contaminants, is still referred to as the "Tbilisi Statement" within the organization.

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>)

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