



LEPL NATIONAL WINE AGENCY

Report Year 2025 Third Quarter



IntroductionThe LEPL National Wine Agency is a legal entity of public law under the governance of the Ministry of Environmental Protection and Agriculture of Georgia, established on the basis of the Law of Georgia "On Vine and Wine".

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

➤ Promoting the popularization of Georgian wine and increasing exports; ➤ Development

of viticulture;

- Facilitating the harvest process;
- Wine laboratory research.
- Research and popularization of Georgian vine culture;
- Development of the Georgian wine appellation system;

Harvest 2025



As of October 1, nearly 174,000 tons of grapes have been processed in Kakheti.

By the decision of the Government of Georgia, in the current year of 2025, the state enterprise "Harvest Management Company" Ltd. will purchase surplus grapes at a differentiated price according to quality: Saperavi grapes grown in the Kakheti region - at 1.50 GEL, other wine varieties permitted by the Law of Georgia "On Vine and Wine" - at 1.20 GEL, non-standard and damaged/or diseased grapes - at 1.00 GEL. Subsidies will no longer be issued to private wine companies in the Kakheti region.

About 13,200 winegrowers have delivered grapes to wine enterprises.

Up to 1200 tons of hail-damaged grapes, which the state enterprise "Harvest Management Company" Ltd. purchased for 1 GEL per kilogram, have been fully accommodated. On September 12, agricultural lands, including up to 300 hectares of vineyards, were damaged by heavy rainfall and severe hail in the municipalities of Telavi and Akhmeta.

Any information related to the harvest can be obtained by calling the Ministry of Environmental Protection and Agriculture hotline – 1501 and the harvest coordination headquarters hotline – 0322 193 283.

Within the framework of the 2025 harvest, a subsidy program will be implemented in the Racha-Lechkhumi region. In order to organize the 2025 harvest, the government has determined appropriate support measures for this region. The development of viticulture and winemaking in the Racha-Lechkhumi region and the promotion of the production of protected designation of origin wine "Khvanchkara" is a priority. Within the framework of the 2025 harvest, all wine companies that purchase and process at least 3 tons of Alexandrouli and Mujuretuli grapes grown in the Khvanchkara microzone and pay the winegrower at least 8 GEL will receive a subsidy. In the Racha-Lechkhumi region, a state subsidy of 4 GEL per 1 kg of Alexandrouli and 1 kg of Mujuretuli will be issued to wine companies.

Promotion of Georgian wine



In the third quarter of 2025, with the support of the National Wine Agency, Georgian wine was presented in 10 countries around the world: Japan, USA, Germany, France, South Korea, Great Britain, China, Poland, Belgium and the Netherlands.

Georgian wine was presented on international markets at: Exhibition - 2, Tasting/Masterclass/Presentation - 77, Festival - 2. Georgia: Tour - 5, Festival - 3.

Total for January-September: International Exhibition - 17, Tasting - 213, Forum - 1, Festival - 4, Seminar/Educational Course - 2, Georgia: Exhibition - 1, Tasting - 2, Competition - 1, Tour - 13, Festival - 17,

Forum - 1, Educational program - 1. 250 Georgian wine producing companies participated in these events.

Notable events include:

"Shanghai International Wine Challenge" (SIWC)

At one of the world's most prestigious wine competitions, the "Shanghai International Wine

Challenge" (SIWC), Georgian wines won 96 awards.

The competition was held in Shanghai and featured 200 Georgian wines. One competition day of the five-day competition was dedicated only to Georgian wine. The winning wines received awards in the following categories:

10 – "Platinum", 44 – "Gold", 35 – "Silver", 2 – "Best Trophy", 5 – "Popular".

The competition has been held annually since 2006 and its goal is to showcase the highest quality of wine worldwide and to deepen international trade and cultural relations in the Chinese market.

Presentation of Georgian wine in Manchester

On July 2, with the support of the National Wine Agency, a professional presentation of Georgian wine was held in Manchester. The tasting, led by Master of Wine Sarah Abbott, was attended by wine experts, representatives of the Horeca and commercial sectors, as well as the media. Along with the tasting of Georgian wines, Sarah Abbott presented the guests with a presentation of Georgian wine culture and history, as well as modern industry. Sarah Abbott heads the British marketing company "Swirl Wine Group", with which the National Wine Agency has been cooperating since 2015.

Visit of American Wine Master Lisa Perrotti-Brown to Georgia

Within the framework of cooperation between the National Wine Agency and the American company "Big Sky Ranch Inc", American Wine Master Lisa Perrotti-Brown visited Georgia from July 8-16. Lisa Perrotti-Brown visited Georgian wine producing wineries and companies in Kakheti, tasted a variety of Georgian wines on the spot, and got acquainted with Georgian wine making technologies. In Tbilisi, during two days, Lisa Perrotti-Brown tasted about 100 wines from various wine companies at a special tasting. Reviews of the wines selected by the Wine Master were published in "The Wine Palate" article. The aim of cooperation with the famous American Wine Master is to promote and raise awareness of Georgian wine in the United States.

Presentation of Georgian wine was held in Dusseldorf, Germany

With the financial support of the National Wine Agency and organized by Toni Askitis, a famous German influencer and sommelier, a Georgian wine tasting was held in Dusseldorf, Germany on August 21. Toni Askitis broadcasts news and trends in the wine sector on his popular channel #Asktoni. The presentation of various types of Georgian wine was held at Toni Askitis' wine bar "Pelican Fly" and also at a local park for a tasting called "Tasting in the park". With the financial support of the National Wine Agency and organized by the international marketing company "Meiburg Wine Media", a wine tour was conducted in Georgia.

Visit of American Master Sommeliers Group

With the support of the National Wine Agency and organized by the agency's contractor American marketing company "Colangelo & Partners", from August 28 to September 1, a tour of American wine professionals was held in Georgia. The group of professionals included Paul Yanon, Vice President of Colangelo & Partners, and Master Sommeliers, who have extensive experience working in Michelin-starred restaurants and the HORECA sector in various US states. Master Sommeliers are considered one of the highest level, influential and sought-after experts in the wine industry, with extensive experience in wine. Currently, 279 people in the world hold the title of Master Sommelier. As part of the tour, American Master Sommeliers visited Georgian wine producing companies in Kakheti, where they learned about Georgian wine making technology and tasted both classic and traditionally made Georgian wines on the spot. A Georgian wine master class and tasting was held for the guests in Tbilisi as well.

The National Wine Agency has launched an active marketing campaign in German wine store chains

In August, with the support of the National Wine Agency and organized by the agency's contractor marketing company "FF.K Public Relations", an active marketing campaign for Georgian wine was launched in German wine retail chains. The aim of such consumer-oriented events is to promote the growth of Georgian wine sales in export markets. In more than 300 stores of "Jacques Wein Depot", one of the most prestigious wine store chains in the German wine market, Georgian wine was presented in a special space dedicated to promotional wines. At the same time, as part of the campaign, a Georgian wine online shelf and a special page were launched in the HAWESKO online store. HAWESKO Holding is the largest and most prestigious retailer in Germany in the premium wine category, with which the National Wine Agency has been cooperating since 2023. The number of Georgian wines in the company's portfolio is growing every year. This customer-oriented campaign will be further intensified in the fall, when wine sales traditionally increase: along with the above-mentioned companies (HAWESKO, Jacques Wein Depot), the Georgian wine marketing campaign will continue in cooperation with such popular networks and importing companies as Mack & Schule, Interpartner, Rindchen's and others.

Georgian wine professionals visited from Asia

The group of 10 included wine professionals and commercial representatives from Singapore, Australia and Hong Kong. During the tour, which took place from August 28 to September 2, the guests got acquainted with Georgian wine-making traditions and modern technologies in Kakheti and Kartli, and tasted various types of Georgian wine produced by both Qvevri and classical methods. A Georgian wine tasting was also held in Tbilisi for the tour participants, where various wines from 16 wine producing companies were presented.

Georgian Wine Presentation Held in the Netherlands

With the support of the National Wine Agency and organized by the agency's contractor company "Wijnimport Bleeker," a presentation of Georgian wine was held in Amsterdam on September 5-7 as part of the "Amsterdam Wine Festival" international festival. Thousands of visitors to the exhibition had the opportunity to taste various styles of both classic and qvevri-made wines from Georgian wine producers. One of the main directions of the National Wine Agency's activity is the promotion and raising awareness of Georgian wine in international markets.

Georgian Wine Presentation Held in Warsaw

With the aim of diversifying the export markets for Georgian wine, with the support of the National Wine Agency and organized by "People PR", a Polish marketing company contracted by the agency, a Georgian wine tasting was held in the Polish capital on September 6-7 at the "Warsaw Night Market" festival. The festival, which is popular in the Polish wine market, is traditionally attended by thousands of wine consumers, as well as wine professionals, importers, the Horeca sector and media representatives. The presentation of Georgian wine at this event will contribute to its popularization and, consequently, to the growth of exports.

Georgian Wine Presentation Held in London

On September 10, with the support of the National Wine Agency and organized by the agency's contracting company, Swirl Wine Group, a professional Georgian wine tasting event, "The Georgian Palate," was held in London to promote Georgian wine awareness and export growth in the UK market. Various styles and names of Georgian wines were presented at the event. The tasting, attended by wine professionals, media, and sales representatives, was led by Sarah Abbott, the founder of Swirl Wine Group and a Master of Wine.

Tour of American Wine Trade Representatives to Georgia

From September 7-12, the National Wine Agency and the American marketing company Colangelo & Partners hosted a tour for a group of 14 professionals, including Marion Helou, the manager of Colangelo & Partners' Georgian wine promotion campaign, and representatives from the American wine trade sector. During the tour, the American guests visited Georgian wine-producing companies in Kakheti, where they learned about Georgian winemaking technology and tasted both classic and traditional Georgian wines. A Georgian wine masterclass and tasting were also held in Tbilisi, where guests had the opportunity to explore the wines of 16 Georgian wine-producing companies.

Georgian Wine Presentation Held in Nagoya, Japan

On September 17, a presentation on the history of Georgian winemaking, culture, grape varieties, and the modern wine industry was given by Kenichi Ohashi, the director of Red Bridge and the only Master of Wine in Japan. He also presented eight Georgian wines of various styles from the Kakheti, Imereti, and Racha regions to the guests. The event was attended by importers, buyers, representatives of trade networks and the media, totaling around 100 guests. Nagoya, the largest and most densely populated city in Japan's Chubu Prefecture, is considered the region's capital and is an important transportation and industrial center with 10 million inhabitants. Nagoya is the third-largest city in Japan after Tokyo and Osaka.

A large-scale Georgian wine tasting was held in Los Angeles

On September 23, with the support of the National Wine Agency and the American marketing company "Colangelo & Partners", a large-scale Georgian wine tasting "Wines of Georgia Grand Tasting" was held in Los Angeles, California, USA, which hosted American wine industry professionals, media representatives and consumers. The event included a tasting for more than 150 top sommeliers, retailers and media representatives, as well as a Georgian wine master class for invited buyers and consumers. The large-scale Georgian wine tasting featured about 120 bottles of various styles of Georgian wine from up to 30 Georgian wine companies, which gives Georgian producers the opportunity to increase awareness of their products and find new trading partners in the American wine market.

Media tour from Germany

With the financial support of the National Wine Agency and the organization of the contractor marketing company "ff.k Public Relations", journalists, bloggers and influencers from Germany visited Georgia from September 23-28, with the aim of promoting the awareness and export of Georgian wine in the German market. Members of the ten-member group visited wine producing companies and cellars in Kartli and Kakheti, tasted various styles of Georgian wine, and learned about the technologies and process of making Qvevri. A Georgian wine master class and tasting was held in Tbilisi as well.

Marketing expenses co-financing program

The state program for the promotion of Georgian wine continued. The state program to promote Georgian wine provides co-financing of 300,000 GEL for entrepreneurs engaged in the export and marketing of Georgian wine on the international market.

To participate in the program, the volume of wine exports and marketing expenses in all regions combined (Asia region, Europe region, America region, etc., except Georgia, Guam and CIS countries) or selectively in no more than two regions of the beneficiary, must be greater this year than last year.

A total of twenty companies expressed their desire to participate in this year's program, and contracts were signed with 17 companies, namely: Villa Mosavali LLC; Vazisubani Estate LLC; Tiko Estate LLC; Winery Khareba LLC; Teliani Valley JSC; Dugladze Wine Company LLC; Giuaani LLC; Askaneli Brothers LLC; Cooperative Ruispiri; Toreli Winery LLC; Rtselisi LLC; BG Wines LLC; Tbilgvino JSC; Gura LLC; Wine Company Shumi LLC; Topsy Baby LLC; Winery Chelti LLC. The estimated amount to be reimbursed for the above-mentioned beneficiaries is 1,177,753 GEL.

Export



In January-September, Georgia exported 64.377 million liters of wine worth \$189.886 million to 66 countries around the world. The decrease in quantity was 13%, and the decrease in value was 11%.

Growth is notable in the following countries: Poland - 5.1 million liters (13%),

Ukraine - 3.6 million liters (12%), China - 2.17 million (16%), Latvia - 903 thousand liters

(11%), Lithuania - 537 thousand liters (12%), Estonia - 304 thousand liters (6%), Canada - 189 thousand liters (12%), Japan - 127 thousand liters (16%), France - 110 thousand liters (71%), Czech Republic - 101.5 thousand liters (46%), Norway - 105 thousand liters (37%), Netherlands - 63.2 thousand liters (695), etc.

At the same time, 30.1 million liters of spirits worth up to \$201 million were exported. The decrease in quantity was 17%, and the decrease in revenue was 5%.

Quality monitoring

- 65 inspection controls were carried out, and out of 130 samples taken, violations were found in 9 samples from 3 companies. In 46 companies inspected by the agency's contracting companies, LLC "Bureau Veritas Georgia" and LLC "SGS Georgia", 157 samples were taken, and no violations were found.
- A total of 6399 applications were submitted for certification to obtain export documentation. Based on the received applications, documentation for various purposes was issued: VI-1 form certificate /for EU countries/ - 1706 pieces; Certificate of Conformity - 5983 pieces; A total of 7689 certificates were issued to various alcoholic beverage manufacturers by the Certification Department of the National Wine Agency.
- For the purpose of organoleptic testing of exported alcoholic beverages, 69 tastings were conducted. A total of 3435 samples were submitted for tasting. Of these, 163 samples failed the tasting, and the remaining 3272 samples were positively evaluated.

Vineyard Cadastre Program



The Viticulture Cadastre Department of the LEPL National Wine Agency, within the framework of the "Viticulture Development Measures" subprogram, performed the following works in the 3rd quarter of the current year:

"Ruka Mapping" LTD, the company identified by the tender competition, completed aerial photography in the following administrative units of Keda Municipality: Keda settlement, Merisi village,

Octoberi village, Kolotauri village, Zvare village, Kvashta village, Sabaduri village, Tkhmorisi village and submitted the completed work in electronic form.

The processing of this material is underway for uploading to the server. Updating of cadastral data on vineyards (change of viticulturist, planting or uprooting of vineyards, etc.) was ongoing continuously, with a total of about 2100 vineyard extracts issued. Field inspections were carried out - a total of 135 plots of 90 winegrowers were inspected.

Scientific Program for Research and Promotion of Vine and Wine Culture



The National Wine Agency launched the "Scientific Project for the Study of Georgian Vine and Wine Culture" in 2014 within the framework of the "Promotion of the Origin of Georgian Vine" program, the purpose of which is to collect new data for Georgia, as a country confirmed to be the oldest center of wine culture, in different historical periods, reconstruction of the continuous history of viticulture-winemaking, research of agronomic and enological potential of viticulture-winemaking and promotion of Georgian wine. It fulfills this goal in a multidisciplinary research format, which involves scientists from Georgian and world's leading universities and scientific centers.

The following works were performed during the reporting period:

- An agreement was signed with the LEPL "Cultural Heritage Research Society" for the purpose of conducting archaeological research on the multi-layered settlement of "Deer Horn" located in Adigeni Municipality (Samtskhe-Javakheti) to study the history of vine and wine in this region. The first settlement on this site dates back to the Early Bronze Age (3400 BC) and has existed continuously for 3000 years. It is planned to carry out excavations for one month and study the obtained material using multidisciplinary research methods, including taking analytical samples for dating and laboratory research.
 - The book "Viticulture and Winemaking in Imereti in the Nineteenth Century" by E. Nakashidze and I. Vatsadze was prepared in the department and, after going through the appropriate procedures, was submitted to the printing house for publication. The book will be published within the framework of the project's established series "Georgian Vine and Wine: Literary Heritage" and will be the sixth book in this series.
 - A study of 8 rare varieties of Georgian vines using molecular genetics methods was carried out at the Conegliano Viticulture and Enology Research Center (Italy) for their identification by comparing them with the databases of this institute. The results provided to the National Wine Agency will be used to characterize these varieties and define their protection strategy.
 - An article titled "Performance of Georgian Grapevine Varieties in a Vineyard Infected by Flavescence Dorée Phytoplasma in Piedmont, Northwestern Italy" was published in the English-language scientific journal Agriculture (Volume 15, Issue 18, Article #1988, Impact Factor 3.6) under the leadership of Professor Fabio Quaglino of the University of Milan (Italy) and authored by researchers from the Universities of Milan and Turin.
- 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](https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ))

Marshal Gelovani 32, 0159, Tbilisi, Georgia. T: +995 32 974103. ,
www.wine.gov.ge, E: info@wine.gov.ge