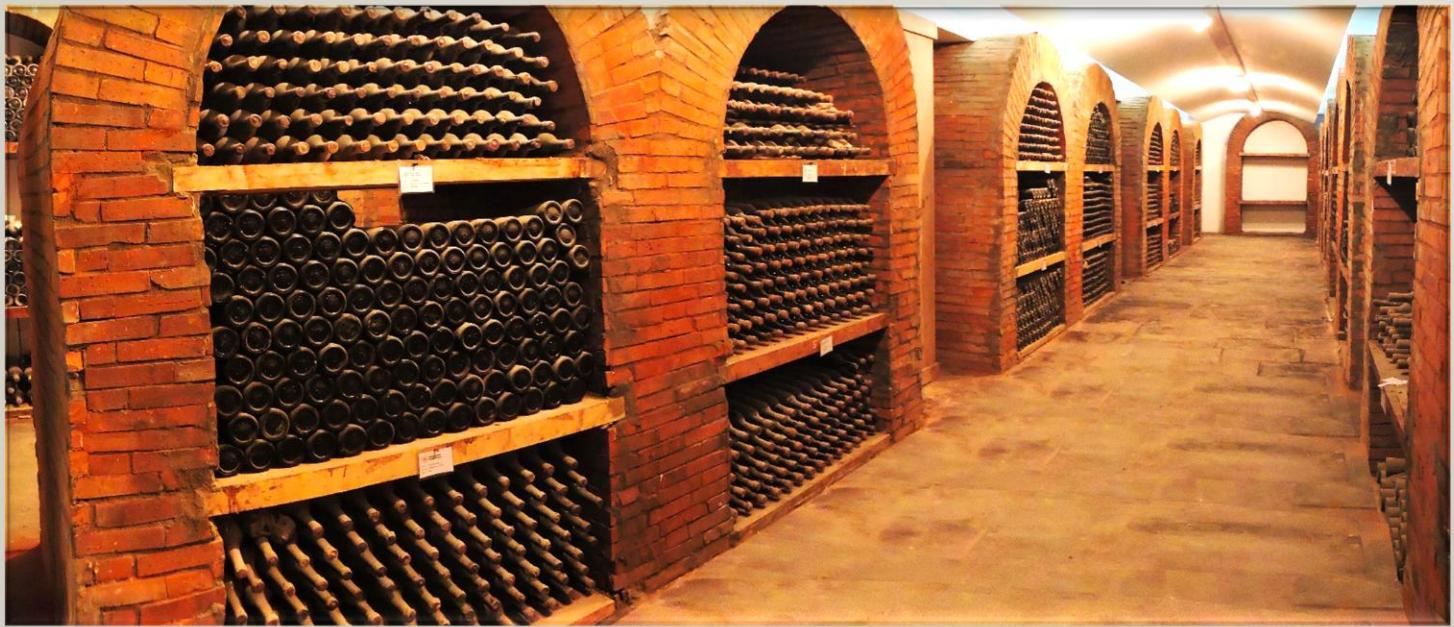




**Report**

**2025 Year**



## **Introduction**

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The primary function of the LEPL National Wine Agency is to foster the growth of the viticulture and winemaking industry. To achieve this objective, the National Wine Agency operates in the following areas:

- Development of viticulture;
- Promotion of the popularization of Georgian wine and export growth;
- Organization of the harvest process;
- Research and popularization of Georgian grape culture;
- Development of the Georgian wine designation of origin system;
- Laboratory research of wine



Brazil, Armenia, and Uzbekistan.

Within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market, 32 events were held in Georgia, including 30 exhibition-festivals.

In Georgia, 18 wine tours were organized for foreign wine professionals and media representatives. Approximately 250 wine-producing companies and wineries participated in these events.

Among the marketing activities, the following are noteworthy:

#### **Presentation of Georgian Wine in Japan**

On January 24, with the support of the National Wine Agency and the Japanese international competition SAKURA Japan Women's Wine Awards, a presentation of Georgian wine was held in Tokyo. The event consisted of two parts: a presentation and tasting of Georgian wine and a master class on pairing Georgian wine and Japanese cuisine. The Georgian wine tasting was led by Ana Godabrelidze, the Chairwoman of the Tasting Commission of the National Wine Agency, and the presentation was led by Tamta Kvelaidze, the Head of the Agency's Marketing and Public Relations Department. In addition, Anna Godabrelidze and Tamta 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

#### **Popularization of Georgian Wine**

In 2025, within the framework of the State Program for the Promotion of Georgian Wine, and with the financial and organizational support of the National Wine Agency, Georgian wine was presented in 21 countries at 58 exhibitions and festivals and 322 tasting events worldwide.

The participating countries included: the United States of America, Spain, France, Italy, Germany, China, Japan, Slovenia, the United Kingdom, Denmark, South Korea, Norway, Poland, Austria, Belgium, the Netherlands, Finland, Canada,

Kvelaize were invited to serve as jury members of the SAKURA Japan Women's Wine Awards competition, which was held in Tokyo.

### **Madrid Fusión 2025**

From January 27 to 29, with the support of the National Wine Agency, Georgian wine companies participated in the gastronomic congress Madrid Fusión 2025 held in the capital of Spain, Madrid. Four Georgian wine-producing companies presented wines of various names. Within the framework of the event, a Georgian wine tasting seminar was also held. A representative of the National Wine Agency, Irakli Cholobargia, introduced wine professionals to different styles of Georgian wine, including qvevri and classical wines. At Madrid Fusión 2025, the Georgian stand was organized by the Georgian National Tourism Administration, where Georgian wine was showcased alongside Georgian gastronomy over the course of three days.

### **„RAW Wine Paris 2025“**

On February 9–10, in Paris, with the support of the National Wine Agency and the Embassy of Georgia to the French Republic, nine qvevri wine-producing wineries participated in the international natural wine exhibition RAW Wine Paris 2025. RAW Wine is one of the most prominent international exhibitions bringing together producers of high-quality natural, organic, and biodynamic wines. The exhibition is organized by renowned French Master of Wine Isabelle Legeron. The exhibition featured nearly 100 natural wine producers from 15 countries, including countries renowned for their winemaking traditions such as France, Italy, Spain, Portugal, and others.

### **„Wine Paris 2025“**

From February 10 to 12, in Paris, with the support of the National Wine Agency and the Embassy of Georgia to the French Republic, 13 Georgian wine companies participated in the large-scale wine and spirits exhibition Wine Paris. In parallel with the exhibition, at the Paris school of gastronomy and hospitality management Le Cordon Bleu, a presentation and tasting of Georgian wine was held by a representative of the National Wine Agency, Irakli Cholobargia, for participants of the school's oenology and wine management course. The participants of this course are future wine experts, sommeliers, export-import specialists, buyers, and wine writers; therefore, introducing Georgian wine to them is of particular importance.

### **„SLOW WINE FAIR 2025“**

From February 23 to 25, with the financial and organizational support of the National Wine Agency, nine qvevri wine-producing companies participated in the international natural wine exhibition SLOW WINE FAIR held in the Italian city of Bologna. SLOW WINE FAIR was held for the fourth time, and Georgian wine cellars participated in the exhibition for the first time. In total, nearly 1,000 wine producers from 29 countries took part in the exhibition. Alongside Italian wines, wines from France, Spain, Germany, and Austria were

also presented. Traditionally, SLOW WINE FAIR was attended by thousands of visitors, including wine professionals and representatives of the trade sector, which is important for the promotion of qvevri wine, the identification of potential importers by wine producers, and the growth of exports.

### **„ProWein Dusseldorf 2025“**

From March 9 to 11, in the German city of Düsseldorf, 24 Georgian wine-producing companies participated in one of the world's largest international exhibitions of wine and alcoholic beverages, ProWein Düsseldorf. This year marked the 25th anniversary of Georgia's participation in ProWein Düsseldorf. Within the framework of the exhibition, the National Wine Agency organized a branded Georgian wine stand at a conference hosted by the prestigious German media holding Meininger. The stand showcased nearly 300 bottles of wine from 24 Georgian wine-producing companies, and a professional tasting was held, led by Georgian wine expert Inge Mainzer. In addition, three more Georgian wine tastings were conducted at ProWein Düsseldorf by the well-known German influencer and sommelier Toni Askitis.

### **„Foodex Japan 2025“**

From March 11 to 14, a Georgian wine tasting seminar was held within the framework of the international food and beverage exhibition Foodex Japan 2025 in Tokyo. The event was led by a representative of the National Wine Agency, Irakli Chlobargia. The tasting featured wines produced by various Georgian wine companies, including both qvevri wines and wines made using classical methods. The presentation held within the framework of the tasting covered the history of the development of Georgian winemaking culture and the current state of the wine industry. The event was attended by wine importers, retail and wholesale sales agents, and wine professionals.

### **Georgian Wine Tasting in Warsaw**

On March 15, a Georgian wine tasting was held in Warsaw, led by professional sommelier Wojciech Starzycki, a member of the Polish Sommelier Association. The tasting seminar was organized with the support of the National Wine Agency, the Agency's contracted marketing company People PR, and the Polish wine magazine Trybuszon. Wines produced by approximately 10 Georgian wine companies were presented, including both qvevri wines and wines made using classical methods. The tasting was attended by sommeliers, representatives of the HoReCa sector, and importers. The event was held within the framework of one of Poland's largest exhibitions, Warsaw Wine Expo, which took place from March 11 to 13.

### **„Fine Wine Hotel Exhibition“**

From March 21 to 24, with the support of the National Wine Agency, 10 Georgian wine-producing companies participated in the Fine Wine Hotel Exhibition held in the People's Republic of China. Within the framework of the exhibition, a Georgian wine tasting seminar was also held, led by Master of Wine Fongyee Walker. The event was attended by approximately 100 guests, including wine professionals, importers, and representatives

of the HoReCa sector. The participation of Georgian companies in the exhibition will contribute to raising awareness of Georgian wine, identifying new partners, and strengthening export positions.

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

From March 25 to 27, the international wine and food exhibition The China Food & Drinks Fair was held in the city of Chengdu, People's Republic of China, with the participation of Georgian companies. With the financial and organizational support of the National Wine Agency, 23 Georgian wine-producing companies were represented at the exhibition. Within the framework of the three-day event, representatives of Georgian wine companies held meetings with partners and potential importers. The China Food & Drinks Fair has been held in China since 1955 and is one of the country's most significant exhibitions, attracting thousands of wine producers from around the world and up to one million visitors annually.

### **TEXSOM International Wine Competition**

With the support of the National Wine Agency and organized by the Agency's contracted American marketing company Colangelo & Partners, Georgia achieved outstanding results at the international wine competition of the Texas Sommelier Conference (TEXSOM), winning 1 Special Jury Award, 2 Gold medals, 13 Silver medals, and 15 Bronze medals (detailed information on the winning wines is available at: <https://texsom.com/results/>). The success of Georgian wine at such a prestigious international competition highlights its strong reputation and high quality, and contributes to increased global recognition and sales growth. A total of 50 Georgian wines and brands from various Georgian companies were presented at the TEXSOM competition; these wines are already available on the U.S. market.

### **Georgian Wine Tastings in the Largest U.S. Supermarket Chain H-E-B**

With the support of the National Wine Agency and organized by the partner American company A.G. Global Trade LLC, 27 Georgian wine tastings were held in March at the largest supermarket chain H-E-B in the U.S. city of Houston. Within the framework of each event, five Georgian wines were presented for tasting, along with presentations about Georgia as the cradle of wine and as a country with a modern and well-developed winemaking industry. Consumer-oriented events of this format aim to diversify markets for Georgian wine and support sales growth. The H-E-B supermarket chain, headquartered in the state of Texas, is among the largest companies in the United States and operates more than 400 stores across Texas and Mexico.

### **Georgian Wine Tasting at Columbia University in the United States**

On April 3, with the support of the National Wine Agency and organized by the Agency's contracted American marketing company Colangelo & Partners, a Georgian wine tasting and presentation was held at the Wine Club of Columbia University in the United States. The event featured six wines from various Georgian wine companies representing Georgia's viticulture regions and was attended by approximately 70 students. Both qvevri wines and wines produced using classical methods were tasted, with red wines receiving particular interest and appreciation. The Columbia University Wine Club has approximately 300 members.

### **RAW WINE Verona**

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On April 7, with the support of the National Wine Agency, five Georgian wine-producing companies participated in the international natural wine exhibition RAW WINE held in the Italian city of Verona. RAW WINE is one of the most distinguished international exhibitions, bringing together producers of high-quality natural, organic, and biodynamic wines. The exhibition is organized by renowned French Master of Wine Isabelle Legeron. The presentation of Georgian qvevri wine at RAW WINE is important for the promotion of qvevri wine, for enabling small and medium-sized wineries to identify potential importers, and for supporting export growth.

### **Georgian Wine Tasting in Norway**

On April 7, in Oslo, the capital of Norway, a Georgian wine tasting was held with the support of the National Wine Agency, featuring wines of various designations from 14 Georgian wine-producing companies. The event was attended by local sommeliers, wine experts, and representatives of the media and the HoReCa sector. Events of this format significantly contribute to increasing awareness of Georgian wine in the Scandinavian wine market. With the aim of promoting Georgian wine in the Scandinavian countries, the National Wine Agency has been actively implementing marketing activities in this market since 2022..

### **„ProWein Tokyo“**

From April 15 to 17, with the support of the National Wine Agency, nine Georgian wine-producing companies participated in the International Trade Fair for Wines and Spirits ProWein Tokyo. The exhibition attracted up to 50,000 visitors, including wine professionals and representatives of the commercial sector, which is important for increasing awareness of Georgian wine in Japan, establishing a presence on the market, and identifying trade partners. In Tokyo, an educational masterclass and tasting of Georgian wine was also held, attended by 30 wine professionals and representatives of the media and commercial sector. The tasting was led by Frédéric Cayuela, an expert of the Académie du Vin, who is also active in the Japanese wine sector and represents the Japanese company Oteroors K.K. Seven types of Georgian wine were presented at the tasting.

### **„Orange Wine Festival“**

On April 25, with the support of the National Wine Agency, six Georgian wine-producing wine cellars participated in the international amber wine festival Orange Wine Festival held in the city of Izola, Republic of Slovenia. The Orange Wine Festival was founded in 2012 and is held several times a year in different countries around the world. The festival was attended by more than 70 winemakers from the following countries: Georgia, Slovenia, Croatia, Austria, Italy, Hungary, Greece, the Czech Republic, and China.

### **International Qvevri Day**

On April 27, International Qvevri Day was celebrated in Georgia for the first time. Within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market, wine exhibitions, competitions, and festivals are held across Georgia, which is important for increasing wine tourism potential and developing wine consumer culture. The program is implemented by the National Wine Agency in coordination with the Ministry of Environmental Protection and Agriculture of Georgia. Within the

framework of this program, Qvevri Day was celebrated with the organization of the Georgian Sommelier Association.

### **„ZERO COMPROMISE“ 2025**

On May 2–3, within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market, the natural wine festival ZERO COMPROMISE was held in Tbilisi. The annual ZERO COMPROMISE festival has been held since 2018 on the initiative of the Natural Wine Association. This year, the festival featured 84 local member wine cellars of the association, as well as 30 wineries from various countries, including France, Italy, Spain, Austria, Japan, Australia, Taiwan, Mexico, Turkey, and Slovenia.

### **„Les Festives Gourmandes“**

From May 9 to 11, with the aim of market diversification and increasing export potential, Georgian wine was presented at the prestigious wine and gastronomy festival Les Festives Gourmandes in France, with the support of the National Wine Agency and organized by the Agency's contracted company Le Pont Caucasiens. The festival, held in the city of Chalon-sur-Saône, annually attracts up to 10,000 visitors, including sommeliers and representatives of the wine trade and HoReCa sector. This year, the festival celebrated its 20th anniversary.

### **New Wine Festival**

On May 10, within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market, the New Wine Festival was held in Tbilisi, at Mtatsminda Park. The New Wine Festival has been organized since 2010 by the Wine Club. Its aim is to promote traditional Georgian qvevri wine, discover new grape varieties and wineries, enhance the level of wine education in Georgia, and develop wine consumer culture. This year, the festival featured wines from the 2024 harvest produced by nearly 170 small, medium, and large wine producers.

### **„RAW Wine Tokyo“**

From May 10 to 11, five family wine-producing wine cellars participated in the exhibition RAW Wine Tokyo held in the capital of Japan, Tokyo. Japanese wine professionals and consumers had the opportunity to taste wines produced by the Georgian wine cellars: Andria's Wine, Artana Wines, Iora, Manavi Wines, and Gabriel's Wines. Visitors to the exhibition were introduced to the ancient traditions and culture of Georgian winemaking.

### **„RAW Wine Shanghai“**

On May 17, with the support of the National Wine Agency, three family wine-producing wineries participated in the exhibition RAW WINE Shanghai held in the city of Shanghai, People's Republic of China. Visitors to the exhibition, including wine professionals, representatives of the commercial sector, and

consumers, had the opportunity to taste wines produced by the Georgian wineries Iora, Manavi Wines, and Baghdati Estate.

### **Georgian Wine Professional Tasting in London**

On May 17, with the aim of increasing awareness of Georgian wine and supporting export growth in the United Kingdom market, a professional Georgian wine tasting titled The Georgian Palate was held in London, with the support of the National Wine Agency and organized by the Agency's contracted company Swirl Wine Group. The event featured Georgian wines of various styles and designations and was led by the founder of Swirl Wine Group, Master of Wine Sarah Abbott. The tasting was attended by wine professionals, as well as representatives of the media and sales sectors.

### **London Wine Fair 2025**

From May 19 to 21, with the support of the National Wine Agency, 16 Georgian wine-producing companies participated in the international wine and spirits exhibition London Wine Fair 2025. Within the framework of the exhibition, the head of the National Wine Agency's contracted British company Swirl Wine Group, Master of Wine Sarah Abbott, held three Georgian wine presentation-tastings for wine professionals, featuring wines from a total of 19 Georgian wine-producing companies.

### **Georgian Wine Presentation in Paris**

From May 19 to 22, Georgian wine tastings were held in Paris. A Georgian wine presentation and tasting took place at one of the most prestigious French gastronomy schools, Ferrandi Paris. Another Georgian wine tasting was held in the French capital for representatives of the HoReCa sector and Michelin-starred restaurants, with the main concept focused on pairing Georgian wine with French cuisine. Within the framework of the visit to France, the Chairperson of the National Wine Agency, Levan Mekhuzla, met with the Business Development Project Manager of the International Department of Ferrandi Paris, Nicolas Caillard. The parties discussed plans for future cooperation. The tastings held in Paris were led by the Chairperson of the National Wine Agency's Tasting Commission, Anna Godabrelidze.

### **„Interwine China 2025“**

From May 20 to 22, with the support of the National Wine Agency and organized by the Agency's contracted company Bogvi International Trading Company Ltd, wines of various designations from eight Georgian wine-producing companies were presented at the international wine and spirits exhibition Interwine China 2025 held in the city of Guangzhou, People's Republic of China. Interwine China is one of the largest alcohol exhibitions in China and has been held since 2005, twice a year, in spring and autumn. This year, wine products from 53 countries around the world were presented at the exhibition.

### **German Wine Professionals' Tour**

From May 20 to 25, with the aim of increasing awareness of Georgian wine and supporting export growth in the German market, a group of German wine sommeliers visited Georgia with the financial support of the National Wine Agency and organized by the Agency's contracted German marketing company ff.k Public Relations. The ten-member group of wine professionals visited Georgian wine-producing companies and wine cellars in Tbilisi and Kakheti, where they tasted Georgian wines of various styles.

#### **May 26 – “Georgia, the Cradle of Wine”**

On May 26, within the framework of the festive events dedicated to Georgia's Independence Day, the National Wine Agency was represented in the city of Kutaisi with the concept “Georgia, the Cradle of Wine”. The event featured the participation of 11 local wine producers from the Imereti region. In the historic Balakhvani district, a specially arranged festive space showcased visual and informational materials related to the history and traditions of Georgian wine and vine culture, including the diversity of wine and grape varieties of the Imereti region, a “Sommelier's Corner,” and a Georgian wine exhibition and sale.

#### **Georgian Wine Presentation in Helsinki**

On May 29, with the support of the National Wine Agency and organized by the Embassy of Georgia to the Republic of Finland, a professional presentation of Georgian wine was held at the historic palace The Finnish House of Nobility in Helsinki, within the framework of events marking Georgia's Independence Day. The Georgian wine presentation and tasting, led by a representative of the National Wine Agency, Irakli Chlobargia, was attended by industry experts, representatives of the HoReCa sector, and importers. The second part of the event included a formal reception for representatives of the Finnish government, the diplomatic corps, and the media, as well as wine professionals and influencers.

#### **„Bolnisi Protected Designation of Origin (PDO) Wine Festival“**

On May 31, the Bolnisi Protected Designation of Origin (PDO) Wine Festival was held for the third time, bringing together nearly 60 wineries from various regions of Georgia, including large producers as well as small, medium-sized, and family wineries. Within the framework of the festival, a designation of origin wine competition was held in accordance with the standards of the International Organisation of Vine and Wine (OIV). Jury members with international experience selected wines awarded with Grand Gold, Gold, Silver, and Bronze medals. The festival was attended by wine importers, experts, bloggers, and representatives of the tourism sector from European countries. The event was held within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market.

#### **„Georgian Grand Tasting“**

On June 3, a large-scale Georgian wine tasting titled Georgian Grand Tasting was held in Warsaw, organized by the National Wine Agency and the Agency's contracted Polish marketing company People PR. Products of 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

various types from 24 Georgian wine-producing companies were presented at the event. Within the framework of the tasting, three Georgian wine masterclasses were held, led by German Master of Wine Konstantin Baum and the head of the Polish company O-LILE, Ketevan Prangulaishvili.

### **Georgian Culture Days in Yerevan**

From June 5 to 7, the capital of Armenia, Yerevan, hosted the Georgian Culture Days. The event was held with the support and organization of the Government of Georgia, the Ministry of Culture, the Ministry of Environmental Protection and Agriculture, the Ministry of Foreign Affairs of Georgia, the National Wine Agency, and the Embassy of Georgia to the Republic of Armenia. On June 6, large-scale events dedicated to the promotion of Georgian history, culture, and Georgian wine were held in Yerevan. The events were attended by the Deputy Minister of Environmental Protection and Agriculture of Georgia, Solomon Pavliashvili, and the Chairperson of the National Wine Agency, Levan Mekhuzla.

Within the framework of the event, a Georgian wine tasting was held, featuring wines from 15 Georgian wine-producing companies.

### **„WinExpo Georgia 2025“**

From June 6 to 8, within the framework of the State Program for the Promotion of Georgian Wine Products on the Domestic Market, the 17th international wine and spirits exhibition WinExpo Georgia 2025 was held. The WinExpo Georgia exhibition is organized by the exhibition center ExpoGeorgia. Nearly 200 companies from seven countries — Germany, Armenia, Austria, Italy, France, Portugal, and Turkey — participated in the exhibition. The exhibition featured large and medium-sized producers of wine and alcoholic beverages, small wineries, as well as wine technologies, packaging materials, viticulture and winemaking machinery and equipment, accessories, and services. Within the framework of the exhibition, the 15th international wine competition Georgia International Wine Award was held.

### **Georgian Wine Presentation in New York**

On June 7, with the support of the National Wine Agency and organized by the Agency's partner company Vinoveli Inc, a Georgian wine tasting was held at the New York office of the American distribution company M.S. Walker. The event, attended by wine bloggers, importers, distributors, and representatives of the media and the HoReCa (hotel–restaurant–café) sector, focused on providing information about the history and culture of Georgian wine, as well as the diversity of wines and grape varieties. The tasting featured 30 wines representing 10 Georgian wine-producing companies.

### **Japanese Wine Professionals' Tour**

From June 7 to 12, Japanese wine professionals visited Georgia at the initiative of the National Wine Agency. The 12-member group was led by Japanese Master of Wine Kenichi Ohashi. Within the framework of the tour, the guests visited wine companies and wineries in the Imereti and Racha regions. Their impressions and 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

assessments will be published in Japanese media outlets and on various blogs, which will contribute to increasing awareness of Georgian wine. Kenichi Ohashi, head of the National Wine Agency's contracted marketing company Red Bridge, is the only Master of Wine in Japan.

### **RAW Wine Copenhagen 2025**

On June 8, with the support of the National Wine Agency, six family wine-producing wine cellars participated in the exhibition RAW Wine Copenhagen held in the capital of the Kingdom of Denmark, Copenhagen. Visitors to the exhibition, including wine professionals, representatives of the relevant commercial sectors, and consumers, had the opportunity to taste wines produced by the Georgian wineries Akhmeta Wine House, Andria's Wine, Doctor's Bio Winery, Manavi Wines, Matiashvili Wine Cellar, and Sherma Family Winery.

### **Georgian Wine Presentation in Antwerp**

On June 8, in the city of Antwerp, Kingdom of Belgium, within the framework of the international natural wine exhibition Naturale 2025, a presentation of Georgian wine was held with the support of the National Wine Agency and organized by the Agency's contracted company FLOW SRL. Georgian wine was presented at this exhibition for the first time. The Naturale 2025 exhibition was attended by Belgian wine professionals and importers, providing an additional opportunity to increase awareness of Georgian wine on the European market and to identify new trade partners.

### **Presentation of Georgian Wine in Brussels**

On June 14, in Brussels, the capital of the Kingdom of Belgium, a presentation of Georgian wine was held at the third exhibition of natural wines and alcoholic beverages, "Atomic PIF". The event was organised with the support of the National Wine Agency and by the Agency's contracted company, FLOW SRL. The exhibition featured products from 30 producers of wine and alcoholic beverages from Georgia, Belgium, France, and Germany. The exhibition and sales event was attended by wine professionals, representatives of the HoReCa sector, and importers, providing an additional opportunity to enhance the visibility of Georgian wine in the European market and to identify new trade partners.

### **"Georgia Festival" in Tokyo**

On June 15, within the framework of the "Georgia Festival" held in Tokyo with the support of the Embassy of Georgia in Japan and the Ministry of Culture of Georgia, a presentation of Georgian wine was also organised. Japan is one of the strategic markets for Georgian wine, where the first large-scale presentation of Georgian wine took place in 2014. Since then, with state support, Georgian wine companies have regularly participated in international exhibitions; tastings have been held in various cities across Japan, and wine tours to Georgia have been organised for Japanese wine professionals and media representatives. The Japanese market is

growing and, at the same time, represents one of the highest-value segments for Georgian wine, where the price of one litre of Georgian wine exceeds USD 6.

### **Presentation of Georgian Wine at the James Beard Foundation Ceremony**

On June 16, with the support of the National Wine Agency and organised by the Agency's contracted U.S. marketing company, Colangelo & Partners, a presentation of various styles of Georgian wine was held in the United States, in the city of Chicago, as part of the prestigious James Beard Foundation event. The James Beard Foundation Awards Ceremony, one of the most renowned and prestigious events in the culinary industry across the United States, was held this year at the Chicago Opera House. The ceremony celebrates outstanding achievements and innovations by chefs and restaurateurs, as well as successes within the food and beverage industry. The 2025 James Beard Foundation ceremony was attended by 1,500 guests, including representatives of the food and beverage industry and leading U.S. media organisations.

### **Tour of British Wine Professionals**

From 17 to 22 June, with the aim of increasing awareness of Georgian wine and promoting exports to the United Kingdom market, a 12-member delegation from the United Kingdom visited Georgia. The tour was organised with the support of the National Wine Agency and by the Agency's contracted company, Swirl Wine Group. The group, composed of British wine professionals, importers, and journalists, visited Georgian wine-producing companies in the Kartli and Kakheti regions, where they tasted Georgian wines of various styles. At a special "Walk-around Tasting" event held in Tbilisi, the British guests sampled wines of different designations from 16 companies.

### **Georgian Wine Featured in the Soap Opera "Somebody Feed Phil"**

On June 18, the fourth episode of the eighth season of "Somebody Feed Phil", one of the highest-rated series by the renowned American media company Netflix, was released. The episode was dedicated to Georgia and Georgian wine. For the filming of the episode, Netflix's creative team visited Georgia in the autumn of 2024. The National Wine Agency is actively implementing promotional campaigns to increase the awareness of Georgian wine in the United States. Advertising activities have been strengthened through influential media outlets such as CBS, CNN, The New York Times, and Wine Enthusiast, which has contributed to an increase in sales of Georgian wine in the U.S. market.

### **Presentation and Tasting of Georgian Wine in the Burgundy Region**

On 19 June, a presentation and professional tasting of Georgian wine was hosted by French wine expert Clémence Giraud. The event, held in the Nuits-Saint-Georges area, was attended by more than 80 guests, including representatives of the HoReCa and wine tourism sectors, sommeliers, buyers, wine producers, local industry experts, and journalists. As part of the event, a presentation was held of the new book by France-based scholar Nato Mamukashvili, "Burgundy Terroirs and the Traditional Method of Winemaking in Georgia." Guests also attended a screening of the documentary film "Georgia – The Cradle of Wine."

### **Presentation of Georgian Wine in the United States at the “Food & Wine Classic Aspen 2025” Festival**

From 20 to 22 June, with the support of the National Wine Agency and organised by the Agency’s contracted U.S. marketing company, Colangelo & Partners, a presentation of Georgian wine was held in the United States, in Aspen, Colorado, as part of the annual “Food & Wine Classic Aspen 2025” festival. The festival featured nearly 200 different alcoholic beverages. Over the course of three days, thousands of visitors to the 42nd edition of the festival had the opportunity to taste 20 varieties of Georgian wine. Within the framework of the festival, a professional seminar and tasting of Georgian wine was also held, attended by representatives of the commercial sector and consumers.

### **Presentation of Georgian Wine in Belgium**

On June 22, in Brussels, the capital of the Kingdom of Belgium, the festival “Georgian Natural Wine Day” was held with the support of the National Wine Agency and organised by the Agency’s contracted company, FLOW SRL. The festival featured products from seven producers of wine and alcoholic beverages and was attended by wine professionals, representatives of the HoReCa sector, and importers, providing an additional opportunity to increase the visibility of Georgian wine on the European market and to identify new trade partners.

### **Georgian Wine Forum” in the United States**

From 23 to 24 June, the 8th Georgian Wine Forum was held in the cities of Davis and San Francisco, California, with the support of the National Wine Agency and the Consulate General of Georgia in San Francisco, and organised by the Georgia–America Business Council. Within the framework of the forum, a scientific seminar was held at the Robert Mondavi Institute in the city of Davis, with the participation of scientists, economists, and wine professionals. During the conference, participants discussed strategies for establishing Georgian wine on the U.S. market, the marketing potential of Georgian wine in the United States, and the current state of the modern Georgian wine industry. In addition, a conference and a Georgian wine tasting were held in San Francisco, focusing on Georgian wine culture, its history, varietal diversity, unique winemaking methods, as well as the economics and marketing of Georgian wine.

### **Presentation of Georgian Wine in Shanghai**

From 23 to 27 June, the Chairman of the National Wine Agency, Levan Mekhuzla, attended one of the world’s most prestigious wine competitions, the “Shanghai International Wine Challenge” (SIWC), held in Shanghai. Within the framework of the five-day competition, one full competition day was dedicated exclusively to Georgian wine. The 19th edition of the competition has been held annually since 2006 and aims to showcase the highest quality wines worldwide, as well as to promote the development of international trade and cultural relations in the Chinese market. Nearly 200 Georgian wines were presented at the competition. At the Shanghai International Wine Challenge (SIWC), Georgian wines received a total of 96 awards: 10 Platinum, 44 Gold, 35 Silver, 2 Best Trophy, and 5 Popular awards. As part of the event, a masterclass and tasting of Georgian wine were also held, led by the Chairman of the National Wine Agency, Levan Mekhuzla, and the Chair of the Agency’s State Tasting Commission, Ana Godabrelidze.

## **Seoul Wine and Spirits Expo 2025**

From June 26 to 28, the Deputy Minister of Environmental Protection and Agriculture, Solomon Pavliashvili, and the Deputy Chairman of the National Wine Agency, Zurab Vacharadze, attended one of the most prestigious international exhibitions, the “Seoul Wine and Spirits Expo 2025,” held in the Republic of Korea. Six Georgian wine companies participated in the exhibition, providing Georgian producers with an opportunity to present their products to local wine professionals, importers, and media representatives. Within the framework of the exhibition, a large-scale presentation of Georgian wine was held in Seoul, including a wine masterclass, a tasting, and a “Georgian Wine Festival,” which also featured pairings of Georgian wine with Korean cuisine. As part of the visit to the Republic of Korea, members of the Georgian delegation held meetings with representatives of the winemaking industry and the commercial sector.

## **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 members of the media. Alongside the tasting of Georgian wines, Sarah Abbott delivered a presentation on Georgian wine culture and history, as well as on the modern Georgian wine industry. Sarah Abbott is the head of the British marketing company Swirl Wine Group, with which the National Wine Agency has been cooperating since 2015.

## **Visit of American Master of Wine Lisa Perrotti-Brown to Georgia**

Within the framework of cooperation between the National Wine Agency and the American company Big Sky Ranch Inc., American Master of Wine Lisa Perrotti-Brown visited Georgia from 8 to 16 July. During her visit, Lisa Perrotti-Brown visited Georgian wineries and wine companies in the Kakheti region, where she tasted a wide range of Georgian wines on site and became acquainted with traditional Georgian winemaking technologies. In Tbilisi, over the course of two days, she tasted nearly 100 wines from various wine companies at a special tasting event. Reviews of the wines selected by the Master of Wine were published in an article by *The Wine Palate*. The purpose of cooperation with the renowned American Master of Wine is to promote Georgian wine and increase its visibility in the United States.

## **Presentation of Georgian Wine Held in Düsseldorf, Germany**

On August 21, with the financial support of the National Wine Agency and organised by the well-known German influencer and sommelier Toni Askitis, a Georgian wine tasting was held in the city of Düsseldorf, Germany. Toni Askitis shares news and trends from the wine sector through his popular channel #AskToni. Presentations of various styles of Georgian wine took place at Toni Askitis’s wine bar, Pelican Fly, as well as at an outdoor tasting event titled “Tasting in the Park,” held in a local park. In addition, with the financial support of the National Wine Agency and organised by the international marketing company Meiburg Wine Media, a wine tour was conducted in Georgia.

### **Visit of a Group of American Master Sommeliers**

From 28 August to 1 September, with the support of the National Wine Agency and organised by the Agency's contracted U.S. marketing company, Colangelo & Partners, a tour of American wine professionals was held in Georgia. The group included Paul Yanon, Vice President of Colangelo & Partners, as well as Master Sommeliers with extensive experience working in Michelin-starred restaurants and the HoReCa sector across various U.S. states. Master Sommeliers are regarded as some of the most highly qualified, influential, and sought-after experts in the wine industry, possessing extensive professional expertise related to wine. Within the framework of the tour, the American Master Sommeliers visited Georgian wine-producing companies in the Kakheti region, where they became acquainted with Georgian winemaking technologies and tasted Georgian wines produced using both classical and traditional methods. A Georgian wine masterclass and tasting were also held for the guests in Tbilisi.

### **Marketing Campaign in German Wine Retail Chains**

In August, with the support of the National Wine Agency and organised by the Agency's contracted marketing company, FF.K Public Relations, an active marketing campaign for Georgian wine was launched in Germany across wine retail chains. The aim of such consumer-oriented initiatives is to promote increased sales of Georgian wine in export markets. Within the framework of the campaign, Georgian wine was featured in a dedicated promotional area in more than 300 stores of Jacques' Wein-Depot, one of the most prestigious wine retail chains in the German wine market. In addition, as part of the campaign, an online shelf and a dedicated page for Georgian wine were launched on 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 continues to grow annually.

### **Tour of Wine Professionals from Asia**

The tour brought together a 10-member group of wine professionals and representatives of the commercial sector from Singapore, Australia, and Hong Kong. During the tour, held from 28 August to 2 September, the participants became acquainted with Georgian winemaking traditions and modern technologies in the Kakheti and Kartli regions, and tasted a wide range of Georgian wines produced using both qvevri and classical methods. A Georgian wine tasting was also held in Tbilisi for the tour participants, featuring wines of various designations from 16 wine-producing companies.

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

From 5 to 7 September, with the support of the National Wine Agency and organised by the Agency's contracted company, Wijnimport Bleeker, a presentation of Georgian wine was held in Amsterdam within the framework of the international "Amsterdam Wine Festival." Thousands of visitors to the festival were given

the opportunity to taste wines of various styles produced by Georgian wine companies, including wines made using both classical and qvevri winemaking methods.

### **Presentation of Georgian Wine in Warsaw**

From 6 to 7 September, with the support of the National Wine Agency and organised by the Agency's contracted Polish marketing company, People PR, a Georgian wine tasting was held in the capital of Poland as part of the "Warsaw Night Market" festival. The festival, which enjoys strong popularity in the Polish wine market, traditionally attracts thousands of wine consumers, as well as wine professionals, importers, representatives of the HoReCa sector, and members of the media.

### **Presentation of Georgian Wine in London**

On September 10, with the aim of increasing awareness of Georgian wine and promoting export growth in the United Kingdom market, a professional Georgian wine tasting titled "The Georgian Palate" was held in London. The event was organised with the support of the National Wine Agency and by the Agency's contracted company, Swirl Wine Group. The tasting featured Georgian wines of various styles and designations and was attended by wine professionals, as well as representatives of the media and the sales sector. The event was hosted by Sarah Abbott, Master of Wine and founder of Swirl Wine Group.

### **Tour of U.S. Wine Trade Representatives in Georgia**

From 7 to 12 September, a tour of U.S. wine trade representatives was organised by the National Wine Agency and the American marketing company Colangelo & Partners. The 14-member professional delegation included Marion Helloway, Manager of the Georgian Wine Promotion Campaign, as well as representatives of the U.S. wine trade sector. Within the framework of the tour, the American guests visited Georgian wine-producing companies in the Kakheti region, where they became acquainted with Georgian winemaking technologies and tasted Georgian wines produced using both classical and traditional methods. A Georgian wine masterclass and tasting were also held in Tbilisi, giving the guests an opportunity to become familiar with wines from 16 Georgian wine-producing companies.

### **Presentation of Georgian Wine in Nagoya, Japan**

On September 17, a presentation on the history and culture of Georgian winemaking, grape varieties, and the modern wine industry was delivered by Kenichi Ohashi, 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. The event was attended by approximately 100 guests, including importers, buyers, representatives of retail chains, and members of the media. Nagoya, the largest and most densely populated city in Japan's Chubu Prefecture, serves as the regional capital and is a major transportation and industrial centre with a population of around 10 million. Nagoya is the third-largest city in Japan, after Tokyo and Osaka.

### **Large-Scale Georgian Wine Tasting in Los Angeles**

On 23 September, with the support of the National Wine Agency and the American marketing company Colangelo & Partners, a large-scale Georgian wine tasting titled “Wines of Georgia Grand Tasting” was held in Los Angeles, California. The event welcomed U.S. wine industry professionals, media representatives, and consumers. The programme included a tasting for more than 150 leading sommeliers, retailers, and members of the media, as well as a Georgian wine masterclass for invited buyers and consumers. The large-scale tasting featured approximately 120 bottles of Georgian wine of various styles from around 30 Georgian wine companies.

### **Media Tour from Germany**

From 23 to 28 September, with the aim of increasing awareness of Georgian wine and promoting exports in the German market, a media tour from Germany was organised with the financial support of the National Wine Agency and by the contracted marketing company ff.k Public Relations. Journalists, bloggers, and influencers from Germany visited Georgia as part of the tour. The ten-member group visited wine-producing companies and wineries in the Kartli and Kakheti regions, tasted Georgian wines of various styles, and became acquainted with qvevri production technologies and processes. A Georgian wine masterclass and tasting were also held in Tbilisi.

### **Large-Scale Presentation and Tasting of Georgian Wine in Kraków**

On September 24, with the support of the National Wine Agency and organised by the Agency’s contracted company in the Republic of Poland, O-Lile, a large-scale presentation and tasting of Georgian wine was held in the city of Kraków within the framework of the 60th anniversary celebrations of the Bunkier Sztuki Art Gallery. The event was attended by approximately 400 guests, including representatives of the arts, business, and political sectors. Alongside the tasting, an informational stand showcasing Georgian wine culture and history was arranged, contributing to increased awareness and promotion of Georgian wine.

### **„ProWine São Paulo 2025”**

From 30 September to 2 October, with the support of the National Wine Agency and the Embassy of Georgia in the Federative Republic of Brazil, five Georgian wine-producing companies participated in the international wine and spirits exhibition “ProWine São Paulo,” held in the city of São Paulo. Participation of Georgian producers in such large-scale exhibitions is important for increasing the visibility of Georgian wine and for the diversification of export markets.

### **Tour of Polish Wine Professionals**

From 29 September to 3 October, a tour of Polish wine professionals was held in Georgia, organised by the National Wine Agency and the Agency’s contracted marketing company, People PR. The eight-member delegation included wine importers, representatives of the commercial sector, and representatives of the contracted marketing company People PR. Within the framework of the tour, the guests visited the Kartli and 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

Kakheti regions, where they toured wineries, became acquainted with Georgian winemaking technologies, and tasted Georgian wines produced using both classical and traditional methods. A Georgian wine tasting was also held in Tbilisi for the Polish guests, featuring wines from 15 Georgian wine-producing companies.

### **Tour of German Influencers**

From 30 September to 5 October, with the aim of increasing awareness of Georgian wine and promoting exports in the German market, a tour of German influencers was held in Georgia with the financial support of the National Wine Agency and organised by the contracted marketing company ff.k Public Relations. The group, which included sommeliers, bloggers, and video and photo content creators, visited wine-producing companies and wineries in the Kartli and Kakheti regions. At the wineries, the guests tasted Georgian wines produced using both classical and traditional methods and became acquainted with the centuries-old history, culture, and traditions of Georgian winemaking. Reports and content produced by the influencers about Georgia and Georgian wine are expected to contribute to increased awareness and promotion of Georgian wine in Germany.

### **Presentation of Georgian Wine within the Framework of Milan Wine Week**

On 6 October, with the support of the National Wine Agency and the Consulate General of Georgia in Milan, Georgian wine was presented at the eighth international wine festival, “Milano Wine Week 2025,” held in the city of Milan, Italy. Within the framework of the nine-day festival, which is oriented toward wine industry professionals, consumers, and representatives of the media and commercial sectors, a series of events showcasing Georgian wine were organised. The National Wine Agency’s Events Manager, Irakli Cholobargia, delivered a presentation and masterclass on Georgian wine for wine professionals, importers, representatives of retail chains, and the media. “Walk-around” format tastings were also held.

### **Presentation of Georgian Wine in the Kingdom of the Netherlands**

From 6 to 8 October, with the support of the National Wine Agency and organised by the Agency’s contracted company, Wijnimport Bleeker, a presentation of Georgian wine was held in the Kingdom of the Netherlands, in the city of Maastricht, within the framework of the international gastronomic festival “Folie Culinaire.” During the three-day event, thousands of visitors were given the opportunity to taste approximately 50 wines of various styles—produced using both classical and qvevri winemaking methods—from around 20 Georgian wine companies. The festival has been held since 2013 and is attended by local wine experts, sommeliers, and representatives of the commercial, HoReCa, and media sectors, making it an important platform for increasing the visibility of Georgian wine and promoting export growth in the European wine market.

### **Large-Scale Presentation of Georgian Wine in Seoul**

On October 13, with the aim of diversifying export markets for Georgian wine, a large-scale presentation of Georgian wine was held in the capital of the Republic of Korea with the support of the National Wine Agency and organised by the Agency’s contracted Korean marketing company, Wine21.com. The event included a professional masterclass, a tasting, and a Georgian wine festival for 400 invited guests, among them wine industry experts, sommeliers, buyers, media representatives, and influencers. A presentation on the history of 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

Georgian wine and the modern wine industry was delivered by Mariam Metreveli, Marketing Coordinator of the National Wine Agency. In the second part of the event, a tasting was held for local importers, representatives of the HoReCa sector, and sommeliers, featuring wines from 13 Georgian wine-producing companies. The final part of the event concluded with a Georgian wine festival, including a formal reception for members of the diplomatic corps, local industry experts, journalists, and influencers, as well as informational activities related to the history and culture of Georgian wine.

### **Promotional Campaign for Georgian Wine in Germany**

With the financial support of the National Wine Agency and organised by the Agency's contracted marketing company, ff.k. Public Relations, a consumer-oriented marketing campaign for Georgian wine continued actively in Germany. The campaign includes promotional activities for Georgian wine within the prestigious wine retail chain Jacques' Wein-Depot and at HAWESKO Holding SE, the largest importer of premium wines in Germany. Launched in August, the campaign is focused on increasing consumer awareness of Georgian wine.

Promotional articles, banners, and interviews with Georgian winemakers have been published on the Jacques' Wein-Depot online platform. From October, Georgian wine gift boxes were also introduced into sales. Within the framework of the campaign, outdoor advertising banners promoting Georgian wine were placed at 350 locations in the vicinity of retail outlets where Georgian wine is available for purchase.

### **Tour of British Wine Professionals**

From 13 to 17 October, with the aim of increasing awareness of Georgian wine and promoting export growth in the United Kingdom market, a 12-member delegation from the United Kingdom visited Georgia. The tour was organised by the National Wine Agency and the Agency's contracted company, Swirl Wine Group. The delegation comprised sommeliers, wine importers, representatives of the media, and members of Swirl Wine Group. The British guests visited Georgian wine-producing companies and wineries in the Kartli, Imereti, and Racha regions. In addition to the regional tour, a special "Walk-around Tasting" was held in Tbilisi for British wine professionals, featuring wines of various designations from 16 Georgian wine-producing companies.

### **Presentation of Georgian Wine in France at a Gastronomy Festival**

From 18 to 19 October, with the aim of diversifying Georgian wine markets and increasing export potential, Georgian wine was presented at the prestigious wine and gastronomy festival "Arts & Vin" in France. The event was held with the support of the National Wine Agency and organised by the Agency's contracted company, Le Pont Caucasiens. The festival, which took place in the city of Théoule-sur-Mer, attracts thousands of visitors annually, including wine professionals and representatives of the HoReCa sector.

### **Presentation of Georgian Wine in France**

From 25 to 27 October, with the support of the National Wine Agency and organised by the Agency's contracted company, Le Pont Caucasiens, a presentation of Georgian wine was held at the wine and gastronomy festival "Salon Savim TERRAVINI" in the city of Nice, France. Visitors to Salon Savim TERRAVINI had the opportunity to discover wines of various designations from five Georgian wine-producing companies and small wineries. The festival is regarded as one of the leading wine and gastronomy

events in France and is attended annually by tens of thousands of wine professionals, representatives of the HoReCa sector, and consumers.

### **Georgian Wine Presented in Helsinki, Finland**

From 23 to 26 October, with the financial and organisational support of the National Wine Agency and the involvement of the Embassy of Georgia in the Republic of Finland, five Georgian wine-producing companies participated in the international wine and food exhibition “VIINI & RUOKA,” held in Helsinki, the capital of the Republic of Finland. The VIINI & RUOKA exhibition is regarded as one of the leading events in the Finnish wine sector, providing Georgian producers with an excellent opportunity to present their products directly to potential importers and to establish new trade partnerships.

### **„Karakterre“ 2025**

On 25 October, with the aim of increasing exports of Georgian wine to the U.S. market, eight Georgian wineries were presented at the international wine festival “Karakterre,” held in New York. The participation was organised by the National Wine Agency in cooperation with the American marketing company Colangelo & Partners. This year, the National Wine Agency also served as one of the sponsors of the festival.

“Karakterre” is regarded as one of the world’s leading wine festivals, bringing together organic, biodynamic, and natural wine producers from various countries. The festival is held annually at historic locations in Austria and in New York. This year, nearly 200 wine producers from around 30 countries participated in the festival. Thousands of visitors had the opportunity to taste up to 15 Georgian wines of various styles. A Saperavi masterclass was also held within the framework of the festival.

### **Georgian Wine Presented at the “China Food and Drinks Fair”**

From 16 to 18 October, with the support of the National Wine Agency and organised by the Agency’s contracted company, Bogvi International Trading Company Ltd, approximately 25 wines of various styles from eight Georgian wine-producing companies were presented at the international food and wine exhibition “China Food and Drinks Fair.” This year, the exhibition was held in the city of Nanjing, Jiangsu Province. The “China Food & Drink Fair,” which took place for the 113th time this year, is regarded as one of the most professional and influential exhibitions in Asia. The fair traditionally attracts up to 300,000 visitors.

### **Georgian Amber Wine Presented at the “Orange Glou Fair” in the United States**

On 26 October, with the aim of increasing awareness and promotion of Georgian amber wine in the U.S. market, approximately 15 wines from eight Georgian wineries were presented at the international wine exhibition “Orange Glou Fair,” held in New York. The participation was organised by the National Wine Agency in cooperation with the American marketing company Colangelo & Partners. The National Wine Agency was also one of the sponsors of the festival. The “Orange Glou Fair” featured participants from seven countries: Georgia, the United States, Austria, France, Hungary, Slovenia, and Germany. Around 40 companies presented approximately 150 wines at the exhibition. Within the framework of the festival, a tasting of Georgian amber wines was also held.

### **Presentation of Georgian Wine in Warsaw for HoReCa Sector Representatives**

On 30 October, with the support of the National Wine Agency and organised by the Agency’s contracted Polish marketing company, People PR, a Georgian wine tasting was held in the capital of Poland, Warsaw.

The event was attended by 40 guests, including professionals from the HoReCa sector (hotels, restaurants, cafés), representatives of Michelin-starred restaurants in Warsaw, and sommeliers. The programme included a seminar on Georgian wine culture and on promoting the growth of Georgian wine sales in Poland, as well as a tasting masterclass focused on pairing Georgian wine with cuisines from different countries. Within the framework of the event, a small-format “walk-around” tasting was also held, attended by six importers of Georgian wine operating in Poland.

### **First Georgian Amber Wine Festival “Amber Georgia” Held in New York**

On 8 November, with the support of the National Wine Agency and organised by the “Natural Wine” Association, the first Georgian amber wine festival, “Amber Georgia,” was held in the United States, in the well-known exhibition venue Industry City in New York.

At the festival, amber wines were presented by around 30 wineries from various regions of Georgia. The initiative to hold the amber wine festival was put forward to the National Wine Agency by the “Natural Wine” Association. Georgian amber wine—technologically defined as wine fermented on grape skins—under the designation “wine produced by prolonged maceration on pomace (skins),” has been added to the list of special wines of the International Organisation of Vine and Wine (OIV).

### **Georgian Wine Presented at One of the Most Prestigious Festivals in Canada**

From 6 to 8 November, Georgian wine was presented at one of the most prestigious wine and spirits festivals, “La Grande Dégustation de Montréal,” held in the city of Montreal. The participation was organised by the National Wine Agency with the support of the Embassy of Georgia in Canada. The “La Grande Dégustation de Montréal” festival has been held for the fifteenth year and is regarded as one of the largest events in the Québec region, attracting up to 10,000 visitors annually. Festival guests were given the opportunity to taste nine varieties of Georgian wine that are already available on the markets of Québec and Ontario.

### **“Wines of Georgia: Ancient Roots, Modern Flavours” – Georgian Wine Tasting in the United States**

From 6 to 8 November, with the support of the National Wine Agency and organised by the Agency’s contracted American marketing company, Colangelo & Partners, a presentation of Georgian wine was held in the United States at the “San Diego Food + Wine Festival,” in the city of San Diego. The event included professional tastings and a masterclass titled “Wines of Georgia: Ancient Roots, Modern Flavours.” In total, around 30 wines from various companies were presented at the festival. The “San Diego Food + Wine Festival” is one of the most renowned events in the wine and culinary sector and was named the best festival by readers of USA Today in both 2023 and 2024.

### **RAW Wine NYC 2025**

From 9 to 10 November, with the support of the National Wine Agency, around 20 Georgian family wineries participated in the “RAW Wine NYC” exhibition held in New York, United States. “RAW Wine” (The Artisan

Wine Fair) brings together producers of high-quality natural, organic, and biodynamic wines from around the world. The organiser of the RAW Wine exhibition is the renowned French Master of Wine, Isabelle Legeron. This year, with the support of the National Wine Agency, Georgian wineries also participated in RAW Wine exhibitions held in Paris, Shanghai, Tokyo, Copenhagen, and Verona.

### **“Georgia – A Small Country with Great Treasures”: Georgian Wine Presented in Shanghai**

From 12 to 14 November, in Shanghai, People’s Republic of China, 26 Georgian wine-producing companies participated in one of the most prestigious wine exhibitions in the industry, ProWine Shanghai, with the support and organisation of the National Wine Agency. Within the framework of the exhibition, a Georgian wine masterclass and tasting titled “Georgia – A Small Country with Great Treasures” was also organised by the National Wine Agency and hosted by Master of Wine Fongyee Walker. Wines from nine Georgian wine companies were presented at the tasting.

### **„Orange Wine Festival“**

On 18 November, with the support of the National Wine Agency, 26 Georgian wine-producing companies participated in the “Orange Wine Festival,” held in Vienna, the capital of Austria. The Orange Wine Festival has been held since 2012 and takes place annually in Austria, Italy, and Slovenia. Georgia’s participation in the festival provides an opportunity to showcase Georgian wine on a broad scale to consumers, international wine experts, and representatives of the global wine trade, thereby contributing to the diversification of Georgian wine markets and the growth of export potential. This year’s festival featured 350 wines from 90 producers representing 12 countries worldwide.

### **Presentation of Georgian Wine at the “Austin Food & Wine Festival” in Texas**

On 20 November, with the support of the National Wine Agency and organised by the Agency’s contracted American marketing company, Colangelo & Partners, a presentation of Georgian wine was held in the United States at the “Austin Food & Wine Festival” in Austin, Texas. The National Wine Agency was one of the festival’s official partners. The festival featured 23 wines from various Georgian wine-producing companies. Within the framework of the event, a tasting masterclass titled “Georgian Wine for Everyday Drinking” was also held. The Austin Food & Wine Festival, which has been held annually since 2012, traditionally attracts Michelin-starred chefs, sommeliers, wine professionals, representatives of the HoReCa sector, and consumers.

### **One of the Most Popular Wine Shows in the United States, “V Is for Vino,” Produced an In-Depth Feature on Georgian Wine**

The feature released on 23 November has a duration of over one hour and was distributed across all “V Is for Vino” platforms, including the official website, social media channels, the ReachTV cable television network, and screens in more than 90 airports across the United States. The programme highlights Georgia’s 8,000-year-old winemaking history and modern wine industry, while also presenting the country’s traditions and culture (<https://visforvino.com/georgia/>). The feature on Georgian wine is expected to reach hundreds of thousands of 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

viewers, providing an additional opportunity to strengthen the export position of Georgian wine in the U.S. market. Within the framework of the Georgian wine marketing campaign in the United States, and with the support of the National Wine Agency and its contracted American marketing company, Colangelo & Partners, the filming crew of the wine show “V Is for Vino” spent one week in Georgia in April of this year, visiting wineries across various regions of the country.

### **Article on Wines of Western Georgia Published in the American Publication “The Wine Palate”**

An article on wines of Western Georgia has been published in the American wine publication *The Wine Palate*. The author of the article is American Master of Wine Lisa Perrotti-Brown, who has more than 25 years of experience in the wine industry. Within the framework of cooperation between the National Wine Agency and the American company Big Sky Ranch Inc., Lisa Perrotti-Brown visited Western Georgia in October of this year. She travelled to the Imereti and Racha regions, where she became acquainted with a wide range of Georgian wines and traditional Georgian winemaking practices. A special tasting was also held in Tbilisi, during which Lisa Perrotti-Brown sampled around 50 wines from various wine companies. In the article, Lisa Perrotti-Brown presents her evaluations of the top 10 wines selected from those tasted in Western Georgia. The online publication *The Wine Palate* features a global database of wines evaluated by experts, with regularly updated reviews.

### **Gastronomy Festival “Salon Savim”**

From 21 to 24 November, with the support of the National Wine Agency and the Agency’s contracted company, Le Pont Caucasiens, a presentation of Georgian wine was held at the wine and gastronomy festival “Salon Savim,” which took place in the city of Marseille, France. Festival visitors were given the opportunity to become acquainted with wines of various designations from around 10 Georgian wine-producing companies and small wineries. Georgian wine was presented at the festival by Ilia Kakhoidze, an oenologist based in France and Head of the company Le Pont Caucasiens.

### **RAW Wine Berlin 2025**

On 30 November, with the support of the National Wine Agency and the Embassy of Georgia in the Federal Republic of Germany, four qvevri wine-producing wineries participated in the international natural wine exhibition “RAW Wine Berlin 2025,” held in Berlin. “RAW Wine” is one of the most prominent international exhibitions bringing together producers of high-quality natural, organic, and biodynamic wines. The presentation of Georgian qvevri wine at “RAW Wine Berlin” is important for promoting qvevri wine, enabling producers to identify potential importers, and supporting the growth of exports.

### **Wine Tour from the Republic of Korea**

From 25 to 29 November, a group of wine professionals from the Republic of Korea visited Georgia, organised by the National Wine Agency and led by Chan Jun Park, Vice President of the Korean Sommelier Association and founder of the Wine Writers’ Club. The eight-member delegation included sommeliers, importers, and influencers, who expressed strong interest in identifying new partners in Georgia, which is important for 32 Marshal Gelovani St., 0159, Georgia, Tbilisi. T: +995 32 974103. [www.wine.gov.ge](http://www.wine.gov.ge), E: [info@wine.gov.ge](mailto:info@wine.gov.ge)

increasing awareness of Georgian wine and expanding exports. Within the framework of the tour, the Korean wine professionals visited Georgian wine companies and wineries in the Kakheti region, where they became acquainted with Georgian winemaking technologies and traditions. Several wine tastings featuring different producers were also held in Tbilisi.

### **Salon Monte Carlo Gastronomie**

From 28 to 30 November, with the support of the National Wine Agency and the Agency's contracted company, Le Pont Caucasiens, a presentation of Georgian wine was held in Monaco at the gastronomy and wine festival "Salon Monte-Carlo Gastronomie." During the four-day festival, visitors were given the opportunity to become acquainted with wines of various designations from 10 Georgian wine-producing companies and small wineries. Georgian wine was presented at the festival by Ilia Kakhoidze, an oenologist based in France and Head of the company Le Pont Caucasiens.

The 28th edition of the festival attracted thousands of visitors, including wine consumers as well as representatives of the commercial and HoReCa sectors, making it an important platform for promoting Georgian wine.

### **Georgian Wine Tastings in New York**

With the support of the National Wine Agency and organised by the Agency's partner company, Vinoveli Inc., a presentation of Georgian wine was held at The Harvard Club in New York. In November, Vinoveli Inc. launched a promotional and marketing campaign through this event in cooperation with one of the leading U.S. distributors, Arjun Dewan. The aim of the campaign is to present wines from the Vinoveli Inc. portfolio to distributors, retail representatives, sommeliers, and journalists operating in the U.S. market, which is important for increasing awareness of Georgian wine. In addition, with the support of the National Wine Agency and organised by Vinoveli Inc., seven Georgian wine tastings were held in New Jersey and Massachusetts in designated promotional wine areas of retail chain supermarkets and sales outlets, featuring wines from various Georgian wine-producing companies.

### **Georgian Wine Tastings in the United States**

With the support of the National Wine Agency and organised by its partner American company, CORUS SYSTEMS INC., Georgian wine tastings were held in the states of New York and Connecticut across eight major supermarket chains. Within the framework of each event, five types of Georgian wine from three different companies were presented for tasting in designated promotional wine areas within supermarkets and retail outlets.

Organised by CORUS SYSTEMS INC., more than 100 Georgian wine presentations were held during the months of May, June, September, October, and November, with tastings continuing into December. Events of this consumer-oriented format aim to diversify export markets for Georgian wine and to promote sales growth.

In addition, with the support of the National Wine Agency and organised by the partner American company Saperavi Brothers, Georgian wine tastings were held at 20 retail locations, including wine and food chain supermarkets, in the state of Massachusetts. Within each event, five types of Georgian wine from three different companies were presented for tasting in designated promotional areas.

### **Nine Companies Receive Co-Financing under the "State Programme for the Promotion of Georgian Wine"**

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With the aim of increasing the export potential of Georgian wine and diversifying priority export markets, the Government of Georgia approved the “State Programme for the Promotion of Georgian Wine” in September 2021. The programme is implemented by the LEPL National Wine Agency, under the coordination of the Ministry of Environmental Protection and Agriculture of Georgia. Within the framework of the programme, the National Wine Agency provides co-financing of marketing expenses exclusively to companies that export Georgian wine to priority markets worldwide, excluding the CIS and GUAM countries. In 2025, under this programme, a total of GEL 692,969 in co-financing was allocated to nine Georgian wine-producing companies: Jiveli, Villa Mosavali, Teliani Valley, Vazisubani Estate, Winery Chelti, Kakhuri Traditional Winemaking, Dugladze Wine Company, Tiko Estate, and Shumi Winery. According to the programme’s terms, as a result of targeted marketing activities, these companies increased their export volumes in 2024 compared to 2023 across the markets of the United States, Europe, and Asia.

### Export



A total of approximately 89,7 million litres of wine, valued at USD 267.91 million, was exported to 71 countries worldwide (a decrease compared to the same period last year: 3% in value and 5% in volume).

Growth in revenues from wine exports was recorded in the following countries: Poland – USD 17 million (2%), China – USD 9,8 million (6%), Germany – USD 6 million (1%), Latvia – USD 4,7 million (16%), Lithuania – USD 2,6 million (5%), Canada – USD 1,3 million (+24%), Israel – USD 1,14 million (+23%), Japan – USD 1,13 million (+34%), France – USD 831 thousand (63%), and others.

Spirits amounting to 46,6 million litres, valued at up to USD 283 million, were exported to 55 countries worldwide (a decrease compared to the same period last year: 2% in value and 15% in quantity).

Overall, in 2025, total revenues from the export of wine and spirits reached USD 550,6 million.

The average export price of one litre of Georgian wine increased from USD 2.91 in 2024 to USD 2.98 in 2025.

The highest average prices per litre of Georgian wine were recorded in the following strategic markets: the United States of America – USD 6,20, Japan – USD 5,82, the United Kingdom – USD 5,10, Germany – USD 4,66, and the Baltic States – USD 3,68.

### Grape Harvest 2025

About 340 thousand tons of grapes were processed by 730 companies across Georgia, which is the maximum harvest of the last 30 years, and about 22 thousand winegrowers have realized it. The largest share of the

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processed grapes—approximately 327,000 tonnes—came from the Kakheti region, which also represents a record figure. In Racha, a record volume of up to 3,000 tonnes of various grape varieties was processed, with Aleksandrouli and Mujuretuli accounting for the largest share.

By government decision, no subsidies were granted to wine-producing enterprises in the Kakheti region this year. With regard to grape quality, a highly important decision was taken whereby surplus grapes were purchased by the state-owned company Harvest Management Company LLC at differentiated prices based on quality: Saperavi grapes harvested in the Kakheti region were purchased at GEL 1.50 per kilogram; other wine grape varieties permitted under the Law of Georgia On Vine and Wine were purchased at GEL 1.20 per kilogram; and non-standard, damaged, or diseased grapes were purchased at GEL 1.00 per kilogram. The price differentiation based on quality will be maintained and further tightened in 2026. High-quality grapes naturally contribute to the production of high-quality wine, which unequivocally ensures greater export opportunities, the entry into new markets, and increased competitiveness.

In the Racha region, a subsidy programme was implemented to stimulate the private sector. The subsidy was granted to all companies that paid grape growers no less than GEL 8 per kilogram for Aleksandrouli and Mujuretuli grape varieties. The amount of the state subsidy was set at GEL 4 per kilogram for both Aleksandrouli and Mujuretuli grapes.

### Wine Quality



companies.

Inspection control was conducted at 62 companies; of the 1,289 samples taken, violations were identified in 19 samples from 7 companies. In addition, among the 529 samples taken from 80 companies inspected by the Agency's contracted companies, Bureau Veritas Georgia LLC and SGS Georgia LLC, violations were identified in 3 samples from 3 companies. The inspection process involves verifying the conformity of alcoholic beverage samples submitted for certification with the respective production lots.

With the aim of increasing the competitiveness of alcoholic beverages produced in Georgia, the relevant departments of the LEPL National Wine Agency regularly carry out quality control of Georgian wine and other alcoholic beverages.

In 2025, within the framework of state control—aimed at verifying compliance of the technological winemaking process at production facilities with the requirements established by the legislation of Georgia—703 samples from 139 companies were inspected. Violations were identified in 14 samples from 9

Furthermore, for the purpose of organoleptic testing of alcoholic beverages intended for export, 279 tastings were conducted, with a total of 13,349 samples submitted for tasting. Of these, 520 samples did not pass the tasting, while the remaining 12,829 samples received positive evaluations.

Control of the local market was carried out on the products of 13 companies, with 26 samples taken, which are currently undergoing laboratory analysis.

For the purpose of obtaining export documentation, 24 538 applications were submitted for certification. Based on these applications, documentation of various types and purposes was issued.

- VI-1 form certificate - /for EU countries/ - 8 531 pieces
- Certificate of Conformity – 22 525 pieces
- A total of 31 056 certificates were issued in 2025.
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**The Government of Georgia reviewed and approved the Draft Law on Amendments to the Law of Georgia “On Vine and Wine.”**

The purpose of the Draft Law on Amendments to the Law of Georgia “On Vine and Wine” is to promote the production of high-quality and competitive grape-based alcoholic beverages, as well as to support compliance with the requirements of local and international markets necessary for their sale.

The Draft Law on Amendments to the Law of Georgia “On Vine and Wine” will regulate the rules governing vineyard development, product labelling, packaging in consumer containers, and record-keeping.

In recent years, interest in the viticulture and winemaking sector has increased significantly, as reflected in the intensive establishment of new vineyards.

It should be noted that in a number of cases vineyards have been developed using grape varieties not permitted for the relevant viticultural zones and sub-zones, or with seedlings produced in non-certified nurseries. This subsequently leads to problems both in grape production and marketing, as well as in wine production.

The new regulation provides for a requirement to obtain consent for the development of commercial vineyards, which will be issued by the LEPL National Wine Agency.

Taking into account the increase in the area of newly established vineyards and, consequently, grape yields, the amendments provide that, in order to ensure the high quality of wines and spirits with protected designation of origin, alcoholic beverages bearing a designation of origin must be produced exclusively from grapes harvested within the microzone defined in the production specification of the respective wine and/or spirit.

The amendments also establish requirements for all wine-producing companies to comply with technological process record-keeping and notification obligations in viticulture and winemaking practices.

The draft law will be submitted to the Parliament of Georgia for adoption. The draft was prepared by the Ministry of Environmental Protection and Agriculture of Georgia.

### Vineyard Cadastre Programme

During the current year, the Vineyard Cadastre Division carried out the following activities:

In accordance with the established standards governing the functioning of the cadastre (including vineyard development or uprooting, change of grape grower, and so on), vineyard data were continuously updated. In total, 5,151 vineyard extracts were issued.



Field inspections were carried out across Georgia. In total, 372 vineyard plots belonging to 220 grape growers were verified. Regular consultations were held with ABACO aimed at improving and further developing the vineyard cadastre database and its functionality.

Vineyard extracts issued in 2021–2022 were reviewed and digitised; the ABACO database was updated accordingly, and the archival register of vineyard extracts was completed.

A tender proposal was prepared, and through a competitive process the winning company, Ruka Mapping LLC, was selected. The company carried out aerial photography and produced orthophotos of vineyards in the following administrative units of Keda Municipality: the town of Keda, and the villages of Merisi, Oktomberi, Kolotauri, Zvare, Kvashta, Sabaduri, and Tskhmorisi. The resulting materials were processed and uploaded to the server.

Data from the previous year were consolidated, on the basis of which the 2024 report titled “Vineyard Cadastre of Georgia – 2024 Report” was prepared and published in Georgian and English (63 pages). In order to inform grape growers about the registration of new vineyards and the updating of changes related to registered vineyards, informational posters were prepared and printed for distribution across municipalities.

### ➤ Scientific Research on Georgian 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 programme “Promotion of the Origin of Georgian Vine.” The project aims to collect new data for Georgia—a country recognized as one of the world’s ancient centres of wine culture—across various historical periods; to reconstruct the continuous history of viticulture and winemaking; to study

the agronomic and oenological potential of Georgian viticulture and winemaking; and to promote Georgian wine. These objectives are pursued through a multidisciplinary research format involving scholars from Georgia and from leading universities and research centres worldwide.

During the reporting period, the following activities were carried out:

- Archaeological research was conducted with the participation of the Georgian National Museum at a Neolithic-period site known as "Gadachrili Gora," located on the Marneuli Plain. Within the framework of the project, the following activities were carried out: archaeological excavations and cleaning works on the cultural layers of the archaeological site over a total area of 250 m<sup>2</sup>; preparation of the uncovered mudbrick structures for conservation and restoration works; laboratory processing of the recovered archaeological artefacts; and the collection of analytical samples for dating, as well as for laboratory and interdisciplinary studies.
- For the first time in the history of the project, the Cultural Heritage Research Society (N(N)LE) conducted archaeological research in Adigeni Municipality (Samtskhe-Javakheti) at the multilayer former settlement known as "Irmis Rqa" (Deer's Antler), aimed at studying the history of viticulture and winemaking in the region. The earliest settlement at the site dates back to the Early Bronze Age (circa 3400 BC) and shows continuous occupation for approximately 3,000 years. During the one-month archaeological research campaign, ceramic artefacts and vessel bases associated with viticulture and winemaking were excavated and recovered for subsequent analysis using biomolecular archaeology methods to identify tartaric acid. Archaeobotanical and paleobotanical materials were also collected for laboratory analysis and radiocarbon dating. In addition, the recovered artefacts were photo-documented and catalogued for inclusion in the report submitted to the National Wine Agency.
- A group of researchers from the Georgian National Museum conducted archaeobotanical and palynological laboratory studies on material taken from archaeological sites of the "Shulaveri Culture" (6th millennium BC): 1) from the site "Gadachrili Gora," based on excavations carried out by the National Museum in 2025; and 2) from the site "Mashavera Gora." The research was carried out under the supervision of archaeobotanist Nana Rusishvili and palynobiologist Eliso Kvavadze. As a result of the study, the following findings were identified: pollen grains of grapevine (*Vitis vinifera*) at Gadachrili Gora, alongside pollen from herbaceous plants (wheat, other cereal crops, and weeds) and woody plants, enabling the reconstruction of the climatic conditions of the period; rich archaeobotanical material, including plant seeds (among them cereal crops), at both sites; and one grape seed discovered at Mashavera Gora.
- At the Weizmann Institute of Science (Israel), four samples of grape seeds from three different archaeological sites were dated using the C14 radiocarbon method. The samples were submitted by the Georgian National Museum and the Krukowski Georgian-Polish Interdisciplinary Research Centre (Kutaisi). Specifically, the samples included: 1) two samples from a site in Kutaisi dating to the end of the second millennium BC; 2) one sample from an Early Medieval site in Ilmazlo (Marneuli); and 3) one sample from a Late Medieval site in Kutaisi. The results of these radiocarbon datings will enable the continuation of morphometric and DNA studies of grape seeds.
- Professor Patrick McGovern of the University of Pennsylvania Museum conducted research on the accumulation of organic acids and their quantitative and qualitative transformations in wild (forest) grapevines and cultivated grape varieties of Georgia at the Cornell Craft Beverage Analytical Laboratory (CCBAL) of Cornell University (Geneva, New York). A total of 179 samples were examined. The study was

followed by the synthesis and scientific interpretation of the obtained results, providing a basis for the preparation of a publication for submission to a peer-reviewed scientific journal.

- At the Conegliano Research Centre for Viticulture and Oenology (Italy), eight rare grapevine varieties native to Georgia were studied using molecular genetics methods for the purpose of their identification through comparison with the institute's reference databases. The results provided to the National Wine Agency will be used to characterise these varieties and to define strategies for their conservation and protection.
- Researcher Gabriella De Lorenzis of the University of Milan (Italy) conducted laboratory analyses of 23 wild grapevine samples collected under the project and preserved in the field collection, using molecular markers (18k SNPs). The Georgian wild grapevine samples were subsequently compared with 112 wild grapevine samples from the Mediterranean Basin. Based on the results obtained, a scientific article entitled "Unveiling the Genetic Uniqueness of Georgian Wild Grapevine Germplasm within the Mediterranean Context" was prepared and submitted for publication to the sectoral scientific journal OenoOne in the field of viticulture and oenology.
- Researcher Gabriele Cola of the University of Milan (Italy), in cooperation with Georgian researchers, carried out data collection and research in the field of agroclimatology of Georgian viticulture. The study was conducted in the following directions: Processing meteorological data for the period 2014–2024 provided by the National Environmental Agency, integrating these data with the baseline dataset covering 1974–2013, and ultimately compiling a consolidated dataset for 1974–2024. This was followed by an analysis of trends and discontinuities in temperature and precipitation data in order to characterise the current agroclimatic conditions of Georgian viticulture.
- Professor Laura Rustioni of the University of Salento (Italy) provided consultancy services to Italian (University of Salento) and Georgian (Caucasus International University) research teams in the following areas: Research into the specific features of grapevine propagation methods during the domestication process of European grapevine (*Vitis vinifera* L.), using Georgian grapevine varieties as a case study, and the organisation of observations of the phenological phases of Georgian grape varieties under different climatic conditions in Italy and Georgia as an indicator of adaptation to climate change. Based on the research findings, the article "Differences in Rooting Ability between Wild and Cultivated *Vitis vinifera*" was published in the sectoral scientific journal OenoOne and presented at the GiESCO International Viticulture Conference in July 2025.
- Professor Osvaldo Failla of the Faculty of Agriculture at the University of Milan provided written consultancy on general issues of viticulture and winemaking, as well as on topics of particular relevance to Georgia. The consultancy covered agrometeorology; the study of viticultural landscapes and soils; the agronomic characteristics of grape varieties (including screening for disease resistance); the oenological, cultural, and commercial characteristics of wines; and research into the Georgian grapevine gene pool, including wild grapevines, using molecular genetics methods.
- Within the framework of the series established by the project, "Georgian Vine and Wine: Literary Heritage," two books were published:

Gventsadze Luka and Mirotadze Aleksandre (2025). Viticultural Regions of Racha–Lechkhumi. Tbilisi. National Wine Agency publication. 116 pages.

Nakashidze E and Vatsadze I. (2025). Viticulture and Winemaking in Imereti in the Nineteenth Century. National Wine Agency publication. 87 pages.

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The books are intended for industry professionals, professors and lecturers, students, and a broad audience of readers interested in the subject.



### Development of the System of Protected Designations of Origin for Georgian Wine

**The Protected Designations of Origin Registered in Georgia Have Been Expanded to Include “Lechkhumi,” “Racha,” and “Sazano Otskhanuri.”**

The number of wines with protected designations of origin has increased to 33, reflecting the diversity of Georgian wine and being of particular importance for its promotion and the growth of its export potential. The following wines with protected designations of origin are registered in Georgia: Kindzmarauli, Manavi, Kakheti, Napareuli, Teliani, Mukuzani, Tsinandali, Akhasheni, Gurjaani, Khvanchkara, Ateni, Sviri,

Vazisubani, Kardenakhi, Tibaani, Tvishi, Kvareli, Kotekhi, Khashmi Saperavi, Bolnisi, Salkhino Ojaleshi, Akhmeta, Tsarafi, Akhoebi, Maghraani Kisi, Okureshi Usakhelouri, Zegaani, Asuretuli Shala, Okami, Obcha, Lechkhumi, and Racha. The National Wine Agency participated in the preparation of production specifications and other technical procedures related to the registration of these wines within the framework of the Programme for the Development of the System of Protected Designations of Origin for Georgian Wine and the Protection of Georgian Wine Indications.

### Other Activities



### WWTG

At the annual meeting of the World Wine Trade Group (WWTG), held in the capital of the United Kingdom on 20–21 March, participants discussed issues related to wine trade regulations and electronic certification. The meeting also addressed the role of the WWTG in facilitating trade in non-alcoholic and low-alcohol beverages, including wine labelling requirements in the European Union market. The meeting was attended by the

Chairman of the National Wine Agency, Levan Mekhuzla.

In addition, the Chairman of the National Wine Agency, Levan Mekhuzla, participated in a working meeting of the World Wine Trade Group (WWTG) held in Canada from 26 to 29 October.

At the WWTG annual summary meeting, which took place in the city of Kelowna, participants discussed the updating of regulatory agreements governing the wine trade and issues related to the sustainable development of the sector. The World Wine Trade Group (WWTG) is an association of wine-producing countries. In addition to Georgia, its members include the United States, Argentina, Australia, Canada, Chile, New Zealand, South Africa, and Uruguay. The primary objectives of the organisation are to simplify wine trade, promote international trade in wine, and undertake joint actions to remove trade barriers. Georgia held the chairmanship of the WWTG on a rotational basis for one-year terms in 2014 and 2023. On both occasions, Georgia's performance was positively assessed by the member countries. At present, Canada serves as the Chair of the WWTG.

OIV

**In 2025, Georgia submitted an application to host the Congress of the International Organisation of Vine and Wine (OIV) in 2027.**

Georgia submitted the application in June 2025 at the 46th World Congress of the International Organisation of Vine and Wine (OIV), held in Chișinău, the capital of Moldova. The congress was attended by the Chairman of the National Wine Agency, Levan Mekhuzla.

From 1 to 5 May, the Director General of the International Organisation of Vine and Wine (OIV), John Barker, held a series of important meetings in Georgia within the framework of a working visit. At a meeting with the Minister of Environmental Protection and Agriculture, David Songulashvili, the parties discussed the development of the viticulture and winemaking sector in Georgia, increasing the global awareness of Georgian wine, and the diversification of export markets. Within the framework of his visit to Georgia, John Barker visited wineries in the Kartli and Imereti regions, where he became acquainted with Georgian winemaking traditions and culture. The Director General of the International Organisation of Vine and Wine (OIV) also visited the Jighaura Perennial Crops Research and Demonstration Base of the Scientific-Research Center of Agriculture under the Ministry of Environmental Protection and Agriculture, the Georgian Agrarian University, and the Georgian National Museum.

**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>)