

Introduction

The main direction of LEPL National Wine Agency is to promote development of viticulture and winemaking in Georgia.

In the first quarter of 2019 the Agency implemented the above-mentioned activities in cooperation with the Ministry of Environment Protection and Agriculture of Georgia, governmental, non-governmental and private organizations operating in the field of winemaking.

The main activity of the reporting period included the following directions:

- ❖ Marketing and popularization;
- ❖ Research and popularization of Georgian wine culture;
- ❖ Protection of consumer market from low-quality and counterfeit products;
- ❖ Implementation of Viticulture Cadastre Program and other activities related to the development of the sector.

Marketing and popularization

Awarding Ceremony of The First International Saperavi Competition

On February 2, awarding ceremony of The First International Saperavi Competition was held in Tsinandali. The winner companies and small cellars were awarded with Gold, Silver and Bronze Diplomas. Levan Davitashvili, Minister of Environment Protection and Agriculture of Georgia addressed the guests of the event. According to the Minister, the goal of the competition is to raise awareness of Saperavi as a leading Georgian grape variety and a variety of wines produced from it all over the world. Merab Miqashavidze, Teimuraz Gonjilashvili, David Maisuradze, Giorgi Dakishvili and David Maghradze received the title of merited winemakers within the competition.

Wine Experts from Georgia Were Invited to the "Berliner Wein Trophy" Jury

On February 21-24, wine experts from Georgia - Irina Cholobargia, Head of Marketing and PR Department of the National Wine Agency, Ana Godabrelidze, chairman of the National Wine Agency's tasting commission, were invited to the Berliner Wein Trophy" Jury. Participation of Georgian representatives in the professional jury of the competition will further enhance the awareness of Georgian wine on international scale.

„Foodex Japan 2019“

On March 5-8, presentation of Georgian wine was held at the International Food and Beverage Exhibition FOODEX JAPAN 2019, Tokyo Japan. 14 Georgian winemaking companies presented their products at the exhibition. With the support of the National Wine Agency, Georgian wine producing companies have the opportunity to participate in this exhibition since 2015.

Project "Georgia - Homeland of Wine" was implemented in Japan

On March 10, the exhibition "Georgia – Homeland of Wine" was opened for visitors in the exhibition center "Terrada Warehouse" Tokyo, Japan. The exhibition combines unique archaeological exhibits and modern technologies, the concept of which is based on the uniqueness of Georgian wine culture. On March 15, Georgian Prime Minister Mamuka Bakhtadze and representatives of the Georgian and Japanese government attended the opening ceremony of the exhibition. Visitors of the exhibition have the opportunity to interact and travel in the ancient homeland of wine. Within the framework of the project, many important events will be held until May 7, including tasting - seminar on "Georgia – Homeland of Wine" by Japanese master of wine, Kenichi Ohashi, lecture-seminar of a famous British journalist, wine writer and magazine "Deanter" blogger Andrew Jeffard, several master classes on “Georgian Supra”. Also, several important events will be held by the involvement of Georgian wine companies, scientist at the University of Pennsylvania Patrick McGovern will present a scientific report in Tokyo.

Project "Georgia - Homeland of Wine" is organized by the National Wine Agency and Association "Georgian Wine", implemented by the Ministry of Environment Protection and Agriculture of Georgia, with the support of Intellectual Property Center "Sakpatenti", Ministry of Education, Science, Culture and Sport and National Museum.

“RAW WINE – 2019”

On March 10-11, International Wine Exhibition "RAW WINE" was held in the UK, London, where 10 Georgian Qvevri wine producer cellars were participated. The exhibition was attended by the Ambassador Extraordinary and Plenipotentiary of Georgia to the United Kingdom of Great Britain and Northern Ireland Tamar Beruchashvili. Georgia has been participating in "RAW WINE" since 2012, which gives the opportunity to find potential importers, represent Qvevri wine. According to the Georgian winemakers, the exhibition has brought them important importers in the past years.

„ProWein-2019“

On March 17-19, 27 Georgian wine-maker companies participated in annual international fair of wine and spirits – “ProWein 2019” in Dusseldorf, Germany. Large-scale and prestigious fair - ProWein is the main event of the year for winemakers. Up to 60 countries presented their production in the exhibition. Georgian wines are introduced at the fair with the support of the National Wine Agency and association “Georgian Wine”. The exhibition was attended by the head of the National Wine Agency, Levan Mekhuzla.

The 100th China Food & Drinks Fair

On March 21-23, the Chinese Wine and Food Exhibition "The 100th China Food & Drinks Fair" was held, in which 27 Georgian wine producer companies participated with the support of the National Wine Agency. "The China Food & Drinks Fair" is held since 1955 and represents one of the most important exhibitions in China.

Georgian Wine Master Class in Japan

On March 16, Georgian wine tasting-seminar was held in Naha, Japan, which was headed by the head of the National Wine Agency Contractor marketing company "Red Bridge", master of wine Kenichi Ohashi and the Japanese top-sommelier Motohiro Okoshi. The event was attended by up to 60 guests - sommeliers, distributors, representatives of restaurants, hotels and trade networks. The presentation included information about 8 thousand year history of Georgian wine, diversity of varieties and Georgian wine modern industry. The guests were able to taste 7 kinds of Georgian wine.

Presentation of Georgian Wine In France

On March 22-24, Georgian wine was presented at the annual festival "Salon Bacchus" in Toulon, France. Wine companies from different countries of the world participated in the festival.

Various wines of Georgian producers were represented at "Salon Bacchus" by the LE PONT CAUCASIEN, contractor company of LEPL National Wine Agency of the Ministry of Environment Protection and Agriculture of Georgia.

The Technical Regulations for the Production of Spirits was Launched

From April 1, 2019, the technical regulation on "defining General rules for producing grape origin spirits and the list of legal processes, materials and substances" was launched.

The technical regulation aims to define general principles of regulation, processing and distribution of alcoholic beverages, protection of consumers' rights.

This regulation is envisaged by the amendments to the Law of Georgia on Vine and Wine in 2017. The regulation includes production of "Chacha", brandy and distilled beverages. This regulation is based on the recommendations of OIV, International Organization of Vine and Wine.

The technical regulations include the definitions of the terms, the objectives and scope of regulation, the general requirements for regulatory objects, the categories of grape origin

spirits and the general rules of their production, the requirements for labeling, representing, marketing and using official denominations and etc.

"Bolnisi" was registered in the list of the Georgian appellation wines

"Bolnisi" was added to the list of the Georgian appellation wines. With the request of registration "Bolnisi", the National Intellectual Property Center "Sakpatenti" was addressed by the organization "NAPR - Bolnuri Wine". "Bolnisi" - is dry wine that can be white, amber, red and rosy.