



# GEORGIAN WINE

LEPL National Wine Agency

Ministry Of Environmental Protection and Agriculture of  
Georgia



## ABOUT US

The National Wine Agency is a legal entity of public law under the Ministry of Environmental Protection and Agriculture of Georgia.

The goal of the agency is to develop, strengthen and increase the competitiveness of the wine-growing industry:

- Development of viticulture;
- Promotion of Georgian wine;
- wine quality control;
- Facilitating measures for vintage;
- Research and promotion of Georgian vine culture;



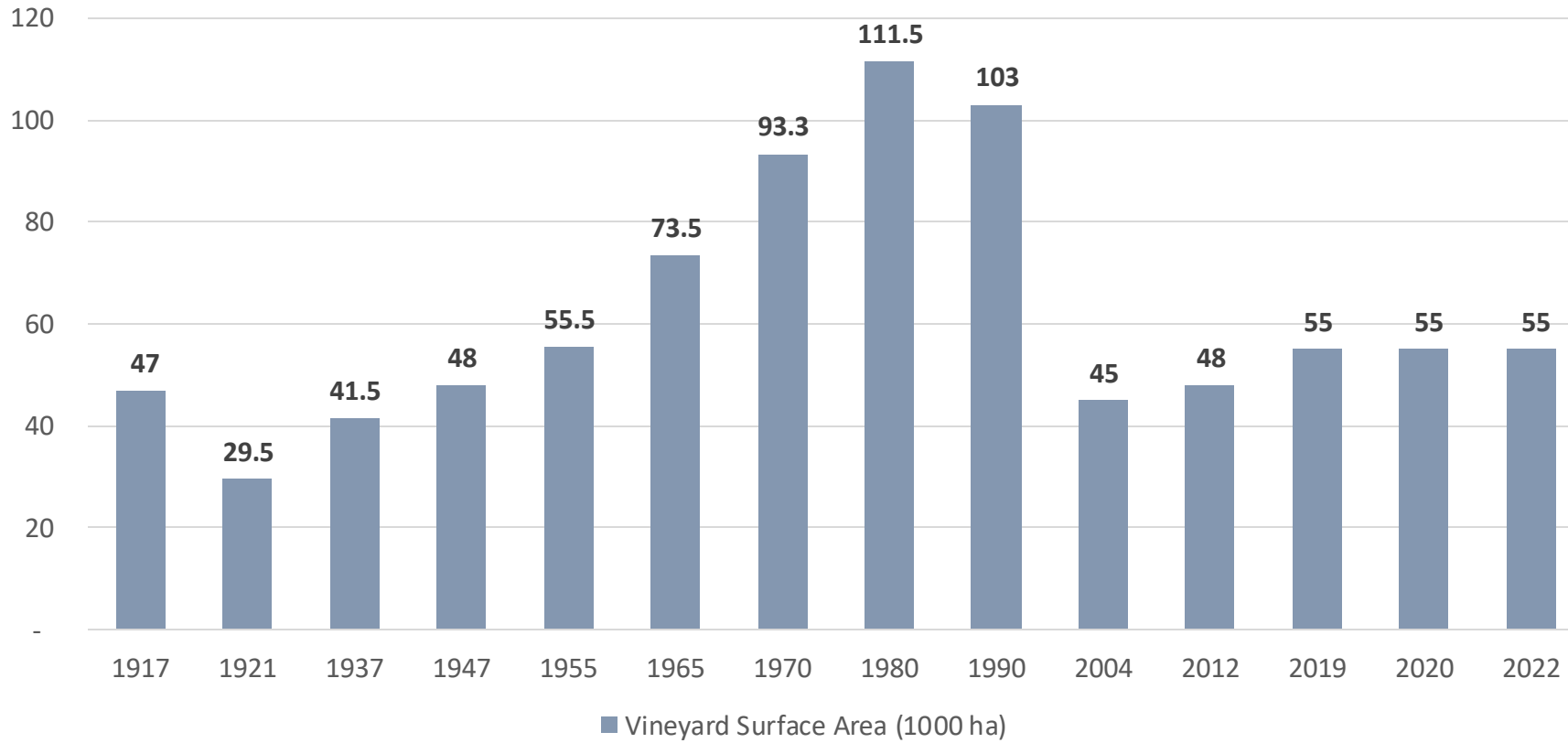


# WINEGROWING REGIONS OF GEORGIA

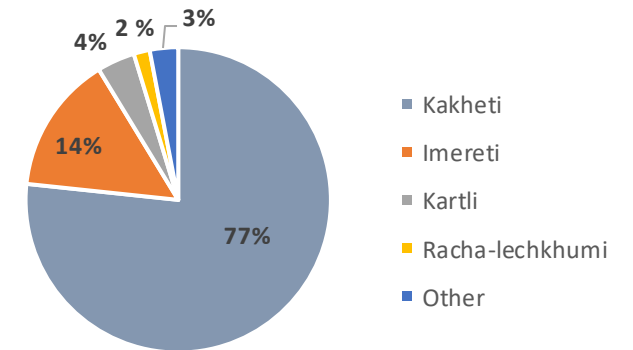




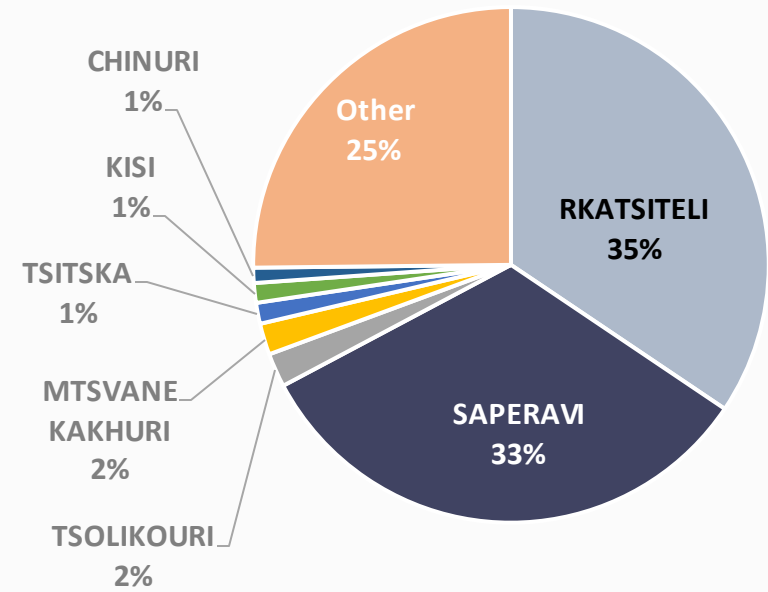
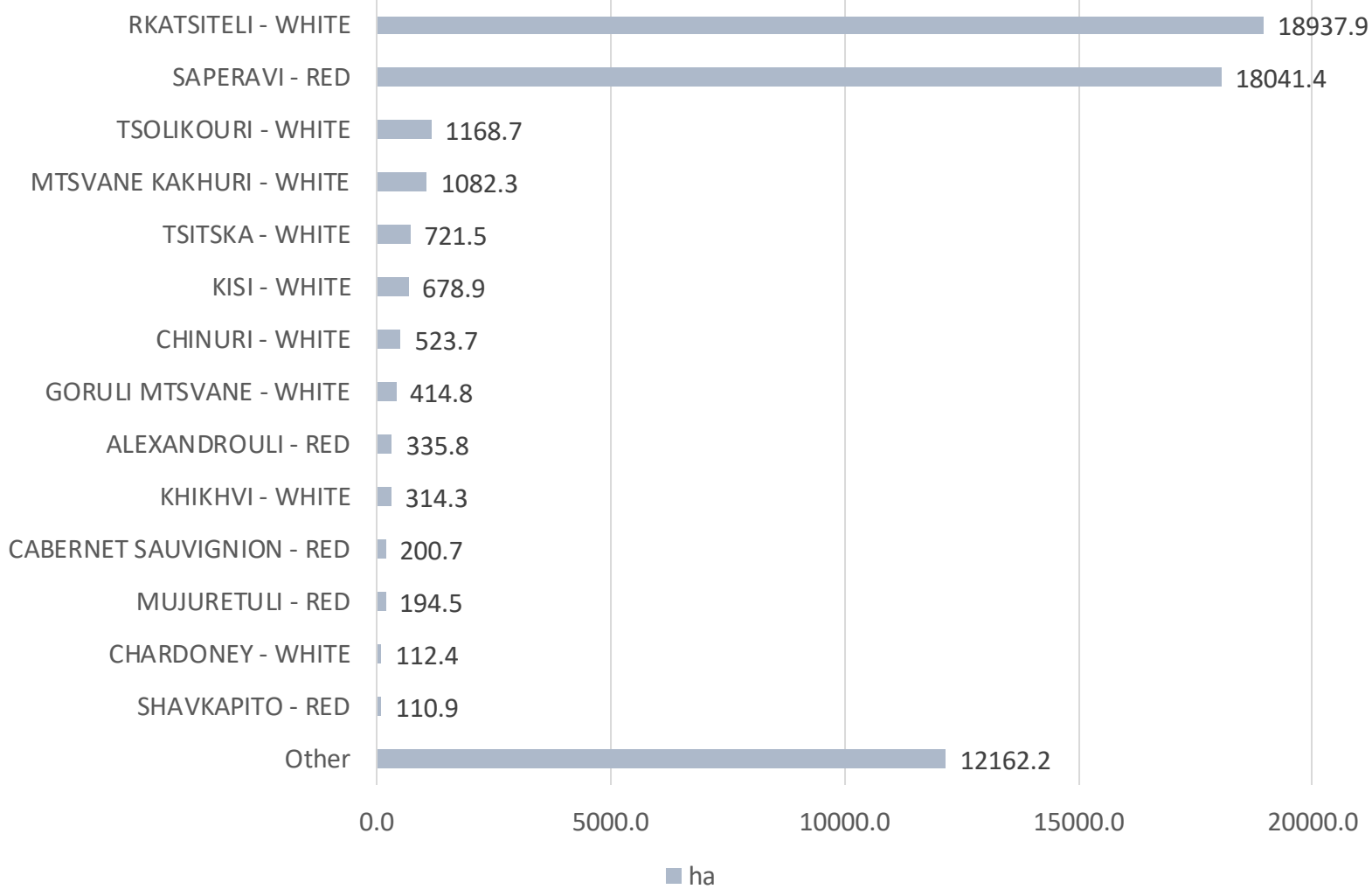
## Vineyard Surface Area



## Vineyard Area by Regions



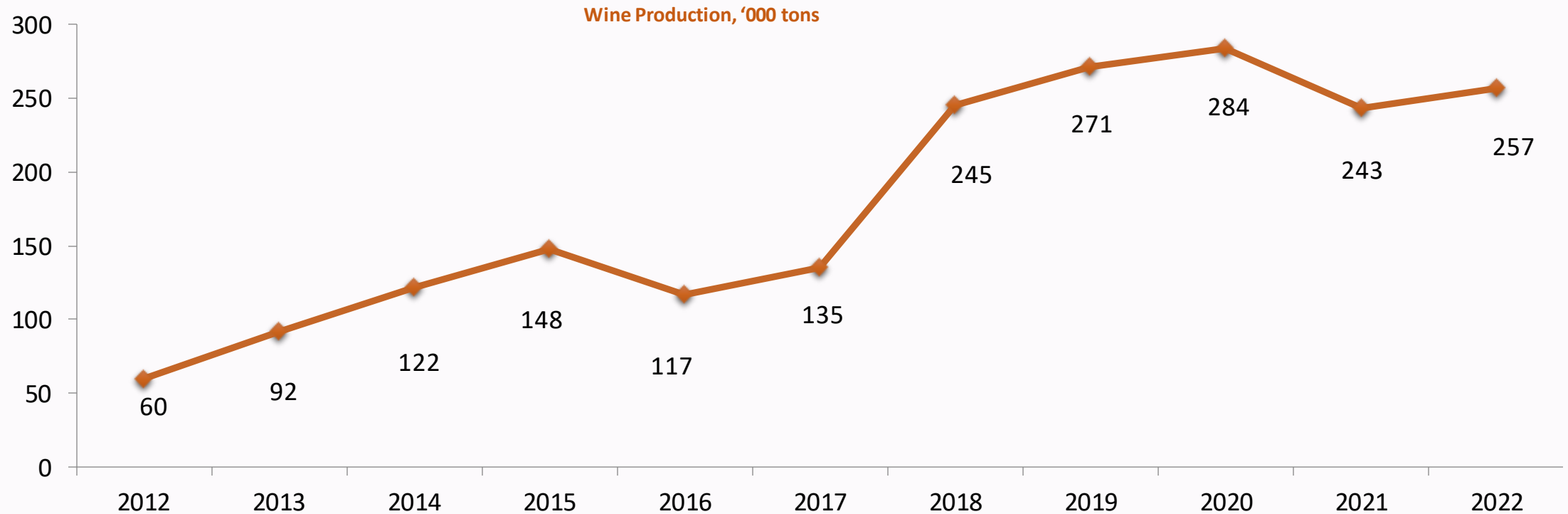
## Vineyard surface area according to the varieties/ Ha



# GEORGIAN WINE- Production



- Georgia produced 192,750,000 litres of wine in 2022.
- 54%- Rkatsiteli; 35%- Saperavi;
- **Qvevri Wine Production accounts for only 2-3% of total production.**

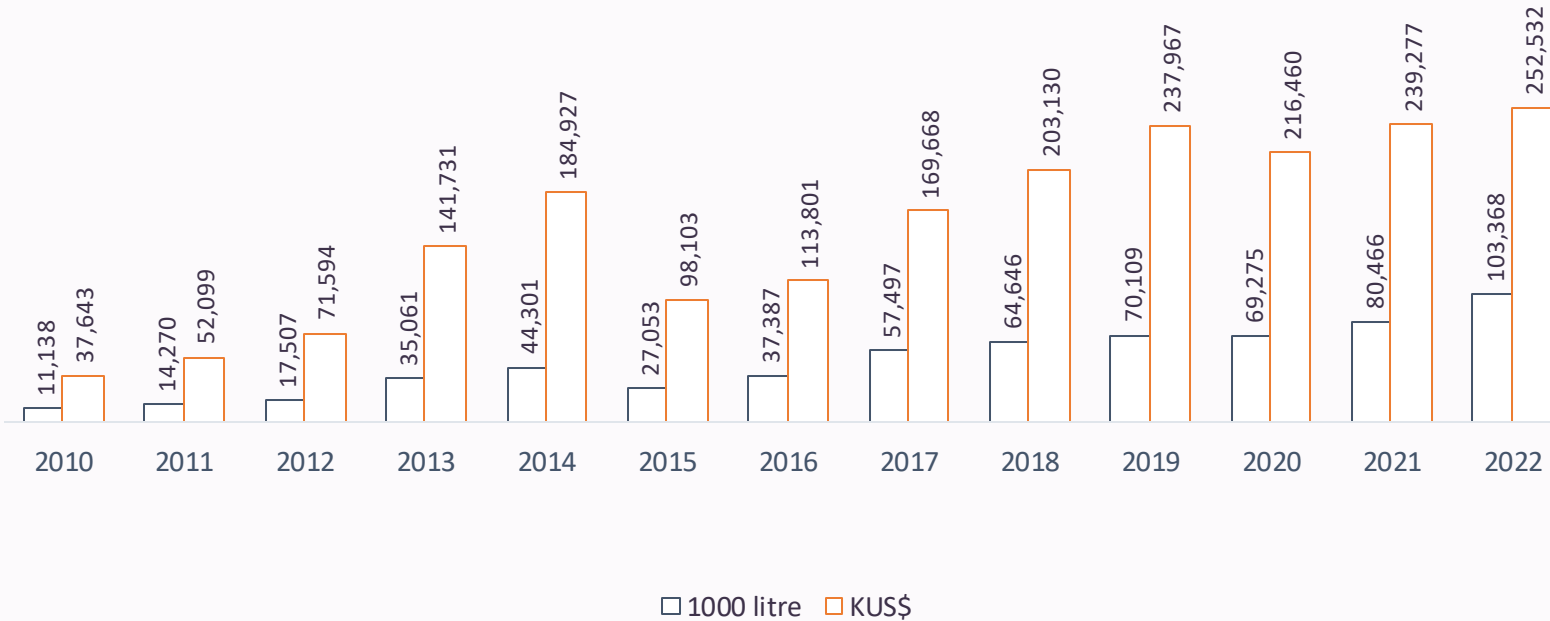




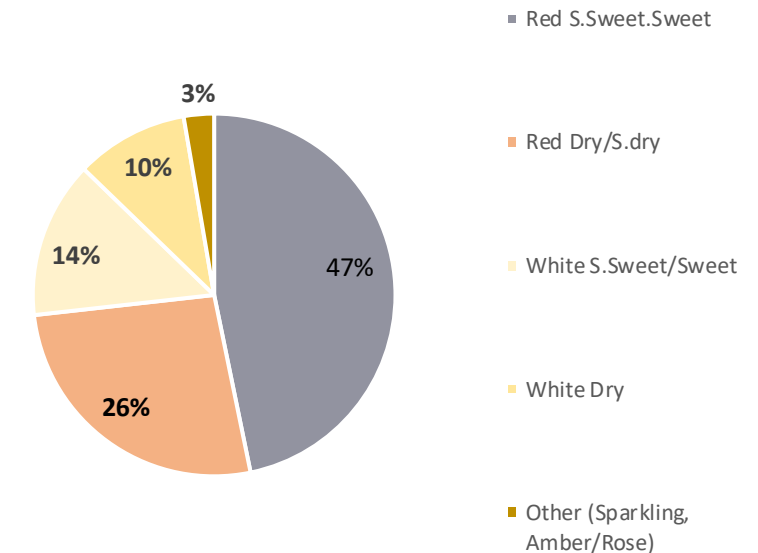
# Georgian Wine Export 2022

- Georgia exported 103,3 million litres of wine to 65 countries in 2022, a 28% increase over the previous year.
- Export in Value- 252.5 million US dollars.
- 🍷 Average EXW price per litre: USD 2.40 \$

Georgian Wine Export 2010-2022  
'000 Litre/'000 \$ USD



Georgian Wine Export - Wine Type





## Top 10 Georgian wine exporting countries (2022)

**R.O.W  
(65 countries)  
103,368 lt.**

Country	Wine (Liter)		Comparison %
	2021	2022	
Russia	47,356,257	71,112,626	50%
Poland	5,012,223	6,623,266	32%
Ukraine	9,634,242	6,072,537	-37%
China	4,367,782	3,841,471	-12%
Kazakhstan	3,091,440	3,693,656	19%
Belarus	3,594,750	2,958,570	-18%
USA	776,922	993,533	28%
Latvia	1,320,334	1,588,597	20%
Germany	623,917	834,286	34%
Lithuania	723,297	785,854	9%

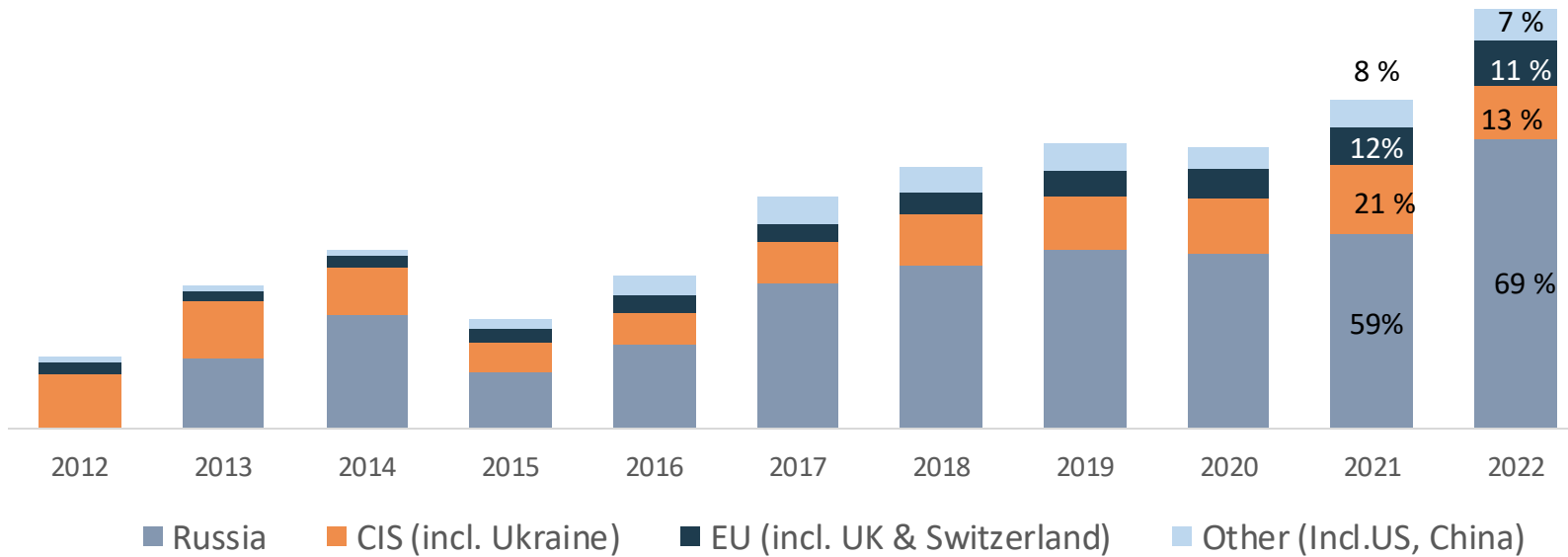
### Georgian Wine average Export Price 2022 (lt)

Poland	2,2
China	3,25
Baltic	2,8
USA	5,3
Germany	3,9
UK	3,3
Japan	5,9

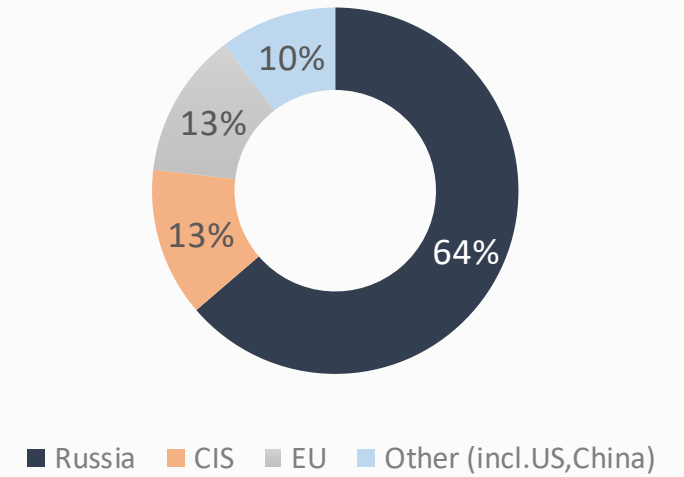
# Wine Export from Georgia to Countries

- Since 2017 export to EU and UK have tripled

## Georgian Wine Export in Volume



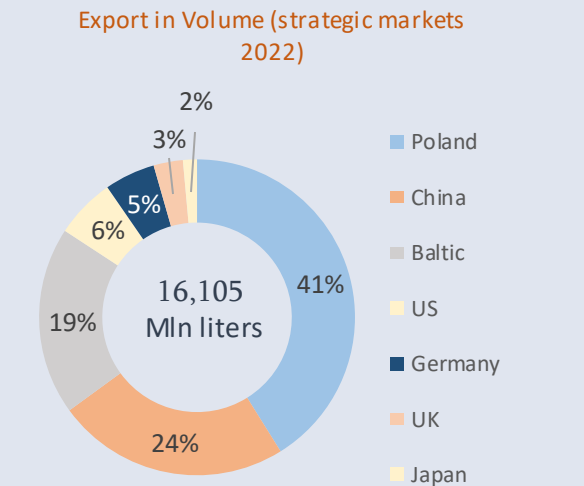
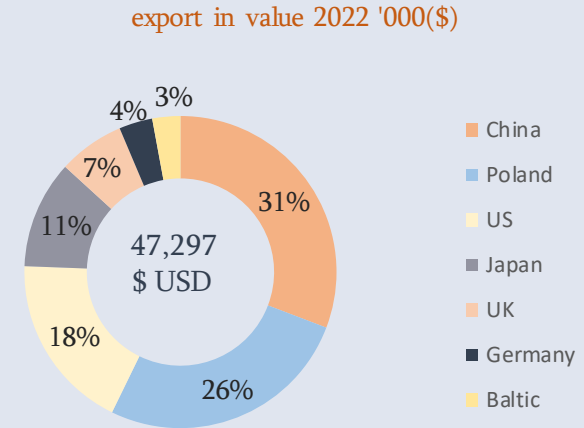
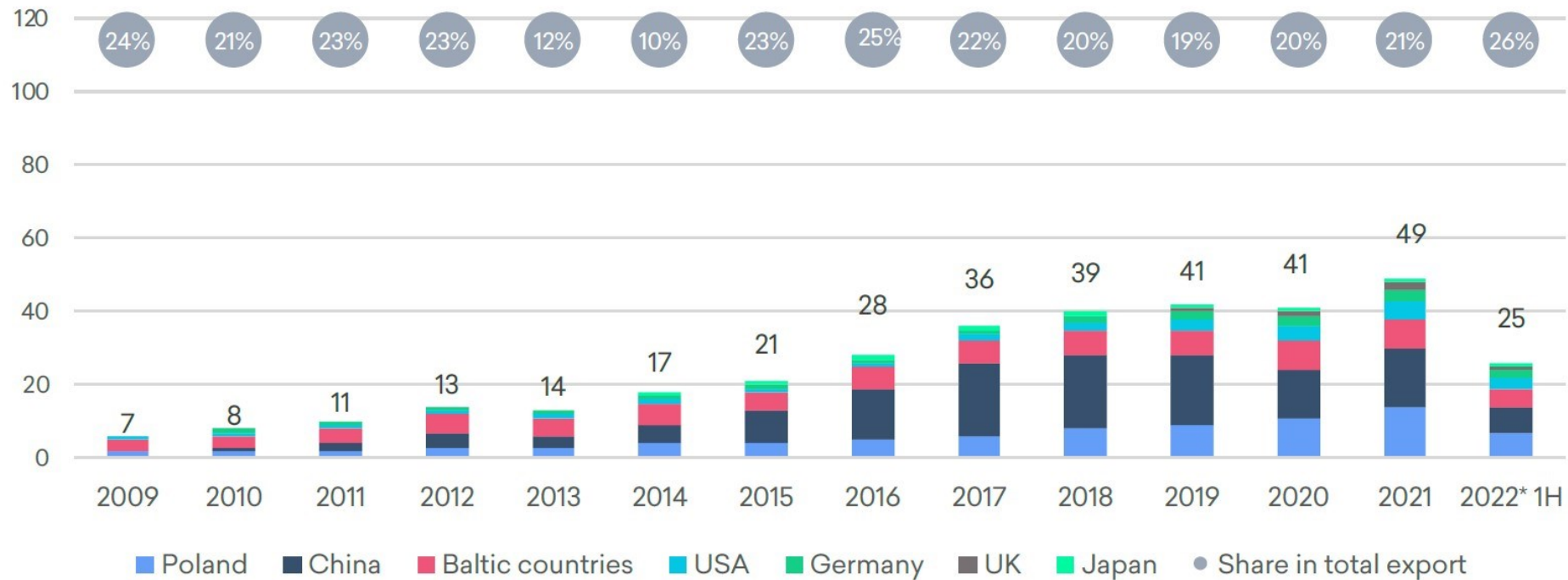
## Export in Value 2022



# Georgian Wine Export to Strategic Export Markets

In 2022, Georgian wine export to strategic markets increased by 15% overall, within the US increased by 28%, Poland by 32%, Germany by 34%, Japan by 68%, and Baltic countries increased by 23%.

**Figure 10. Georgian Wine Export to Target Markets (MLN, USD)**

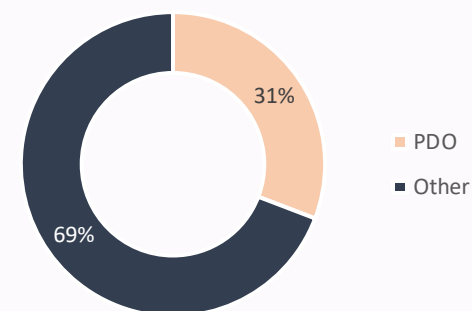


# Georgian Wine Export - United States of America

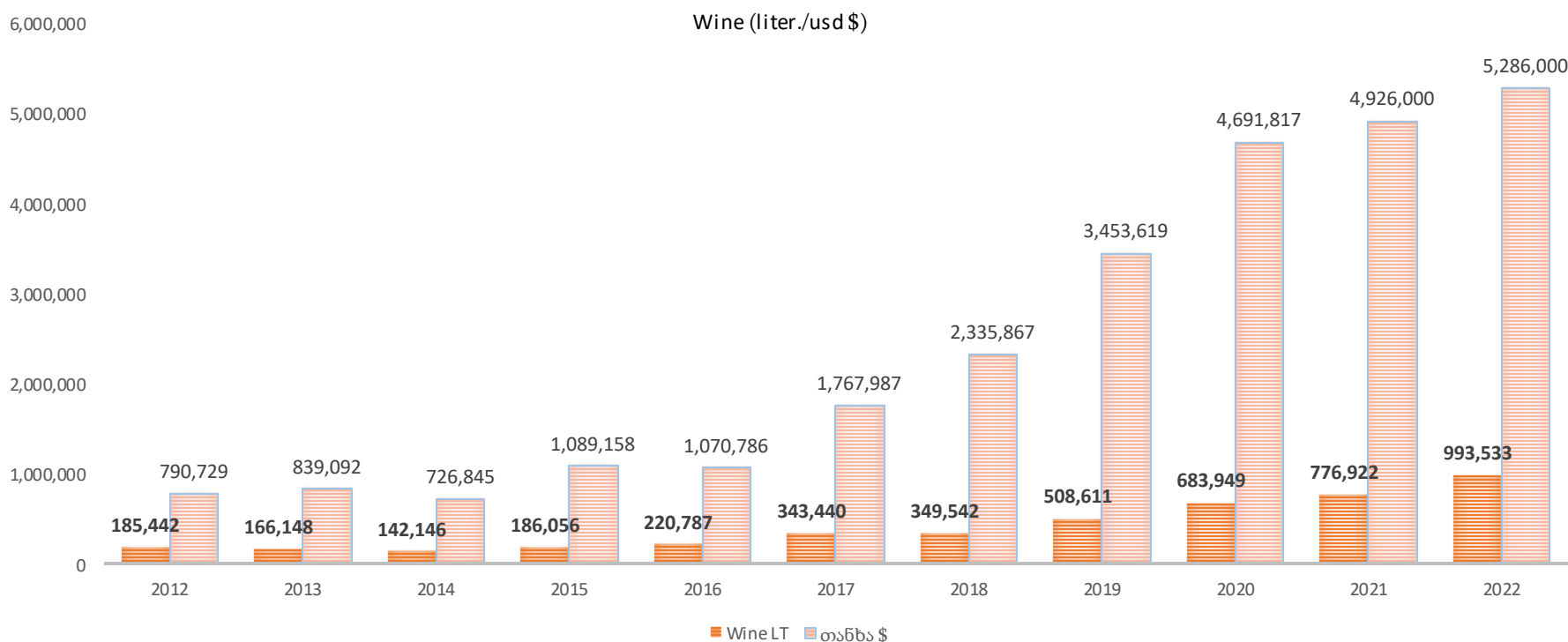
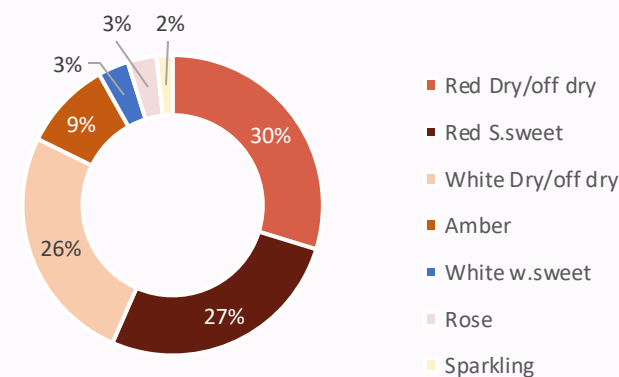
- Export in Volume- 993,533 liters a 28% increase over the previous year.
- Export in Value- \$5,286,000 USD.
- Average Export price for US market – 5.38 USD per liter

Wine export from Georgia to the United States by wine category/type:

Export By Category



Export by Wine type



150 wine-producing companies export wine to the United States of America.

Vineyard surface area  
**55 thousands of hectares**



The crop  
approx. **250-300**  
thousand tons



Production of wine  
**200 million liters**

Export of wine  
approx. **100** million litres;



Exporters

**480**

Wine Companies

Total **29** PDO's;

Registered Georgian Wine  
Companies: **2,398**

Making of "**Home-made wine**" is still  
in practice by Georgian families.



*"...In Georgia everyone, including a worker and a prince, drink wine with average daily consumption of five bottles per resident"*  
Jacques Francois Camba, 1820

# Promoting the Export of Georgian Wine

## Goals

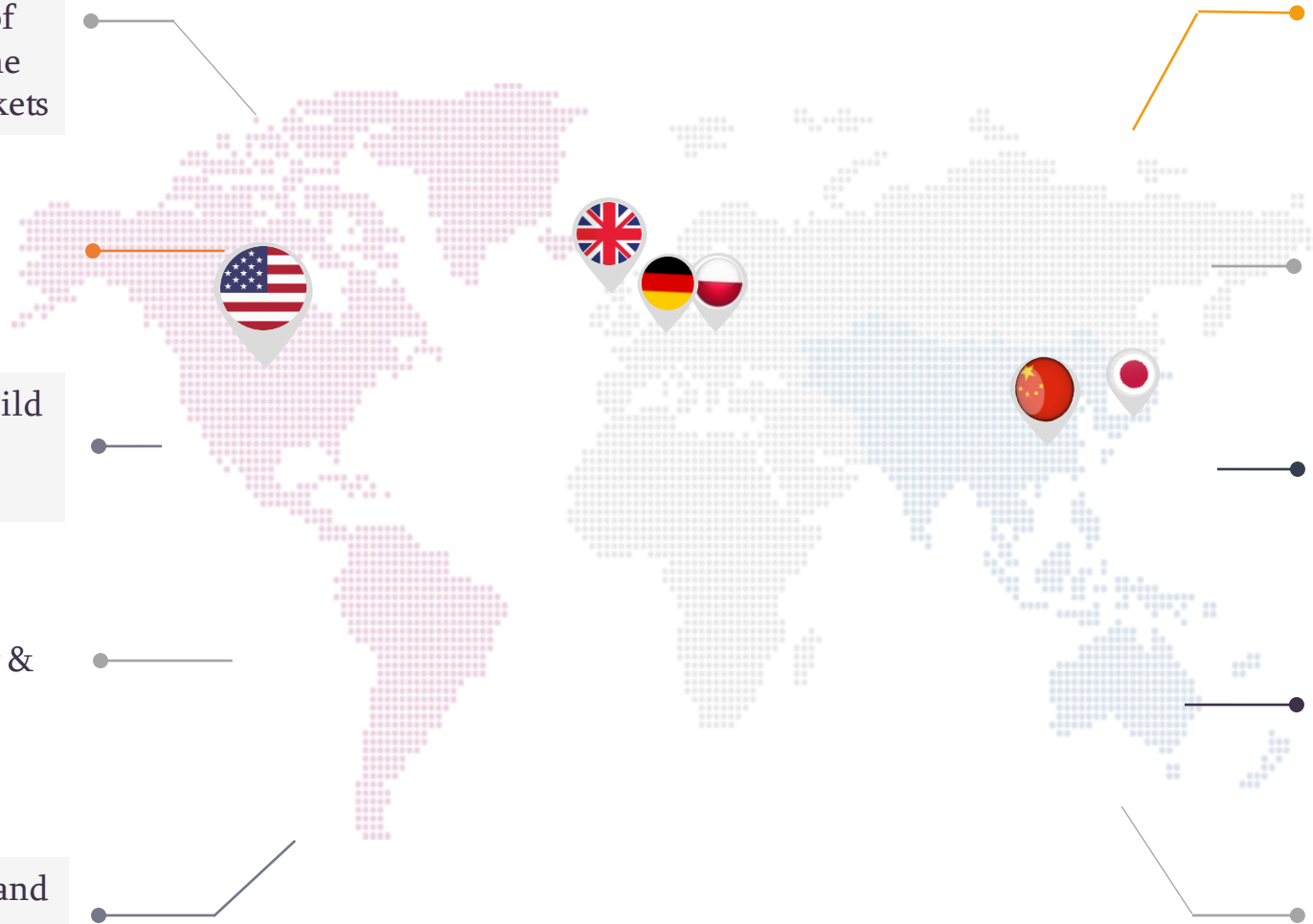
Diversify export markets of Georgian wine & reduce the dependence on specific markets

Increase awareness of Georgian Wine

Sales Support Campaigns: build the category; market penetration strategies

Market penetration strategy & increase market share

Increase the consumer demand



## Activities

Annual marketing & Media campaigns on Strategic markets

International Exhibitions

Georgian Wine Tastings & Festivals

Georgian Wine educational courses

B2C Events & In-Store Tastings



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