



**სსიპ ღვინის
ეროვნული სააგენტო**

**Report
2026
First quarter**



The main objective of the LEPL - National Wine Agency is to promote the development of the viticulture and winemaking sector. In order to achieve this goal, the National Wine Agency operates in the following areas::

- Viticulture development;
- Georgian wine popularization and export growth promotion;
- Facilitation vintage process;
- Georgian vine culture research and popularization;
- Georgian wine place of origin system development;
- Laboratory examination of the wine.

Popularization of Georgian wine



In the first quarter of this year, with the financial and organizational support of the National Wine Agency, Georgian wine was presented at 8 exhibitions and 4 tastings in 5 countries around the world - the USA, France, Germany, Italy and China.

"DROPS OF GOD" Season 2

January 21, the second season of the EMMY-winning, multilingual series "DROPS OF GOD" premiered on Apple TV. The season consists of several episodes and will take millions of viewers around the world on a journey into the world of wine culture and gastronomy, including Georgia. "DROPS OF GOD" is based on the best-selling Japanese manga of the same name and is a French-Japanese drama. The father of the series' characters, legendary French sommelier Alexandre Léger, has created the largest and most expensive wine collection in the world. In the second season, the series' characters' task is to find the place of origin of the best and at the same time nameless bottle of wine in the collection. To achieve this goal, the series' characters travel to Georgia, along with other countries. Part of the second season of the series "DROPS OF GOD" was filmed in Georgia, with the participation of the film companies "Studio 99" and "Asi Film" and with the support of the "Film in Georgia" project of the "Enterprise Georgia" agency of the Ministry of Economy and Sustainable Development of Georgia. The project consultant was Shalva Khetsuriani, President of the Georgian Sommeliers Association.

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"RAW Wine Paris 2026"

On February 8–9, nine qvevri wine producers participated in the international natural wine exhibition RAW Wine Paris 2026 in Paris with the support of the National Wine Agency. The participating wineries included Anapea, Sherma's Family Winery, Andria's Wine, Gotsa's Wine, Artana, Gonjebi Wine, Batsashvili Wine Gallery, Manavi Wines and Winery Tilisma. RAW Wine Paris 2026 is one of the leading international exhibitions bringing together producers of high-quality natural, organic, and biodynamic wines. The exhibition is organised by renowned French Master of Wine Isabelle Legeron. This year, nearly 200 natural wine producers from 16 countries were represented at the Paris exhibition, including such countries renowned for their winemaking traditions as France, Italy, Spain and Portugal. Traditionally, Georgian wine attracted significant interest from wine professionals and visitors attending the exhibition. Chairman of the National Wine Agency, Levan Mekhuzla, attended the event.

"Wine Paris 2026"

February 9-11, with the support of the National Wine Agency and the Embassy of Georgia in the Republic of France, the products of about 30 Georgian wine-producing companies are presented at the large-scale international exhibition of wine and alcoholic beverages "Wine Paris" in Paris. "Wine Paris" is one of the most important exhibitions in the wine industry worldwide, where wine professionals, importers and media representatives traditionally gather. Presenting Georgian wine at this exhibition is the best opportunity to increase the awareness of Georgian wine, attract new partners and strengthen existing trade relations," said Tamta Kvelaidze, Deputy Chairman of the National Wine Agency. Hundreds of alcoholic beverages from about 60 countries of the world are presented at the three-day exhibition. The exhibition is traditionally visited by more than 50 thousand visitors from European and Asian countries, as well as from the USA and Canada.

"SLOW WINE FAIR"

February 22-24, with the financial and organizational support of the National Wine Agency, eight qvevri wine-producing companies participated in the international exhibition of natural wines "SLOW WINE FAIR" held in Bologna, Italy: "Andrias Wine", "Velino", "Chortauli Vineyards", "Gotsa Wine", "Baaduri 1933 Winery", "Kondoli Winery", "Sherma Family Winery" and "Niabi Winery". About 1,000 wine companies from around the world presented their products at the "SLOW WINE FAIR" exhibition, most of which were organic and biodynamic wines. The exhibition is traditionally visited by about 20,000 visitors, including representatives of the Horeca sector, distributors and importers, which is important for the popularization of qvevri wine, finding business partners and, as a result, increasing the export of Georgian wine. "SLOW WINE FAIR" was held for the fifth time. Georgian wine cellars participated in the exhibition for the second time.

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"Boston Wine Expo"

March 7-8, with the support of the National Wine Agency and organized by the agency's contractor marketing company "Colangelo & Partners", a presentation of Georgian wine was held at the "Boston Wine Expo" wine festival in Boston, USA, which is important for the popularization and raising awareness of Georgian wine. The presentation included a tasting and a master class. The tasting was attended by wine consumers, as well as representatives of the HoReCa, commercial and media sectors. Wines from about 10 Georgian wine-producing companies were presented for tasting.

The master class, held as part of the Boston Wine Show, was attended by 30 guests. American wine expert Erika Frey gave a presentation on the culture, history, grape varieties, and modern wine industry of Georgia. In order to increase the awareness and export of Georgian wine in the United States, the National Wine Agency signed cooperation agreements with the companies "Colangelo & Partners" and "Glodow Nead Communication".

"Georgian Wine Forum"

March 11-12, with the support of the National Wine Agency and the organization of the US-Georgia Business Council, the 9th Georgian Wine Forum was held in Philadelphia, Pennsylvania, USA. The two-day event, held at the University of Pennsylvania, included a scientific conference and a seminar-presentation of Georgian wine, giving invited guests the opportunity to receive information about Georgia and Georgian wine culture, as well as to taste Georgian wines. The conference was attended by University of Toronto Professor Stephen Batiuk, archaeologist Bill Schindler, as well as sommeliers and marketing specialists. It is worth noting that the Georgian Wine Forum traditionally includes a scientific conference, within the framework of which scientists and researchers from different countries of the world present and discuss scientific research related to the culture and history of Georgian vines. The Georgian Wine Forum was first held in the USA in 2018 in Washington.

"ProWein Dusseldorf"

March 15-17, with the financial and organizational support of the National Wine Agency, 26 Georgian wine-producing companies participated in one of the largest wine and alcoholic beverage exhibitions in the world, "ProWein Dusseldorf", in the German city of Düsseldorf. Within the framework of the three-day exhibition, the National Wine Agency's contractor marketing company "ff.k Public Relations" organized professional presentations and tastings of Georgian wines, which were led by wine expert Inge Meinzer, wine writer and expert Robert Joseph, and wine masters Konstantin Baum and Janek Schumann. The tastings focused on qvevri wines. Along with Georgian wine, Georgian cuisine and gastronomy were presented within the framework of the exhibition. Georgia participated in the "ProWein Dusseldorf" exhibition for the 26th time. During the three days of the exhibition, wine professionals, representatives of the commercial sector and tens of thousands of exhibition guests had the opportunity to evaluate Georgian wine, which is of particular importance for increasing sales. This year, about 2,400 wine companies from 50 countries around the world were represented at the ProWein Dusseldorf exhibition.

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"Fine Wine Hotel Exhibition"

March 22-25, with the financial and organizational support of the National Wine Agency, 6 Georgian wine producing companies participated in the Fine Wine Hotel Exhibition held in Chengdu, People's Republic of China. The participation of Georgian companies in the exhibition will contribute to raising the awareness of Georgian wine, finding new partners and strengthening export positions. A Georgian wine tasting-seminar was also held within the framework of the exhibition, led by the famous Master of Wine Fong Walker. The event was attended by about 100 guests, including wine professionals, importers, and representatives of the HoReCa sector, which is important for increasing the awareness and sales of Georgian wine in the Chinese market. Wines from 8 Georgian wine producing companies were presented at the tasting.

"Fine Wineseller"

March 22-25, with the financial and organizational support of the National Wine Agency, four Georgian wine-producing companies participated in the Fine Wineseller exhibition held in Chengdu, People's Republic of China. Representing Georgia in the above-mentioned events will help raise awareness of Georgian wine, find new partners, and strengthen export positions. One of the main directions of the National Wine Agency's activities is the diversification of Georgian wine export markets. It is worth noting that China is one of the prominent strategic markets for Georgian wine, where a marketing campaign has been actively underway since 2013. With the support of the National Wine Agency, Georgian wine companies participate in large-scale exhibitions in the People's Republic of China: Fine Wine Hotel Exhibition, The China Food & Drinks Fair, RAW Wine Shanghai, Shanghai International Wine Challenge (SIWC), Interwine China, and others.

"The China Food & Drinks Fair"

March 26-28, with the financial and organizational support of the National Wine Agency, 24 Georgian wine-producing companies participated in the international wine and food exhibition "The China Food & Drinks Fair" held in Chengdu. Within the framework of the three-day exhibition, representatives of Georgian wine companies held meetings with partners and potential importers. The exhibition "The China Food & Drinks Fair" has been held in China since 1955 and is one of the most important exhibitions, which is attended by thousands of wine producers and up to a million visitors from different countries of the world every year. One of the main directions of the National Wine Agency's activities is the diversification of Georgian wine export markets.

"Wine Spectator"

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March 31, with the financial support of the National Wine Agency and the organization of the American marketing company “Colangelo & Partners”, the contractor of the agency, three articles on Georgian wine were published in the March issue of one of the most popular and competent American wine magazines “Wine Spectator”. Georgia is featured on the cover of the magazine and has one full advertising page dedicated to it, which is particularly important for the popularization and increase of awareness of Georgian wine in both the strategic American and global wine markets. The online version of the magazine became available in February. For the first time in 14 years, an article about Georgian wine was published in the aforementioned magazine. The first article “Georgia in the Spotlight”, authored by the magazine’s senior editor James Molesworth, was devoted to a review of Georgian wine. “Georgian wines are entering a new phase. The Eastern European country, the birthplace of wine with an 8,000-year-old wine culture, is enjoying a significant increase in tourism, while its wide range of local grape varieties, distinctive winemaking style and hearty cuisine create fertile ground for adventure lovers,” the article notes. The article also discusses the second season of the EMMY-winning multilingual series “DROPS OF GOD”, where Georgian wine is in the spotlight. The second article, titled “The Supra”, is dedicated to Georgian cuisine and gastronomy. The author of the article, Julia Larson, focuses on Georgian cuisine and dishes, as well as the tradition of the table and its cultural significance.

The third article presents the evaluations of Georgian wines. James Molesworth selected 56 Georgian wines from 23 producers for tasting, of which “Khikhvi Kakheti 2023” (ANDRIAS GVINO) received the highest score - 93 points. In total, 18 wines received 90 or more points from the 100-point Wine Spectator rating system, which is a fairly high rating. “Wine Spectator” has been published since 1976 and is considered one of the most influential and popular publications in the American wine direction and lifestyle among wine enthusiasts and professionals. Its print run reaches 400 thousand, and including online publications and various platforms, the number of readers is up to 3 million.

Export

Georgian wine and alcoholic beverage exports show growth trend in first quarter of 2026

In the first quarter of this year, 17.3 million liters of wine were exported from Georgia to 51 countries around the world, worth 53.2 million USD. Compared to the same period last year, the quantity of exported wine increased by 5%, and the value by 7%.

Among the strategic markets for Georgian wine, a particular growth was recorded in Germany in the first quarter, where exports reached 375 thousand liters, which is 32% more



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than in the same period last year. Exports to the United Kingdom increased by 9% and reached 86 thousand liters. Also, a 4% increase was recorded in the People's Republic of China, where up to 831 thousand liters of wine were exported.

In the first quarter, alcoholic beverages were exported to 38 countries. In total, 7.6 million liters of products worth 56.6 million USD were exported. Revenue from exports increased by 3%.

Harvest 2026



On March 12, the Decree of the Government of Georgia "On Measures to be Implemented for the Organized Conduct of the 2026 Harvest" was issued, the aim of which is to facilitate the sale of the grape harvest obtained by winegrowers during the 2026 harvest process and to conduct the harvest in an organized manner.

During the 2026 harvest, in the event of a surplus harvest, if the private sector does not express interest in purchasing grapes, the state has determined the following prices for purchasing 1 kg of grapes, differentiated by quality: Grapes harvested from vine varieties permitted by the Law of Georgia "On Vine and Wine": Sugar content exceeding 20% - 1.30 GEL; Sugar content from 17% to 20% - 80 tetri, Sugar content not exceeding 17% - 30 tetri; As for Saperavi: Sugar content exceeding 22% - 1.50 GEL, Sugar content from 17% to 22% - 90 tetri, Sugar content not exceeding 17% - 30 tetri.

In the Racha region, in order to stimulate the involvement of the private sector in the harvest process and organize the harvest, the project also envisages subsidizing grapes: all companies that pay the winegrower no less than 8 GEL for 1 kg of Alexandrouli and/or Mujuretuli grapes grown in the

"Khvanchkara" microzone will receive a subsidy. The amount of state subsidy that wine companies in the Racha-Lechkhumi region will receive is 4 GEL for both 1 kg of Alexandrouli and 1 kg of Mujuretuli grapes.

In order to organize the grape harvest, a harvest coordination headquarters will be established, which will operate 24 hours a day.

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As part of the reform to improve the quality of Georgian wine, which also includes preparations for the harvest, the Chairman of the National Wine Agency, Levan Mekhuzla, and Deputy Chairman, Zurab Vacharadze, met with local government representatives in all eight municipalities of Kakheti.

Wine quality



The relevant departments of the National Wine Agency continue to continuously monitor the quality of alcoholic beverages so that Georgian wine fully meets international standards, maintains competitiveness, and further increases demand in global markets.

During the reporting period, 55 inspection controls were carried out in 23 companies, which involves determining the conformity of samples of alcoholic beverages submitted for certification with the lots. Out of 216 samples taken, no violations were detected in

any case. In the clearance economic zone, out of 51 samples taken as a result of inspections of 22 companies, violations were detected in 6 samples from 3 companies. During the same period, 10 state supervision inspections were carried out in 4 companies with the aim of determining the compliance of technological winemaking processes with the requirements established by Georgian legislation. No violations were detected in the 15 samples taken during the inspections. As for the local market, within the framework of 6 inspections, 101 samples from 56 companies were examined. Violations were identified in 49 samples from 33 companies. It is noteworthy that, compared to the same period last year, the number of violations has decreased, indicating the effectiveness of the wine quality control system.

In the first quarter of this year, the standing tasting commission of the National Wine Agency conducted 64 tastings for the purpose of organoleptic testing of alcoholic beverages. A total of 3,106 samples were submitted for tasting, of which 119 failed to pass the testing process, while 2,987 samples received a positive evaluation. All wines with a designation of origin intended for export and also for sale in the local market are subject to mandatory tasting. Organoleptic testing of a sample of an alcoholic beverage is carried out for color and transparency, typicality, presence of diseases, aroma, taste and harmony. The assessment is carried out on a five-point system. A positive result is considered if the assessment score is equal to or greater than 1.5.

A total of 5,879 applications for certification were submitted for the issuance of export documentation. Based on the submitted applications, the following documents were issued: 1,918 VI-1 certificates for the countries of the European Union; 5,407 certificates of conformity. In total, the Certification Division of the National Wine Agency issued 7,325 certificates to companies producing various alcoholic beverages..

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Vineyard Cadastre Program

During the reporting period, the **2026 Action Plan** was developed, defining the main areas of activity, priorities, and planned measures of the division.

- A draft subordinate normative act, “**Procedure for the Establishment of Commercial Vineyards,**” was prepared.



In order to improve and continuously update the vineyard cadastre database, the Agency’s staff regularly processed and updated cadastral data. This process included reflecting changes in vineyard ownership, registering newly cultivated vineyards, recording vineyard uprooting cases, and updating other relevant information. As a result, **250 vineyard extracts** were issued during the reporting period.

To ensure the reliability and accuracy of the data, field inspections were carried out, within the framework of which **67 plots owned by 49 winegrowers were verified.**

During the reporting period, **archiving of documentation** issued in 2021-2022 was also underway.

Based on the analysis and processing of the previous year’s data, the “**2025 Report of the Georgian Vineyard Cadastre**” was prepared in both Georgian and English (64 pages). The publication presents the statistical report of the Unified Vineyard Cadastre of the National Wine Agency as of December 31, 2025, and includes detailed information on Georgian vineyards and winegrowers. The report is intended for both professionals and individuals interested in the field of viticulture.

A presentation on the Unified Vineyards Cadastre of Georgia was delivered to doctoral students of **China Agricultural University in Beijing, People's Republic of China**, which is significant in terms of sharing Georgia’s experience and promoting the country within the international academic community.

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Scientific Research on Georgian Wine Culture

The National Wine Agency launched the “Georgian Vine and Wine Culture Research Scientific Project” in 2014 within the framework of the “Popularization of the Origin of Georgian Vine” program, the goal of which is to collect new data for the country, which has been confirmed as the oldest center of Georgian wine culture, in various historical periods, reconstruct the continuous history of viticulture and winemaking, study the agronomic and enological potential of viticulture and winemaking, and popularize Georgian wine. It fulfil this goal in the format of multidisciplinary research, in which scientists from leading Georgian and world universities and scientific centers are involved.

The following works were performed during the reporting period:

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- The scientific groups and laboratories participating in the planning of the current year's research have been selected for agreement. Details of future work are being clarified with the selected entities and agreements are being signed.
- Based on market research principles, express shipping companies were selected and contracts were signed with them to be used to send analysis samples to partners.
- Within the framework of the study of wild grapevines in Georgia, field expeditions were organized in the viticultural regions of Meskheta, Racha, Lechkhumi, Imereti, Kartli and Kakheti to describe them in situ and specify their location coordinates; propagation material was collected for future inclusion in the collection; biometric studies were carried out on genotypes preserved in the Jighaura collection.
- The scientific journal OenoOne (vol. 60, No. 1 (2026) in the field of viticulture and winemaking published a scientific article organized by Gabriela De Lorenzi, a researcher at the University of Milan (Italy), entitled “Georgian wild grapevine germplasm is confirmed to be genetically distinct from Mediterranean germplasm”. The article is based on the results of comparing Georgian wild grapevine samples collected last year within the framework of our project with wild grapevine samples from the Mediterranean basin.
- The seventh book of the series “Georgian Vine and Wine: Literary Heritage” established by the project was prepared and submitted for printing at the agency: L. E. Jorjadze’s “Viticulture and winemaking, making and improving for the guidance of Kakhetian winemakers.” First published in 1876, this book represents one of the earliest Georgian-language scholarly works of historical significance, exploring the rich diversity of viticulture and winemaking traditions and their relevance to the thirteenth-century period.

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Amendments to the Law on Vine and Wine

With the amendments made to the Law of Georgia "On Vine and Wine", a norm has been added to the law, which defines the concept of granting consent for the cultivation of an industrial vineyard. Consent for the cultivation of industrial vineyards will be required for those persons who decide to cultivate a vineyard for commercial purposes after May 1 of this year..



The goal of the "Draft Law on Amendments to the Law of Georgia on Vine and Wine" is to promote the production of high-quality, competitive grape-based alcoholic beverages, as well as to take into account 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 for cultivating vineyards, labeling products, packaging in consumer packaging, and registration.

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The activities carried out by the National Wine Agency are actively covered in print, electronic, social and television media::

(<http://wine.gov.ge/>, <https://www.facebook.com/nationalwineagency/>
<https://www.youtube.com/channel/UC0CPwXo8f7-QA329kmicFwQ>)

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