

# Georgian Wine – Production and International Sales Trends

## Introduction

Based on the scientific validation of its uniqueness and antiquity an international recognition of Georgian Wine has been increasing yearly.

Archaeological findings at the Shulaveri Gora site are witness to the fact that even 8000 years ago, locals knew how to cultivate grapes and turn them into a magical drink that makes one merrier.



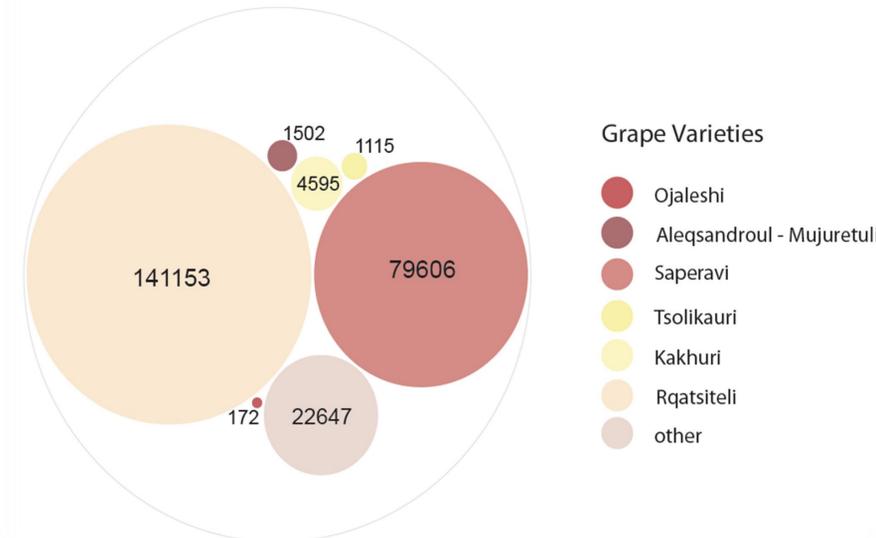
Qvevri - a clay vessel where Georgian wine is born



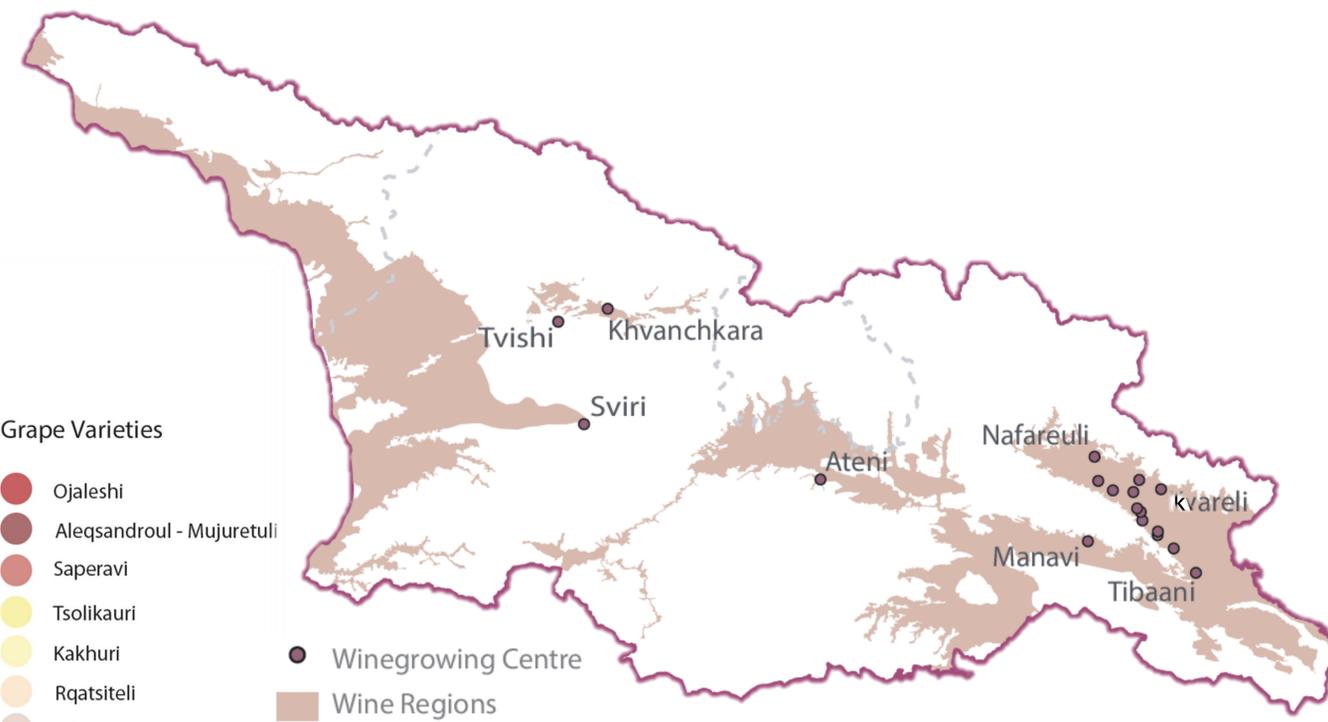
Bronze statue of a Tamada, the ruler of the table holding the horn with wine. 7th century BC

Currently, over 50,000 hectares in the country are covered by vineyards, that bring 200-250,000 tons of grapes per year.

## Harvest Amount 2019 (tones)



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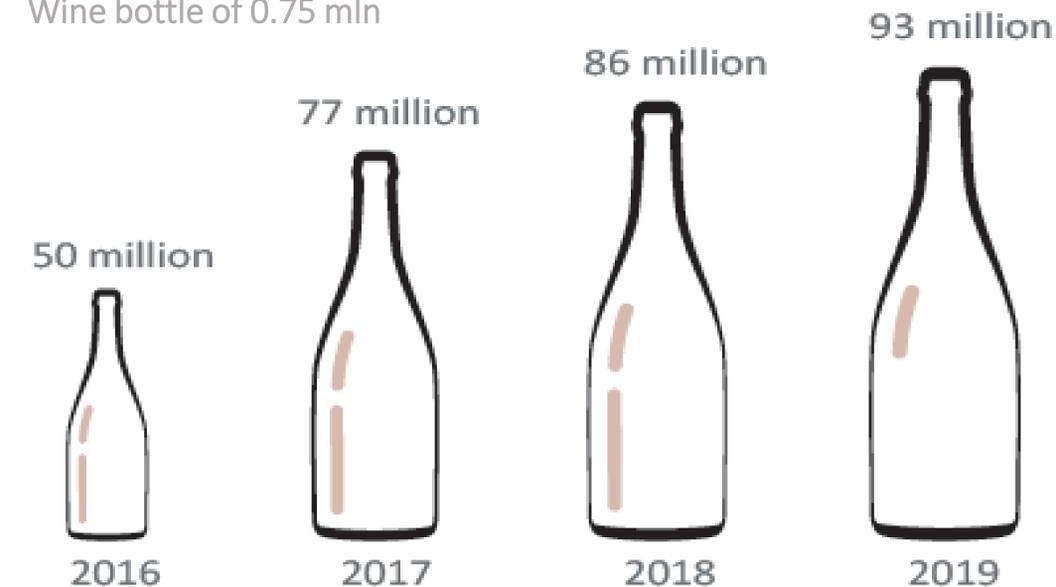
The advantage of still having the ancient Qvevri natural production style creates a crucial difference. Besides, Improving the wine production quality and safety standards drive international curiosity about Georgia's wine market.

## Wine in Numbers

Methodology: Quantitative analysis of the collected data reveals several positive changes.

In 2019 wine export amounted to \$170 million showing 49% increase compared to previous years.

Wine bottle of 0.75 mln



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**In 2019 Georgian wine was exported to over 50 countries**

And roughly 200 companies export their wines in the volume of 90+ million bottles (0.75 ml).

## Summary

As the demand for natural wines is increasing, Georgian wines, including those made in Qvevri, are becoming more and more appealing to the natural wine industry.

Average volume of wine export in 1990s was 5 million liters per year; by 2019, this figure has had risen to 67.5 million liters. As a result, the awareness of Georgian wine is increasing, creating a larger market worldwide.

## References

- [https://data.gov.ge/;](https://data.gov.ge/)
- <https://stats.wine/wine-statistics-Georgia;>
- [https://gnta.ge/publication/wine-route-guide-book/;](https://gnta.ge/publication/wine-route-guide-book/)
- <https://ich.unesco.org/en/RL/ancient-georgian-traditional-qvevri-wine-making-method-00870;>
- [http://georgianwine.gov.ge/En/News/23618/;](http://georgianwine.gov.ge/En/News/23618/)
- [https://collected.jcu.edu/mastersessays/44/;](https://collected.jcu.edu/mastersessays/44/)

For images:

- Qvevri - <https://images.app.goo.gl/XL4x9yZx1Px1MJXP6;>
- Bronze statue of a Tamada - <https://images.app.goo.gl/S1v3fRYYPQgtwP3r9;>