



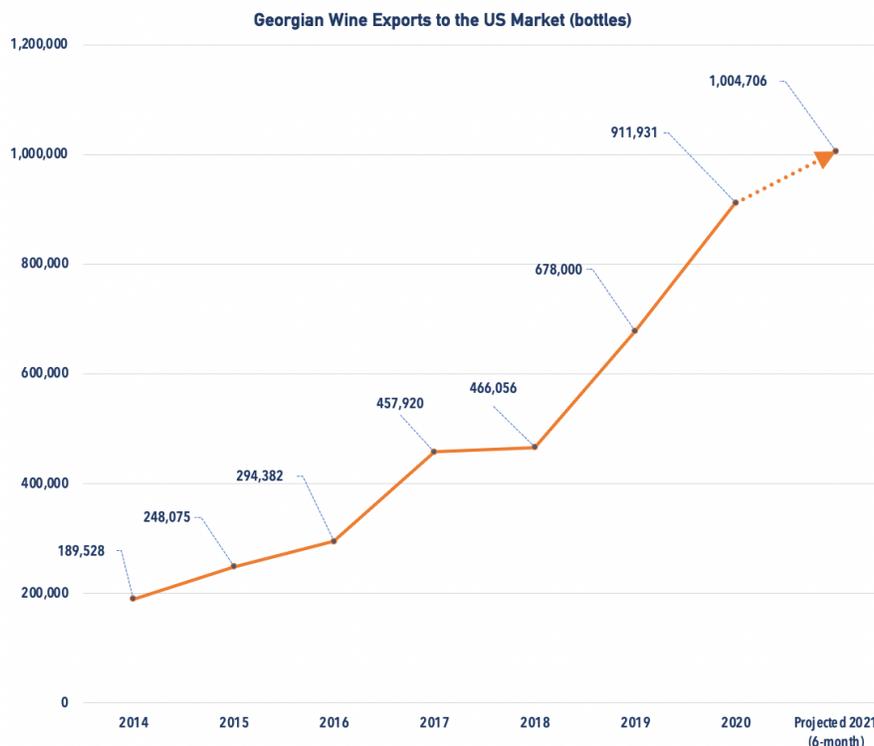
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GEORGIAN WINE EXPORTS TO THE U.S. CONTINUE TO POST GAINS +35% ABOVE 2020

U.S. DRAWS HIGH END OF EX-CELLARS PRICES; MARKETING MODEL BEING ROLLED OUT GLOBALLY

New York, NY / Aug 18, 2021: The National Wine Agency of the Ministry of Agriculture of the country of Georgia reports that Georgian global wine exports continue to grow, posting 13% above 2020 with **exports to the U.S. running 35% ahead of last year.** This follows five consecutive years of similar growth year over year.

The Head of Marketing & PR of the Georgian National Wine Agency, Mrs. Tamar Metreveli, says: "So far this calendar year, Georgia's growth in total wine exports has brought 7% more income into our country. The U.S. continues to be a priority export market, drawing the highest ex-cellar price which reflects the American wine-drinking public's desire for quality and interest in regions and grapes produced around the world. This, coupled with the growing access to Georgian wine through our long-term market development program, provides an exceptional opportunity for growth."



The U.S. program is led by Marq Wine Group. Principal campaign elements include:

- **Direct trade marketing campaigns** to increase the depth and breadth of Georgian wines represented in the US: at the campaign's outset in 2015, 60 Georgian producers were represented in the U.S.; today, more than 200 producers are present;
- **A media relations** program, which last year delivered 105 billion impressions;
- **A monthly trade e-newsletter**, which boasts an impressive 21% open rate;
- **Access to Georgian wine information** through the creation of and frequent updates to WinesGeorgia.com, including a Winery Directory which currently includes 295 winery profiles;
- **Social media presence** on multiple channels, with particular focus on [Instagram](https://www.instagram.com) (photos, graphs, maps) and [YouTube](https://www.youtube.com), which includes original 90-second video introductions of Georgian winemakers and wineries;
- **Efficient marketing and advertising partnerships** with leading wine and wine/consumer crossover publications;
- Virtual and live **seminars and tastings**.

More about Georgian Wines and Winemaking

The country of Georgia (capital: Tbilisi) sits on the eastern edge of the Black Sea, at the crossroads of Europe and Asia. This tiny country – slightly smaller than Connecticut – is a hotspot of bio-diversity, with topography ranging from tropical to alpine. It is about 1,000 km due east of Rome, and is bordered by Russia, Azerbaijan, Armenia, Turkey, and the Black Sea.

Scholars recognize Georgia as the birthplace of wine. In 2015, archaeologists working in Georgia discovered ancient qvevri containing the residue of cultivated grapes. Using archaeological, biomolecular, and other methods, researchers dated these artifacts to 6000 BCE, during the Neolithic Period. A [research report](#) published by the U.S. National Academy of Sciences describes the discovery as the earliest evidence of viticulture and winemaking. To this day, qvevri are made by hand by Georgia's master potters. In 2013, the United Nations had added qvevri winemaking to the UNESCO list documenting humanity's [intangible cultural heritage](#), and in 2021 qvevri were the first non-consumable to be granted a Protected Geographical Indication (PGI) designation.

Home to more than 525 indigenous grape varieties, Georgia has deep winemaking roots in every community. In the post-Soviet era, the country's wine industry has transformed itself from a cottage industry into an artisanal powerhouse, producing some of the world's most distinctive wines using both traditional Georgian and European winemaking methods.

The National Wine Agency of Georgia works to preserve the country's qvevri winemaking tradition, control the quality of all Georgian wines, and promote Georgian wines globally.



Interviews, samples, and hi-res imagery available upon request.

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