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DEVELOPMENT OF TOURISTIC ROUTES IN THE SOUTH-EAST REGION

Project “Development of Sustainable Cultural Tourism in the Black Sea Basin - CULTOUR-BSB”, eMS code BSB -117



Project funded by
EUROPEAN UNION



DEVELOPMENT OF TOURISTIC ROUTES IN THE
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02



WINE TRAILS OF THE
NORTHERN BLACK SEA
COAST OF UKRAINE AND
SUNNY GEORGIA

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Wine trails of the Northern Black Sea coast of Ukraine and sunny Georgia

Winemaking in Ukraine has an ancient history. As early as the 4th century on the southern coast of Crimea, vineyards grew and wine was produced – this is confirmed by archaeological excavations. Crimea, the Black Sea region, Transcarpathia and Bessarabia are the most famous wine-making regions of Ukraine. Vineyards of Ukraine occupied a vast area of about one hundred thousand hectares. During World War II, wine production stalled, but after its end, the economy was revived again. A crushing blow to winemaking was dealt in 1986 by the cutting down of all vineyards (as part of Mikhail Gorbachev's fight against alcoholism). Currently, the industry is reviving, Ukrainian wines are popular not only at home, but also in Europe and America.

Georgia is sometimes called “the cradle of winemaking”. And this is not at all accidental: this delightful radiant country is the oldest center of viticulture culture, and various archaeological finds testify to this. Today we want to take a closer look at the unique process of wine production in Georgia, as well as tell you about the most famous wines, wineries and wine shops.

The history of winemaking in Georgia, according to archaeologists, is about 8000 years old. Due to the diverse and unique microclimate, about 500 varieties of grapes grow in Georgia. On the territory of the country, during the excavations, the most ancient jugs -kvevri with the remains of grape seeds and husks were discovered, indicating that the peoples who lived in these parts had knowledge of the cultivation of cultivated grape varieties and winemaking even before our era. To this day, the culture of wine production through aging in qvevri has been preserved and is actively used in private and mini wineries. Today, qvevri jugs are included in the UNESCO Intangible Cultural Heritage List.



Technical features:

Administrative geography/counties included: Ukraine, Georgia

Duration of the tourist road: 7 days

Season: all year long

Transport accessibility: car, bike, boat

Main goals:

- promoting local artisan products
- strengthening image, identity and visibility of the region
- setting the framework for long term cooperation of various stakeholders

Sub – sectors:**Sector 1 Odesa, Kherson and Zaporizhzhia regions of Ukraine**

Odesa - Hola Prystan – Stepanivka – Kherson – Vesele – Nova Kahovka – Zaporizhzhia – Baburka

Time 3 days with overnight stay in Odesa, Kherson.

Sector 2 Wine Regions of Georgia

Salkhino – Mukhrani – Mtskheta – Tsitsamuri – Tbilisi – Telavi – Napareuli – Kisiskhevi – Velistsikhe – Sighaghi

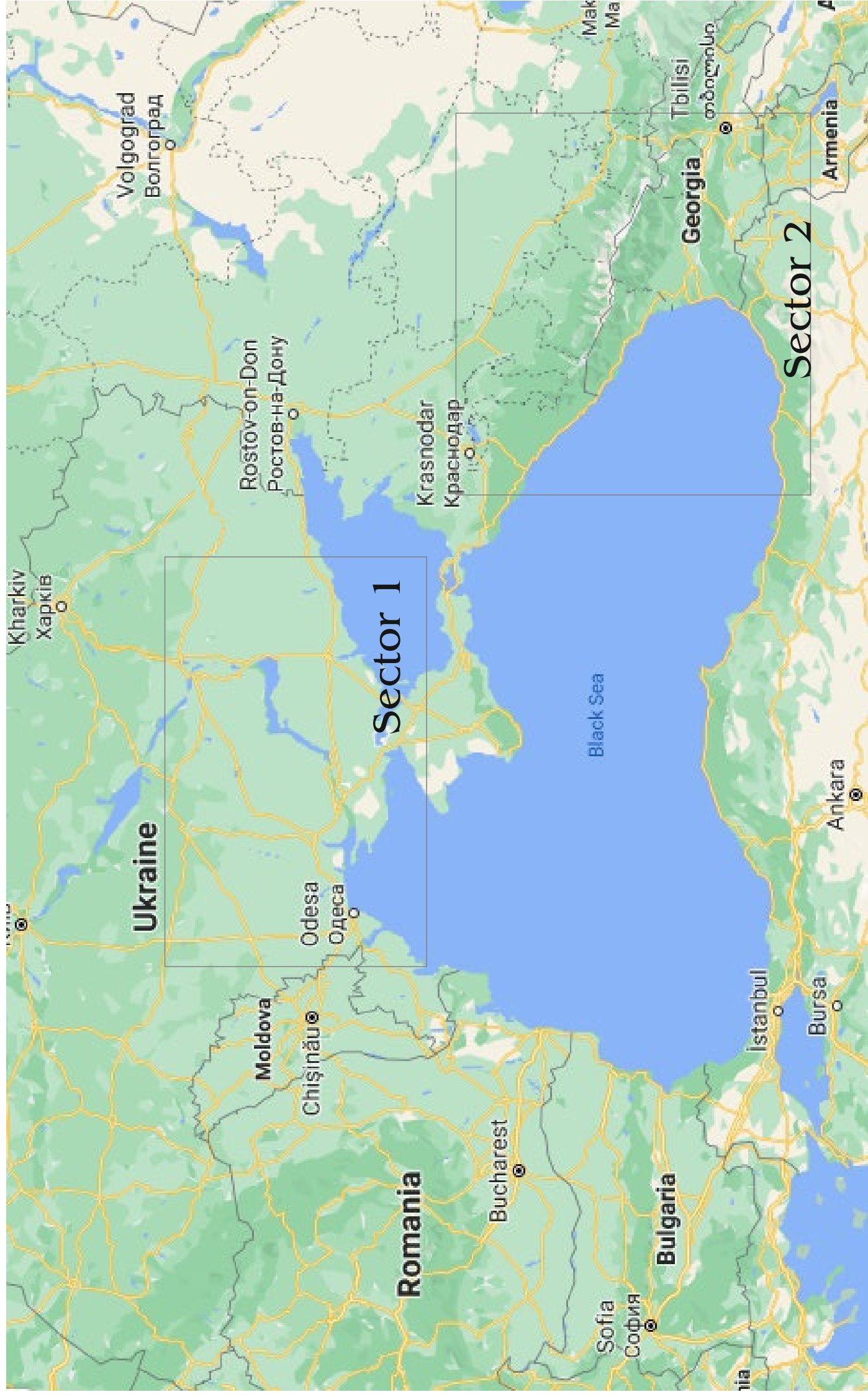
Time 4 days with overnight stay in Tbilisi, Sighaghi

**Keywords:**

wine and gastronomy
ethnography
traditional crafts
nature exploration

Types of sites:

vineyards and wine cellars
traditional villages

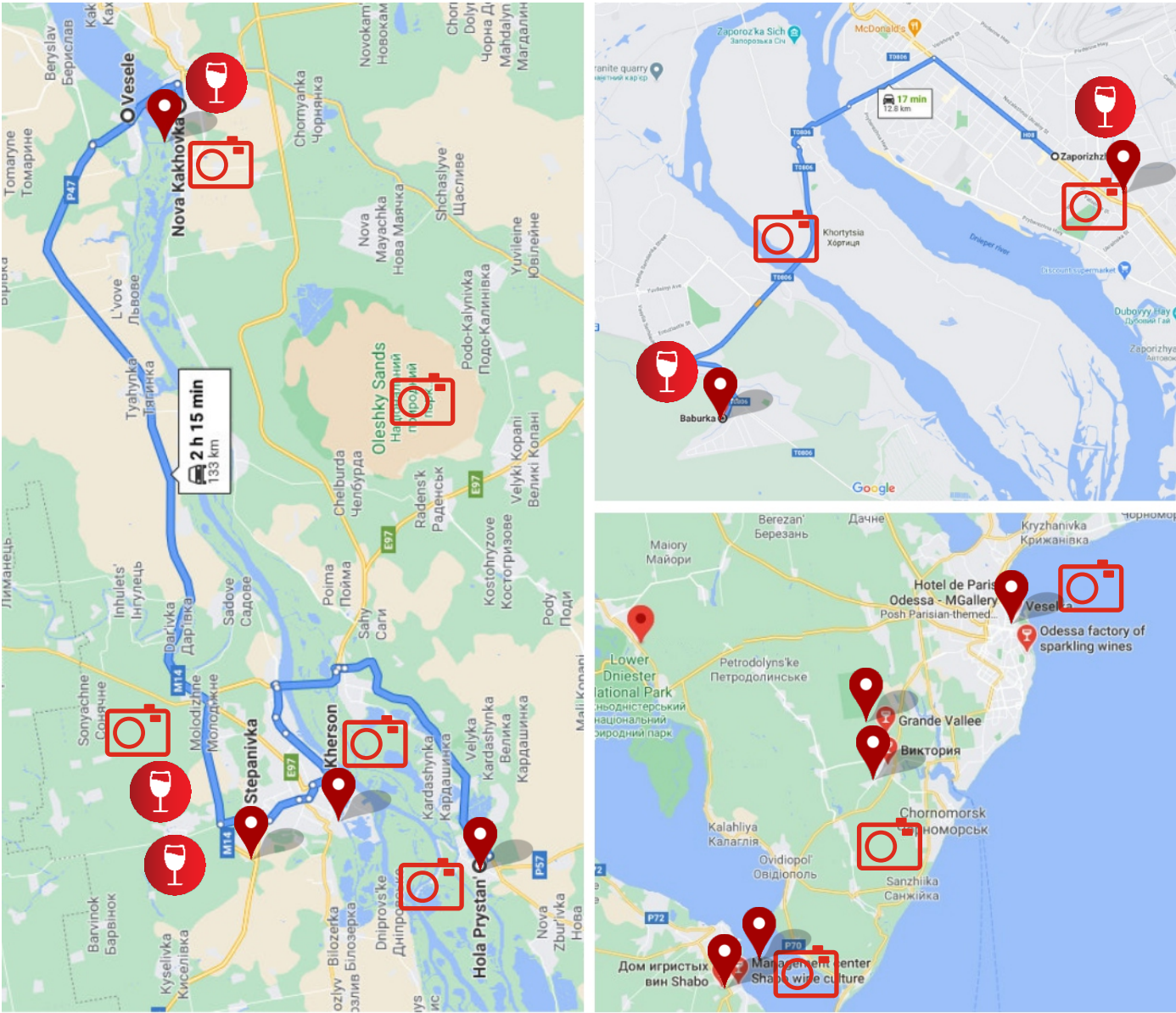


Sector 1 Odesa, Kherson and Zaporizhzhia regions of Ukraine
Start point: Odesa
Stop-point: Kherson
End point: Baburka

Odesa - Hola Prystan – Stepanivka – Kherson – Vesele – Nova Kahovka – Zaporizhzhia – Baburka

Targeted types of tourists : experienced wine enthusiast, curious wine tourist

Targeted country market: Ukraine, Germany, Slovakia, Hungary, Croatia a, Serbia, Romania, Bulgaria, Moldova, Russian Federation



Activities and designated places:  scenic views  vineyards

Sector 2 Wine Regions of Georgia

Start point: Salkhino

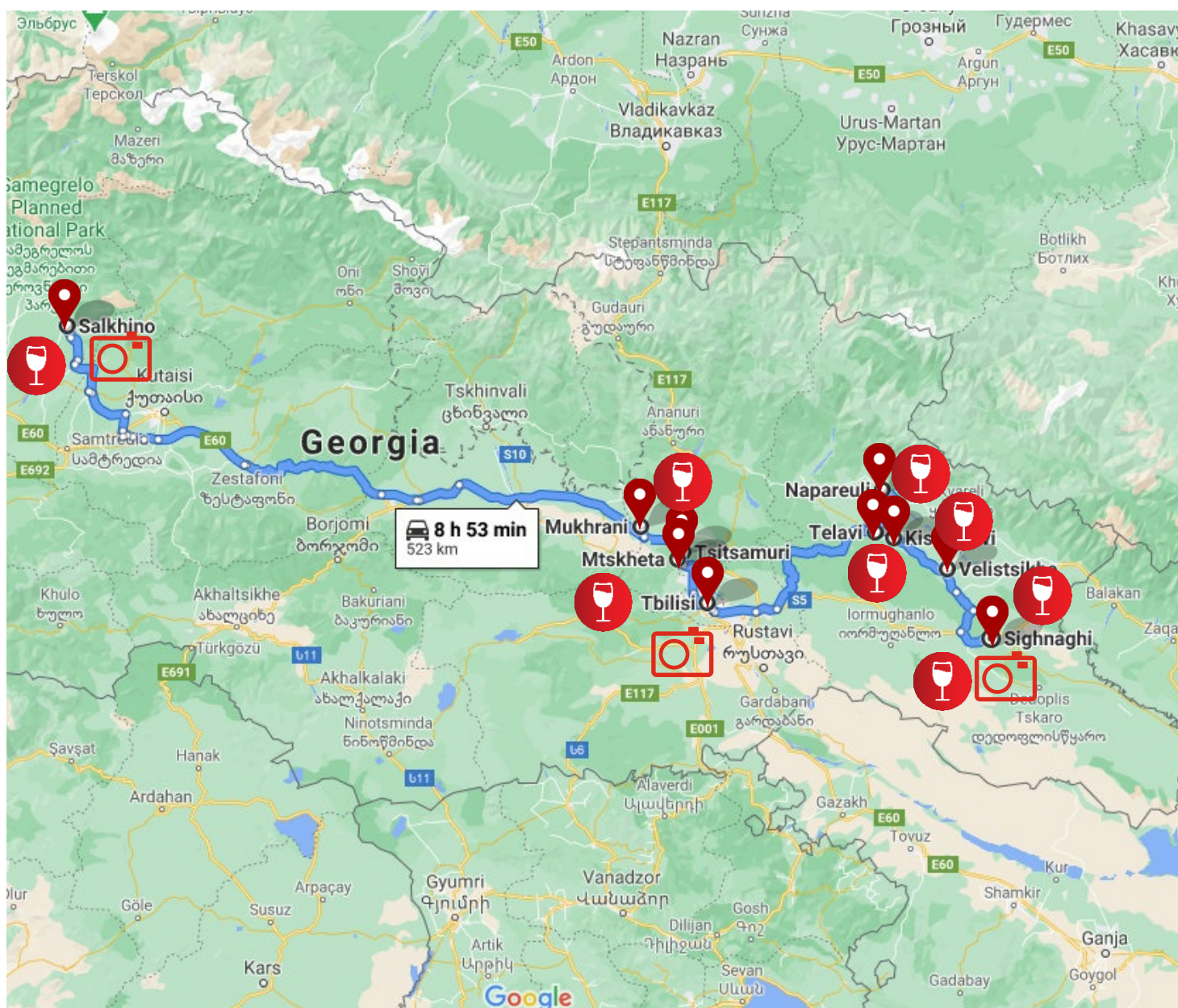
Stop-point: Tbilisi

End point: Signaghi

Salkhino – Mukhrani – Mtskheta – Tsitsamuri – Tbilisi – Telavi – Napareuli – Kisiskhevi – Velistsikhe – Signaghi

Targeted types of tourists : experienced wine enthusiast, curious wine tourist

Targeted country market: Ukraine, Germany, Slovakia, Hungary, Bulgaria, Moldova, Russian Federation



Activities and
designated places:



scenic views



vineyards

**Winery "Guliev Wines"
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





ВИНА ГУЛІЄВИХ

Winery "Guliev Wines"

Guliyev Wines is a family business based in a territory with a rich past. Even the ancient Greeks were engaged in the cultivation of grapes on these lands, and the winemaking tradition has not been lost after thousands of years. Local wines could be enjoyed by Herodotus or Ovid, and over the past two hundred years, immigrants from France, Armenia and Germany developed the art of winemaking on these lands.

The unique climate of the territory located between the Black Sea coast and the Dniester estuary allows you to grow excellent grapes. It becomes the ideal raw material for a good distinctive wine.

The Guliev wines began their existence in 1998, today the company has 1000 hectares of vineyards and pleases fans of exquisite taste with high-quality natural wines "Guliyev Wines", which can be bought at a very affordable price.



Address: 10, French Boulevard, Odesa

+38 0 (93) 021 35 17

Komarova.j@guliev.wine

<http://gulievwine.com/>

**Odesa factory of sparkling wines
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





Odesa factory of sparkling wines

The Odesa Sparkling Wine Factory was founded at the end of the 19th century by the French entrepreneur Henry Raederer. Initially, the distillery was named Henry Rederer's Champagne Factory, and was engaged in the production of sparkling wine according to the classic recipe. Later, in 1952, the plant switched to the production of champagne by the tank method.

Now the Odesa Sparkling Wine Factory produces 15 million bottles of champagne of 34 types per year under the trademarks "Odessa", "L'Odessika" and "Henri Roederer". The plant's products are known in various countries of the world. Since 2009, the Odessa Sparkling Wine Factory has been part of one of the largest associations of alcohol producers in the world "Gruppo CAMPARI".



Address: 36, French Boulevard, Odesa
+38 (048) 734-48-01
champagne.odessa.ua

Brandy factory "Shustov"
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





Brandy factory "Shustov"

Brandy factory "Shustov"

In the Odessa region, there are many producers of wine products. A special place among them is occupied by the Odessa Brandy Factory "Shustov", which more than 140 years ago, for the first time in Ukraine, begins the production of brandy using classical French technologies. This means that all stages of the production of cognac products take place at one enterprise.

Facade of a cognac factory in Odessa

The plant was founded in 1863. Over time, namely in 1899, N. Shustov redeems it. The plant owns significant areas of its own elite vineyards (approximately 1000 hectares), as well as the oldest park of barrels, in which there are about 15 thousand of them.



A variety of grape varieties are grown in the nurseries of the Odessa Cognac Factory: Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Riesling Rhine, Pinot Noir, Traminer Pink, Pinot Meunier, Merlot.

Bar counter of a cognac factory in Odessa

One of the biggest victories of the Shustov plant dates back to 1900. It was then that the products of the plant received the Grand Prix at the world exhibition, which was held in Paris. Nowadays, the plant is a manufacturer of 23 types of branded and ordinary cognacs, 7 types of champagne, 13 types of vodkas. His trade marks include "Shustov", "Desna", "Odessa", "Golden Duke", "Arcadia", "Yubileiny", "Chaika" and others.



Address: 13, st. Melnitskaya, Odesa

+380 (48) 740 08 90

+380 (800) 508001

pr@shustov.com

<https://shustoff.com/>

Grande vallée
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





grande vallée

Grande vallée

Grande Vallée is a young brand of dry varietal, aged and champagne wines.

Having started our history in 1999 as the largest supplier of wine materials, we have continued the tradition of producing varietal and champagne wines in our own brand.

Vineyards "Grande Vallée" are located in the very center of the unique part of southern Ukraine, in an area favorable for the cultivation of grapes, next to the production.

Today the total area of vineyards is more than 650 hectares.

For planting vineyards, we used certified seedlings of direct clones of grape varieties of French and German selection from manufacturers: Hyacinthe Raymond (France) and Reben Sibbus (Germany).



Address: 1V, street Transport, village Velikodolinskoe
+38 (068) 903 82 72,
shold@ukr.net
<https://grandevallee.com.ua/>

LLC "Vintrest"
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





LLC "Vintrest"

Vintrest is a wine-making company with a full production cycle.

The company "Vintrest" - an enterprise of primary and secondary winemaking, manufactures products using the highest European technologies.

They have 650 hectares of total vineyard area, french and german authentic grape varieties, modern processing wine complex, one of the largest wine storage facilities.

The wine-making complex was built in 2005 using modern production technologies. The equipment was supplied by the leading industry manufacturers - France, Italy, Hungary.

The plant and production base are located on the territory of the Ovidiopol district of the Odesa region at a distance of 25 kilometers from the center of the city of Odesa.



Address: 1V, street Transport, village Velikodolinskoe

+38 (048) 729-61-45

email: gv@vintrest.net.ua

<http://www.vintrest.net.ua/>

**Craft winery of Maryan Shevchenko
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





Craft winery of Maryan Shevchenko

Craft winery of Maryan Shevchenko is well known to lovers of quality wines far beyond the borders of Odessa region. His wines from European grape varieties, grown in the sun-rich land of southern Ukraine, have been repeatedly awarded at the country's largest wine festivals.

The wines are stored here in stainless steel containers, and for the aging of red vintage wines I use oak barrels, which add nobility and sophistication to the bouquet. The very friendly owners of the winery, spouses Natalya and Maryan Shevchenko, conduct interesting excursions and wine tastings for guests.

097 430 3485

<https://www.facebook.com/vinomaryana/>

**LLC "AP Ovidiopolvino"
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





LLC "AP Ovidiopolvino"

Among the luxurious nature of southern Ukraine, there is a city with the romantic name Ovidiopol. The city with more than two hundred years of history, named after the ancient Roman poet Publius Ovid Nazon, preserves the old traditions of winemaking.

The Ovidiopol winery was built in 1925-1927 on the site of the pre-revolutionary distillery, which supplied the Shustov brandy factory with wine materials for distilling alcohol. During the existence of the USSR, the winery was a raw material base for large wine producers.

Odessa region is located in a unique natural and climatic zone, especially favorable for growing grapes. Warm humid air and sandy soils enable us to produce light and fresh wines.

The refined range of wines produced includes traditionally famous brands: Kagor Ukrainian, Cabernet, Muscat Tavriyskiy, Merlot, and others. Exclusive wines are semi-sweet muscat wines "Ovidiopol white" and "Ovidiopol red", as well as red dessert wine "Chervoniy Doctor" and red strong wine "Spravzhny Polkovnik" developed and patented by our winemakers.

Ovidiopol winemakers still adhere to the old traditions in the production of wines. Throughout the year, we carefully monitor how the grapes grow and ripen. In autumn, during the harvest season, we select only the best grape varieties. Thanks to special gentle technologies for making "living wine", we preserve the character, fullness of taste and biological value of wine.



56, Zaliznychna street, Ovidiopol
+ 38067559-41-95
<https://ovidiopolvino.prom.ua/>

**TM "VinLux",
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





TM "VinLux",

The grape region of the Tatarbuniar region today is one of the largest zones where most of the wine materials of the Odessa region are produced. This area has long been called Bessarabia, and it is famous for the production of high quality wine products. Agro-Dar LLC has made the right choice of the location of its plant. Their factory is an enterprise with a full-cycle production, where each stage is controlled, it ripens the crop, its collection, processing until the moment when the wine is bottled. It is at this plant that natural grape wine of the VinLux trademark is produced. The VinLux brand appeared on the Ukrainian market almost twenty years ago, in the autumn of 2001. The use of the Italian bottling line, modern technologies and professional experience that has been accumulated over the years in this territory of this region, made it possible to produce high-quality varietal and blended wines.

On the alcoholic beverages market from TM "VinLux", domestic consumers are offered a wide range of wines, including dry varietal, dessert, fortified and semi-sweet. The Alcotorg website is engaged in the sale of VinLux wine, among the positions you can find Cahors wine which will undoubtedly suit your table on religious holidays - Wine Holy Temple SHTOF red semi-sweet Winlux and Wine Cahors Velvet SHTOF red dessert Winlux.



Address: 41, st. Grushevsky, Odessa
Tel: +380 (482) 37-74-06

“KLARA MARSALA” FAMILY WINERY
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





“KLARA MARSALA” FAMILY WINERY

It is a workplace of the proprietor's wine. This family winery is specialized on the production of red wines from the organic grapes. Visiting this rather young winery all guests could be acquainted with traditional food cooking, will taste the range of organic wines with the delicious snacks, have dinner from the local food, get pleasure on the territory of the winery: playing, swimming, relaxing on the open year and so on.



Useful info

Location: 6 Richkova str., Hola Prystan, Kherson region

Contact details: +38 (050) 929 9626

Web-site: <https://www.facebook.com/klaramarsala/>

Activities: tasting wine, local food, active holiday etc.

**“KURIN” FAMILY WINERY
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine
of Ukraine**





“KURIN” FAMILY WINERY

The winery “Kurin” was created in 1992 in Kherson region. After studying the traditions of European countries, the owner of the winery made the conclusion that high-quality authentic wine, which has its own personal style, can be made only in small quantities. They grow high-quality grapes and make high-quality wine from it. The owner plans to make the reconstruction of the residential and industrial complex with the construction of an administrative and industrial building: premises for accommodation of seasonal workers and tourist groups, premises for conduction of conferences, seminars and excursions, additional premises for winery as well.

The Motel “Kurin” is located in 9 km from Kherson on 212 km of the M-14 Odessa-Melitopol highway. It is very convenient for making stops when traveling from Kiev to the Crimea or on vacation to the seaside. The rooms of the motel are very comfortable and will satisfy the tastes of the most demanding customers. There is the private winery and a mini-zoo with ostriches on the territory of the motel. Restaurant "Kurin" offers tourists traditional Ukrainian cuisine and a large variety of dishes on the grill. Tourists can taste the author's wines "Kurin", which are produced at the family winery. And while tourists are waiting for their meals, they can participate in the excursion to the winery cellars and taste wines.



Useful info

Location: Stepanivka village,
Kherson region.

Motel-restaurant

+38 (098) 441 98 22;

Winery

+38 (067) 943 40 74;

Web-site:

<http://kurin.com.ua/>

Activities: tasting wine,
local food, active holiday etc.

**“BILOZERSK WINES” WINERY
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





“BILOZERSK WINES” WINERY

This winery is one more great example of Ukrainian high skills in winemaking. Due to the favourable climate conditions and patient work, tender love to wine and in respect to traditions & culture there has been opened a wine production company that now is one of the leading ones on the Ukrainian market. Bilozersk Wines produces varietal dry and semi-sweet wines that have their original unforgettable taste. One could visit the winery and participate in wine tasting, learn about the features of wine production and usage of preserved local techniques.



Useful info

Location: 66 Robocha str., Kherson, Kherson region.

Contact details: +38 (067) 486 35 43;

Web-site: <http://www.whitelakes.com.ua>

Activities: tasting wine, etc.

KNYAZ TRUBETSKOI WINERY
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





KNYAZ TRUBETSKOI WINERY

"The winery of Knyaz P.N. Trubetskoi" is the only historical chateau in Ukraine. Here for 120 years, they have been producing high-quality Ukrainian wines from grapes grown in their own vineyards and harvested by hand. The first vineyards were laid in 1896. By 1910, they already occupied about 200 acres, and there they cultivated such high-quality varieties as Foam Franc, Pinot Gris, Sauvignon, Cabernet and Riesling. In those days, the winery of Prince Trubetskoi produced 14 kinds of dry table wines. Today, Trubetskoi's natural wines are presented in 4 collections, united by style and manner of production. A collection of young wines is a fresh vivid torture of wine without aging in a barrel. A collection of aged wines is an aged wine in French barriques for at least 6 months. A collection of vintage wines is with Barrel aging for at least 2 years. Premium collection is a collection of special wines: limited editions from selected vineyard plots with a long aging. In 2013, the reconstruction of the historic building of the 1900 winery with a tower and a viewing platform in which tasting rooms are equipped, 8 galleries of wine cellars from the Trubetskoi era were installed, which are used for aging and storing wines. On the territory there is a hotel with 10 rooms and an atmospheric banquet hall in the old wine-making wing.



Useful info

Location: Vesele v., Beryslav district, Kherson region.

Contact details: + 38 (050) 878 47 38;

Web-site: <https://vina-trubetskogo.com.ua/en/>

**THE HOUSE
OF VINTAGE BRANDIES “TAVRIA”**





THE HOUSE OF VINTAGE BRANDIES “TAVRIA”

The House of Vintage Cognacs “Tavria” is one of the largest wine-growing and wine-making enterprises in Ukraine, with more than a century-long history. From 1970 till 2019, the products of the House of Vintage Cognacs “Tavria” were awarded at international degustation contests and exhibitions with 142 gold, 82 silver, 33 bronze medals, 11 special prizes and 13 Grand Prix.

During the visit to the enterprise, its representatives will acquaint tourists with all secrets of cognac production technology. Also, it will be interesting to get know about cradle of Tavria’s wine-making. You will see for yourself an incredible number of oak barrels (6500 barrels) in which best cognac spirits are aged for decades. We will open for you all mysterious stages of transformation of grape into the elite drink.

Even the most sophisticated person in the world of winemaking will learn new and interesting facts about the cognacs and wines, which are well-known not only in Ukraine but also abroad. An experienced guide will surely interest you with exciting stories. Exhibits of the Museum of the House of vintage cognacs "Tavria" will not leave guests indifferent and certainly they will never forget bouquet and aroma of wines and cognacs of Tavria. Visitors will evaluate their high quality in the degustation room.

The visit to the HVC "Tavria" – is a great way to "beautify" people’s daily routine, to get useful winemaking skills. Tourists will evaluate the result of the work of those wine-makers who appreciate true quality and prefer the best.



Useful info

Location: 299 Dneprovski Avenue,
Nova Kakhovka, Kherson region.

Contact details:

+ 38 (050) 494 27 22;

Web-site: <http://www.tavria.ua/>

**TRADEMARK “ZAPORIZHZHIA WINES”
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine**





TRADEMARK “ZAPORIZHZHIA WINES”

The history of wine making in Zaporizhzhia region has not reserve the information about its development and unique techniques. Nevertheless, the great love to wine in the South of Ukraine gave the start for the production of wine in Zaporizhzhia region. It begins from the degustation of well-known traditional Georgian wines. Then winemaking and production were started. The grapes for these wines are grown in Mykolayiv and Kherson regions. The following varieties are used in production: Tsytronnyi Magaracha, Riesling, Chardonnay, Cabernet, Saperavi, Odesa black. All grapes are harvested by hand and delivered in refrigerated trucks to Zaporizhzhia, where there is the production of wine.

During the excursion along the winery, tourists may visit a cool wine cellar; learn about the full cycle of winemaking from the experienced technologist TM "Zaporizhzhia wines"; taste 7 varieties of wine; make photos in the tasting room near Ukrainian and Georgian mascots.



Useful info

Location: 158A Zachyniaieva str., Zaporizhzhia

Contact details: + 38 (096) 402 37 90

Web-site: <https://vino-zp.com.ua/>

VILLA DEL VINO
SECTOR 1 Odesa, Kherson
and Zaporizhzhia regions of Ukraine





VILLA DEL VINO

Villa Del Vино is a family winery located at the Cossack's village Baburka, near the Zaporizhzhia city. There, in the picturesque and calm place, the wine from the own grapes is made. All visitors could taste wine, be acquainted with the existing atmosphere and feel themselves the gourmet as many degustations of different cuisines are held there. The nature in this place attracts many Insta-bloggers and the fans of photography. This place is for everybody who loves the rest on the fresh air.



Useful info

Location: Baburka village,
Zaporizhzhia region

Contact details:

+38 (068) 068 0044

Web-site:

www.facebook.com/Villa-Del-Vino-

Salkhino - Dadiani Cellar
Sector 2 Wine Regions of Georgia





Salkhino - Dadiani Cellar

Historically Salkhino was the center of winemaking and it was the property of the lord of the Dadiani family. Nowadays, monks take care of this place. Visitors will find a large, well-kept garden, Church and Dadiani Summer residence. The Cellar is located in the park, in a separate building. Here, in its own climatic conditions is stored the famous wine Ojaleshi and tourists can sample it.



Useful info:

Address: Village Salkhino, Martvili.

Phone: +995 555 41 61 65 +995 591 75 57 50

Web-site: <https://www.facebook.com/dadianiwinercellar>

Service: hotel; Food: Taste the wine and Georgian cuisine - from 40 lari

CHATEAU MUKHRANI WINERY
Sector 2 Wine Regions of Georgia





CHÂTEAU MUKHRANI

— DEPUIS 1878 —

CHATEAU MUKHRANI WINERY

Château Mukhrani is based on the historical tradition of wine-making in Mukhrani region. This is the first and the only true Georgian Royal Chateau, which unites four key components: vineyards, winery, castle and history. In 1512 Mukhrani became the prince's estate, governed by Bagrationi royal family. Mukhranian wine production was established by Ivane Mukhranbatoni a famous representative of royal family, political and public figure of the 19th century. In 1876, Ivane Mukhranbatoni returned from France with Chateau concept knowledge and since then the history of Château Mukhani's winemaking starts.

During the Soviet time Château Mukhrani was abandoned and almost destroyed. In 2002, a group of businessmen, Frederik Paulsen, Mamuka Khazaradze and Badri Japaridze laid basis for restoration of the project of Château Mukhrani. Group intended to revive the estate to its former glory and re-establish production at Mukhrani, combining modern and traditional technologies. New investment group aims to create strong international brands, which will serve as a profound representative of Georgian wine on international market.

In 2007, major investment was made in new winery of Château Mukhrani. Now it is equipped with ultra-modern technology and corresponds with ISO 9001:2005 Food Safety and ISO 9001:2008 Quality Management standards.



Address: Mukhrani, Mtskheta
Phone: (+995) 595 99 13 15/16
Web-site:
www.chateaumukhani.com

GURAMISHVILI CELLAR
Sector 2 Wine Regions of Georgia





GURAMISHVILI CELLAR

Tourists can find one of the oldest items of the Georgian cultural heritage at Thadeoz Guramishvilis wine cellar, as for Georgian - Marani. Visitors are also able to get introduced to the Georgian culture and taste some delicious Georgian wines. This sight is one of the most essential and magnificent tourist attractions in Georgia.

These lands provide regular restoration and further development of old Georgian grape varieties. A very rare and likely forgotten vineyard of old Georgian grape varieties has already been planted here. This area is well-equipped with a modern water supply system.

On the Basement floor is Marani King Mirian, with qvevri buried underground, where guests will have the opportunity to see the Kakhetian traditional method of wine making and try the wine from qvevri. Besides that, guests will have a possibility to be photographed with a stylized copy of the throne of King Mirian and Queen Nana, to try the king's dishes prepared according to traditional recipes that have been found and recovered by our chef.



Address: Tsitsamuri-Saguramo

Phone: (+995) 595 01 77 99 Web-site: www.ktw.ge

Hours: Open Mon - Sun - 10AM–6PM

Service: The guide, Souvenir shop, Buy wine, The winepress

Culture: Georgian folk music;

Food: Taste the wine, Georgian cuisine

WINERY - BAR - ♡ VINO UNDERGROUND
Sector 2 Wine Regions of Georgia





WINERY - BAR VINO UNDERGROUND

"Vino underground", is an excellent choice for sampling Georgian wine. Here wines from different parts of Georgia are presented. The wine cellar focuses on excellent wines exclusively from the small, private wineries. This is a good place for winemakers to socialize and share their experiences and ratings with local winemakers.

Conveniently located in the center of the city, "Vino Underground" is a nice respite from the bustling city. It's an underground location, beneath gorgeous arched masonry, with a warm and rustic interior, giving the place a very old-world feeling. This is a place for great wine, good friends and fond memories.

This wine bar serves its guests, only organic and natural wines from small wineries, from almost all regions of Georgia, from West to East. In the evenings, a small kitchen can treat you with the snacks prepared with seasonally picked products (cheese assortments, sourdough breads...). Their weekly wine list allows you to explore from up to 8 - 10 different bottles of white and red wines. Wine, per glass, costs between 7 to 13 lari, while the price for a bottle starts from 25 lari.



Address: 15 Galaktion Tabidze Str, Tbilisi
Phone:

(+995) 599 506 427

(+995) 551 944 841

Web-site: www.vinounderground.ge

Hours: Mon - Sun.: 11:AM - 11:00 PM

VINOTEL
Sector 2 Wine Regions of Georgia





VINOTEL BOUTIQUE HOTEL WINE CELLAR RESTAURANT

Fine wines from all over Georgia, from small families to large famous factories its all here.

Tastefully decorated space with an interesting collection of wines and a high level of service, makes it a great place for wine tasting and spending the evening. Here you can enjoy delicious Georgian cuisine.

The Historical arched brick wine cellar offers an exceptional selection of the best Georgian wines, including natural wines from small exclusive artisan wineries and industry leaders. Wines are kept at optimal conditions thanks to the natural properties of the cellar combined with the recently added cutting-edge German technology.

Visitors will discover the rich world of Georgian wine, sample the unique tastes of Georgia with world-class chefs, and experience the sense of Georgia's history. In Vinotel you will find a harmonious synergy of unique antiques gathered throughout Georgia with the comfort of modern technology.



Address: Old Tbilisi, 4 Elene Akhvlediani ascent

Phone: (+995) 322 555 888; (+995) 596 555 885

Web-site: www.vinotel.ge

E-mail: info@vinotel.ge, reservation@vinotel.ge

**Twins - Hotel, Wine Cellar
Sector 2 Wine Regions of Georgia**





Twins Hotel, Wine Cellar

Offering the views of the Caucasus Mountains, this charming hotel is located in the Alazani Valley (23 km from Telavi). The complex includes its own vineyard, a wine cellar and a restaurant serving regional Georgian cuisine.

The Twins Old Cellar is in an elegant stone building. The restaurant specializes in traditional dishes of Eastern Georgia. Guests can enjoy wine tasting and barbecue facilities. Free WiFi is available. The hotel's garden and its picturesque surroundings offer leisurely walking paths.

Wine production of "Twins Wine Cellar in Napareuli" is based on the oldest Kakhetian method, producing wine in qvevri (large earthenware vessel used for the fermentation, storage and ageing of traditional Georgian wine). In 2013, UNESCO added the traditional Georgian method of making wine in qvevri to its list of intangible cultural heritage, acknowledging the uniqueness of this method and sending a message to the whole world that wine is an integral part of ancient Georgian culture. There is a wine shop located on the territory of the "Twins Wine Cellar" complex, which offers a wide variety of qvevri wines produced by "Twins Wine Cellar".



Address: Village Napareuli

Phone: +995 595 22 64 04

Web-site: <http://www.cellar.ge>

Services:

Visiting the world's unique

"Qvevri and Qvevri Wine Museum";

Visiting new and old wine cellars;

Visiting distillery of Georgian Vodka "Chacha";

Churchkhela making;

Bread baking in traditional clay oven;

Khinkali making.

Open every day.

The working hours from 09:00-to 22:00.

The price: entry ticket Adults - 15

Gel, Pupils - 5 Gel.

**Schuchmann Wines Château
Sector 2 Wine Regions of Georgia**



17 km east of Telavi, visitors can visit the wine factory of Shukhmani, located in the gorge of the village Kisi. They produce both traditional pitcher and European wines.

"Schuchmann Wines Georgia" was launched in the village of Kisiskhevi, Telavi district a few years ago. A modern technological enterprise, a wine cellar, was built and the Chateau Schuchmann Hotel was renovated.

Visitors will enjoy the harmony and exclusive atmosphere of the place, beautiful nature combined with the unique taste of Georgian wines.

Visitors can enjoy wine therapies too.

The company produces 2 million bottles of wine annually and its products are sold in more than 20 countries.



Address: Village Kisikhevi, Telavi.

Phone: +995 577 50 80 05; +995 322 97 04 20

Web-site: www.schuchmann-wines.com.

Numisi Wine Cellar
Sector 2 Wine Regions of Georgia





Numisi Wine Cellar - Museum of Ethnography

From winery "Shukhmani" tourists continue driving and 30 km to Velistsikhe, In a location of another eye-catching and colorful place, Family Wine CellarMuseum Numisi. It is easy to experience the Incredibly touching Georgian hospitality, learn more about the museum history of Wine making of the 16- 20 centuries and try delicious Georgian food and wine. This type of family cellar-museum is the only one of its kind not only in Kakheti, but also in Georgia. The cellar hosts about 15 thousand tourists a year.

The building itself is a monument of ancient classical architecture.

It preserves about 15 thousand items and historical-archeological discoveries - The atmosphere and items bring back to ancient times and reminds us of old Georgian traditions.

Here you will find old wine presses, pitchers, pottery and bronze pottery dating back to the oldest of times, as well as archeological artifacts. As Numisi visitors often say: "If you have not seen Numisi in Georgia, then you have not been to Georgia".

Address: Velistsikhe village of Gurjaani district

Phone: +995 599 56 10 31; +995 571 16 55 29

Khareba Wine Cellar
Sector 2 Wine Regions of Georgia





მეფ306ეობა ხარება
WINERY KHAREBA

Khareba Wine Cellar

'Winery Khareba' is based on ancient traditions, it works towards preservation of unique wine culture and produces wine by using ancient methods, along with modern technology. Its main focus is to grow the best indigenous varieties, including: Saperavi, Ojaleshi, Otskhanuri Sapere, Aladasturi, Usakhelouri, Aleksandrouli, Mujuretuli, Tsitska, Tsolikouri, Krakhuna, Mtsvane, Rkatsiteli, Khikhvi, Qisi, Pumpula, Kapistoni, Kharistvala and Tamaris Vazi. They also grow several european varieties such as Cabernet Sauvignon, Chardonnay, Sauvignon blanc, Pinot Noir, Merlot.'

Cellar is famous for its unique qualities. Naturally, it maintains the same temperature throughout the year - + 12 + 14 °. Humidity is 70%, which is an ideal condition for storing and aging wine.

There are two main tunnels and 13 connecting 500-meter tunnels. The total length of the mentioned structure is 7.7 km.

The tunnel has two entrances. Each of them has its own purpose. The first one has so-called touristic significance, and the second one is industrial, where a large amount of metal and oak is used to store wine. There is also a storage, where Khareba Winery stores over 25,000 bottles of the highest quality wine.

Khareba wine cellar is the main touristic destination in the region, where tourists can degustate fine wines and sample delicious food at the local restaurant.



Address: 1 Kvareli, Telavi
Phone: +995 599 80 85 32
www.winery-khareba.com
Hours: Monday - Sunday: 10 AM - 8 PM

Pheasant's Tears Winery
Sector 2 Wine Regions of Georgia





Pheasant's Tears Winery

In Winery "Pheasant's Tears" visitors will enjoy stunning views of the city before heading to the winery.

Main goal of the winery "Pheasant's Tears" is to grow endemic grapes from unparalleled Georgian soil, harvest that fruit and then preserve it as wine using traditional Georgian methods. All these wines from fermentation through bottling are made in qvevri, clay vessels lined in beeswax and buried in the earth.

Winery "Pheasant's Tears" works with more than 400 of the region's species of indigenous grapes. At harvest time, the field erupts in "a rainbow of color, with red, pink, gray, yellow and green grapes." They use the melange to make

Pheasant's Tears' Poliphonia, an aromatic blend with vivid notes of peach and citrus on the palate, girded by toothy tannins.

The place presents a comprehensive picture of Georgian wine traditions by serving the drink alongside regional specialties, sprinkled with healthy doses of folklore and music.



Address: 18 Baratashvili St, Signagi.
 Phone: 0355 23 15 56.
www.facebook.com/Pheasants-Tears-Winery-85686978213.
 Hours: Mon - Sun - 12 - 11 PM

Vacheishvili cellar
Sector 2 Wine Regions of Georgia





Vacheishvili cellar

Nika Vacheishvili's winery is located in the mountains of Georgia's historic Kartli region at 786 meters above sea level. This area is of unique, ancient significance, since it has been inhabited from the first century.

Nika Vacheishvili opened his winery to preserve the winemaking traditions of the Tana valley, which dates back to the 7th century. Surrounded by medieval terraces, the winery was constructed from lime and stones of local origin using time-honored traditional methods. The vineyard boasts a selection of grapevines, ranging from ancient and semi centennial to newly matured vines that are endemic to the region.

The winery cultivates 5 grape varieties with organic processes over a 4-hectare territory: Chinebuli, Goruli Mtsvane, Budeshuri Tetri, Pinot, and Danakharuli. They offer accommodation at the "Wine Hostel" and educational programs on wine, viticulture and history of the region.



Address: Didi Ateni.

Phone: 577 27 00 32

Web-site: www.atenuri.ge

Taste the wine and georgian cuisine
- from 40 lari.

Sadmeli Winery
Sector 2 Wine Regions of Georgia





Sadmeli Winery

Sadmeli is a family wine cellar. Here is possible to learn about the local methods of wine-making.

In addition, while tasting the wine, it is interesting to taste the local dishes. Also, very famous is Rachian Ham “Lori”: In the offer of the owner Guest House is included.



Address: Sadmeli village, Ambrolauri

Phone: +995 592 40 11 01

**Kvevri winemaking method
- UNESCO Intangible Cultural Heritage**



Qvevri (load ქვევრი) is a ceramic product resembling an amphora, but without handles. It has a cone shape and is used in wine making.



Qvevris come in different sizes - from the usual jug to the huge ones, for several thousand liters. The most common type of kvevri can hold 1-2 tons of wort. Kakheti is distinguished by the use of kvevri of especially large sizes, where you can see such dishes with a capacity of 6-8 thousand liters. The famous place of qvevri production is the village of Vardisubani in Eastern Georgia.

The oldest pottery of the qvevri type discovered in Georgia dates back to 6-5 thousand BC: these are small clay vessels with a height of no more than 1.5 meters, a flat bottom and a wide belly. The ovoid form of kvevri that exists today was formed in the 3rd-2nd millennium BC.



Until the beginning of the 20th century, kvevris were considered the only containers for the production and storage of wine used in Georgia. At the end of 2011, in Georgia, Kvevri was recognized as an object of cultural heritage of national significance and referred to the intangible fund of the country's cultural heritage; Also, the Georgian authorities asked UNESCO to include the method of making wine in kvevri in the UNESCO Intangible Cultural Heritage List, and in 2013 it was included there.

Kvevri is buried in the ground up to the very neck and grapes are laid in it, often along with the ridges of grape bunches. During active fermentation, under the influence of carbon dioxide, the cap of the pulp rises to the neck of the jug, and when fermentation is completed and the gas comes out, it settles to the bottom, and the qvevri is sealed until spring. So in the premises where qvevri with marani wine is stored, the wine matures and is infused on the pulp (that is, on the skin, bones and ridges) for several months. In the spring, the jugs are opened, the wine is removed from the sediment and they begin to drink.





Qvevri is a porous vessel in which it is extremely difficult (and skeptics believe that it is impossible at all) to achieve constant hygiene. Microflora appears in the pores of the clay, and in order to limit its spread, the qvevri are cleaned and treated with wax, but the wax is not neutral. There are problems with the temperature regime: the kvevri buried in the ground heat up during fermentation, and the temperature of the cellar is often not enough to cool the containers, and overheating of the fermenting wort is fraught with at least the appearance of the roughest aroma in the wine.

It is curious that the technology of wine production in qvevri has hardly changed. There are several methods of wine production, among which there is Kakhetian. If we compare the Kakhetian method with the European one, in which only berry juice was used, we will find many differences that determine the final taste of the wine. With the ancient Georgian method of making wine, not only berries with a peel are used, but also seeds and branches. All this mass ferments in qvevri jugs, gradually transforming into a slightly tart drink, which not only has an incomparable taste, but also has a number of useful properties, as it is completely natural and does not contain preservatives and sulfur. The remaining grape must after ripening and pouring the wine is not thrown away. It is customary to prepare another no less famous alcoholic drink from it - chacha, as the Georgians themselves call it. In fact, this is grape alcohol, which, when mixed with water, turns into vodka or is consumed in its pure form, as Georgians love. Possesses a pronounced grape aroma. If Georgian wine can be drunk without major consequences, then chacha should be handled more carefully: the drink has a strength of 60 degrees!



Qvevri - This majestic clay vat, which is an essential element in wine production, may soon disappear. Even if it is customary to believe that Georgians intensively observe and preserve their traditions, in this case this statement is not entirely true.

There are only five people left in this country who are proficient in the art of producing Qvevri, and in our intensive search we managed to find only two old qualified people who work at a high level.

One of them lives in Imereti, in the high mountains of beautiful eastern Georgia, in the small village of Shrosha, famous for the production of clay products. Extremely negative working conditions do not seem to interfere with his work. Because for him this craft is not only a means of subsistence, but more of the meaning of life. This is what he does with great love; for him a clay vat is like a sculpture for a sculptor. This is a kind of performance of the work of sculpture with soft and at the same time careful movements.



TYPES OF TARGET CLIENTS

Origin

local
national
international

Age

20-70 years old

Budget

medium budget
high budget

TRAVELER PROFILE

Gastronomy enthusiasts / FRT/ SIT

- higher education background
- medium to high income
- considerable interest in national cuisines, traditions and crafts
- considerable interest in history issues
- people with healthy lifestyle habits
- travel in groups (family, friends, colleagues)

Incidental enogastronomy fans

This group likes to add gastronomic and healthy components to their holiday trip. However, they have another primary reason for their journey. They may choose restaurants, eco-farms, wineries and other thematic locations that fit their plans.



MARKETING STRATEGY

ONLINE

1. Promotion on the website and in social networks, thematic forums.
2. Social media influencer integration and support local population and local tourism participants
3. Promotion and partnership with digital tourism newspapers and travel blogs
4. PDF guide and mobile app.

OFFLINE

1. Promotion via visibility materials at HoReCa places, partnership with tourism offices
2. Establishing partnerships with tour operators and local tourism service providers, etc.

NEW PRODUCTS / SERVICES RECOMMENDED

The tour offers opportunities for two main groups of tourists, namely: enogastronomic/ healthy enthusiasts and who seek recreational locations with national charm. Many local producers and true-believing individuals with personal farms/family wineries, collections, etc. do not identify the real potential of this tourism type that is one of the leading on the world level, and, moreover brings the high income in comparison with other ones. Thus, the market of local producers and eco-farms is not developed at necessary level, so it needs updates, support and promotion. In addition to this, using the experience of the leading countries, there is a good background for the development of the great range of new products. The recommended ones are: to recharacterize current acting production on the tourism aspect (conduction of wine-tasting, excursions, facilities for resting, etc), to cross over hobby to business; to include promotional component via online and offline tools; to pay attention on details and be qualified in chosen profession; use local elements and promote own culture and traditions; create on the basis of the production a small recreational complex (restaurant, hotel, etc.); involve bloggers and professional experts in promotional campaign.



Project funded by
EUROPEAN UNION



**DEVELOPMENT OF TOURISTIC ROUTES IN THE
Project “Development of Sustainable Cultural Tourism in the
Black Sea Basin - CULTOUR-BSB”, eMS code BSB -117**

**Agency of Sustainable Development and European
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Joint Operational Programme Black Sea Basin 2014-2020

Agency of Sustainable Development and European Integration “Lower Danube” Euroregion”

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of Agency of Sustainable Development and European Integration “Lower Danube” Euroregion” and can in no way be taken to reflect the views of the European Union.