



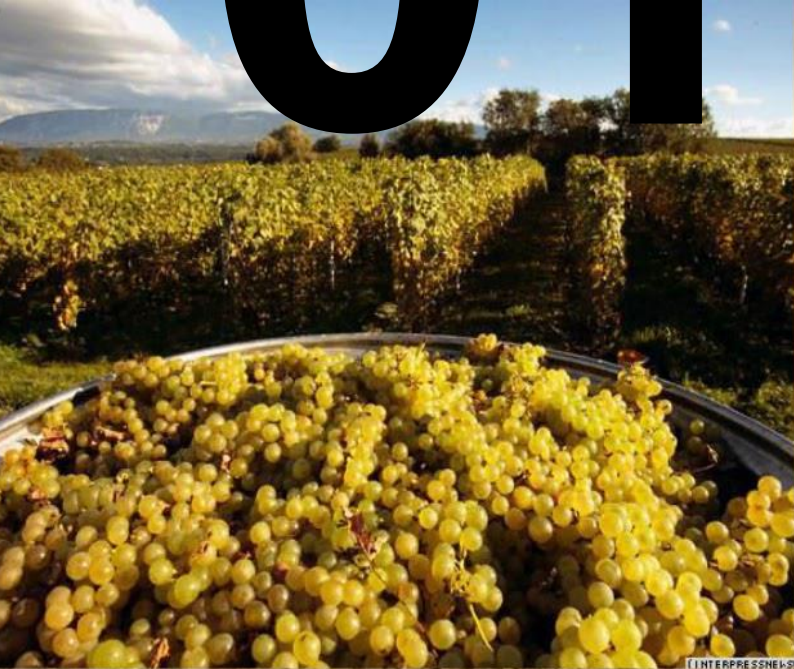
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DEVELOPMENT OF TOURISTIC ROUTES IN THE SOUTH-EAST REGION

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

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01



“The secret birthplace of Wine - Georgia”

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“The secret birthplace of Wine - Georgia”

Introduction

This tour explores Georgia, the oldest wine-producing country in the world.

During the tour the visitor will explore:

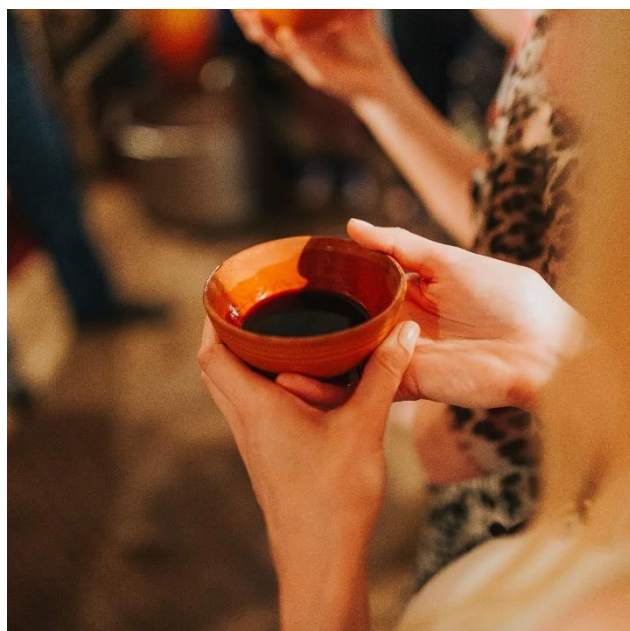
Large wine distilleries and family wine producers, learning about the technology of making and storing wine in "Qvevri" (which UNESCO has inscribed on the World Heritage List), How the production process differs from big distilleries to small families, experiencing modern and traditional techniques used in making the finest wine imbedded in Georgian traditions and cultural heritage. They will taste the wine straight out of "Qvevri" and find out the difference between European and Georgian wines.

- For beginners, the tour serves as a door to a whole new world of wine.
- For those who are seasoned wine tasters' sommeliers and professional winemakers - the tour will provide opportunities to receive the distilled experience of traditional Georgian winemakers.
- For those who are looking to expand their investment portfolio or are commercially interested in winemaking - the tour will yield investment opportunities and contacts with local winemakers for business cooperation purposes.

The tour includes 5 regions, each with a distinct atmosphere, characteristics and nature.

Visitors will:

Partake in degustation of the local wines and taste amazing local cuisine, see historical monuments, learn about the rich cultural heritage of Georgia and the day to day being of the locals.



Technical features

Administrative geography/counties included:

Different parts/regions of Georgia: Central (Kartli), Eastern (Kakheti), Western (Imereti and Samegrelo and a mountainous region of Racha).

Tour starts from Tbilisi and ends in Kutaisi.

Seasonality:	All seasons (in winter Gombori Passover might be excluded, some restrictions might apply during heavy snow/blizzard)
Transport accessibility:	Auto-tour, with any type of vehicle (Sedan, minivan, minibus...)
Types of tourists:	Gen X + Gen Y + BB Gen
Group structure:	Any: Solo travelers, couples, groups and etc.
Tourist profile:	Cultural - Educational, Commercial.
Duration of the tourist route:	8 days (number of days can be changed according to the travelers' preferences)

Main goals:

- Interlinking ancient cultural heritage of the country with wine culture and gastronomical routes, combining the unique heritage of each region with national values.
- Strengthening the image of the identity and visibility of each region.
- Setting a framework for long term cooperation of various stakeholders.

Tour includes the following wine-related activities:

Visiting wine factories, learning about the wine production, wine degustation, visiting domestic wine producers, family wine cellars and learning about domestic winemaking techniques, visiting wine museums and vineyards.

The wine tour is divided into 4 parts:

1. **Tbilisi – Mtskheta** (2 days, overnight - Tbilisi 2 nights)
2. **Kakheti (East Georgia)** (3 days, overnight - Telavi 2 nights)
3. **Kutaisi (West Georgia)** (2 days, overnight - Kutaisi 2 nights)
4. **Racha (North-West Georgia)** (1 day)

Useful information:

- Necessary documents: passport and travel insurance, if required a valid visa.
- Free WIFI is provided at the hotels, bars and restaurants, even in the streets of Tbilisi (Tbilisi Loves You).
- The currency of the country is the GEL, Georgian Lari. Exchange rate for 2020: 3.00 GEL=\$1.00 (needs to be double-checked, since the rates often change)
- Exchange: at the airports, border checkpoints, banks and in the cities, at the exchange points.
- WC Stops - at the petrol stations (approximately in every 50 km)

Transport

- Car rentals: transportation and private companies offer leases/rentals on cars.

Hotels

- 2,3,4,5* hotels, boutique hotels, guest houses, hostels.
- In provinces guest houses are recommended, to learn about the lifestyle of each region.
- Many wine cellars provide overnights for guests. It is quite easy to find guest houses close to the wine cellars and wineries.
- You can find the detailed information on the following websites: www.booking.com www.tripadvisor.com

Part I

2 days Route: Tbilisi – Mtskheta

The route includes a wine road in the central region of Georgia, Kartli.

The Kartli vineyards are located at riverbanks of Kura (Mtkvari), at 450-700 meters above sea level.

The weather is dominated by two factors: Dry air masses from the East, from Central Asia, and humid air masses from the west, from the Black Sea.

Kartli wine varieties: Shavkapito, Budeshuri, Goruli Mtsvane, Gorula (Table Wine) and Chinese.

You can taste about 20 wines made using both Georgian and European techniques.

Kartli is also famous for its rich cultural and historical heritage and beautiful nature.

Capital – Tbilisi.



I Day – Tbilisi



Tbilisi, the capital of Georgia
Population: 1 200 000
Established: 455 AD; Time zone: UTC+4
(Georgian Time)

Activities and designated places:



Scenic views

Metekhi church;
Narikala fortress,
Legvtakhevi canyon,
Meidan, Shardeni street;
Bridge of love,
Gabriadze theater,
Mtatsminda Park –
Funicular, Botanical garden;
Monuments of chronicle of
Georgia,



Museums

Ethnographic Museum in the
open air;
Georgian National Museum



Archaeological remains

Unique remnants of
archeological excavations of
Legvtakhevi canyon; City's
fortified wall

Sulfur Baths

Georgian Exotic Sulfur Baths
("Chreli", "Royal", "Gulo")

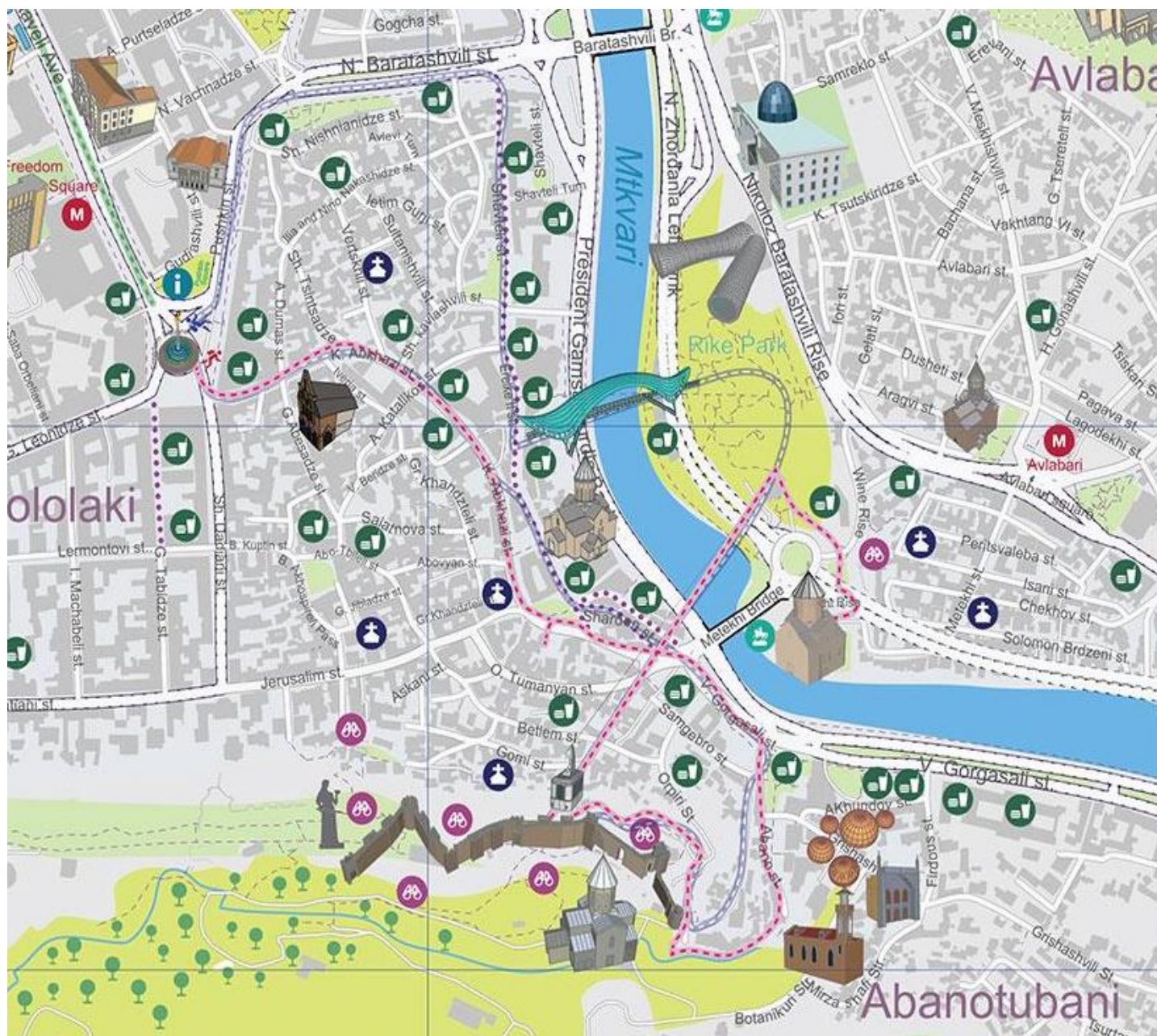
Tbilisi city tour enables each visitor to visit the main attractions of the city, to sample delicious wine produced in the country and taste local food.

Before starting a wine tour, we advise each tourist to stroll along the streets of the city, starting at Metekhi Church, located in one of the oldest parts of the city and offering mesmerizing views of Tbilisi. From Metekhi Church one can take a cable car to Narikala fortress and to the famous statue of the Mother of Georgia, holding a cup of wine to greet guests and a sword to greet enemies with. We recommend walking down to Abanotubani, the oldest part of the city, from here the history of Tbilisi begins. Tourists can visit Sulphur Bath Houses, Mosque, Botanical Garden and a picturesque waterfall near the river Legvtakhevi. This neighborhood offers many beautiful narrow cobbled streets, churches, a synagogue, historical monuments and a big variety of restaurants, cafes and bakeries. Here are restaurant chains, like: Machakela and Pasanauri, small pubs and thematic cafes. After this pleasant excursion, each tourist can choose either having a lunch in the neighborhood and after walking via Kote Abkhazi street to the Freedom Square, to the wine cellar "ღVino underground", for wine degustation, or going directly to the hotel "Vinotel", where one can rest, enjoy delicious lunch and wine degustation.

After lunch, tourists can either drive to The Ethnographic Museum or take a Funicular to Mtatsminda Park.

useful information: in 2020 "Wine Museum" will be opened in Tbilisi, combining all the information about different types of Wine, winemaking traditions and technologies/techniques.

Tbilisi tourist Map



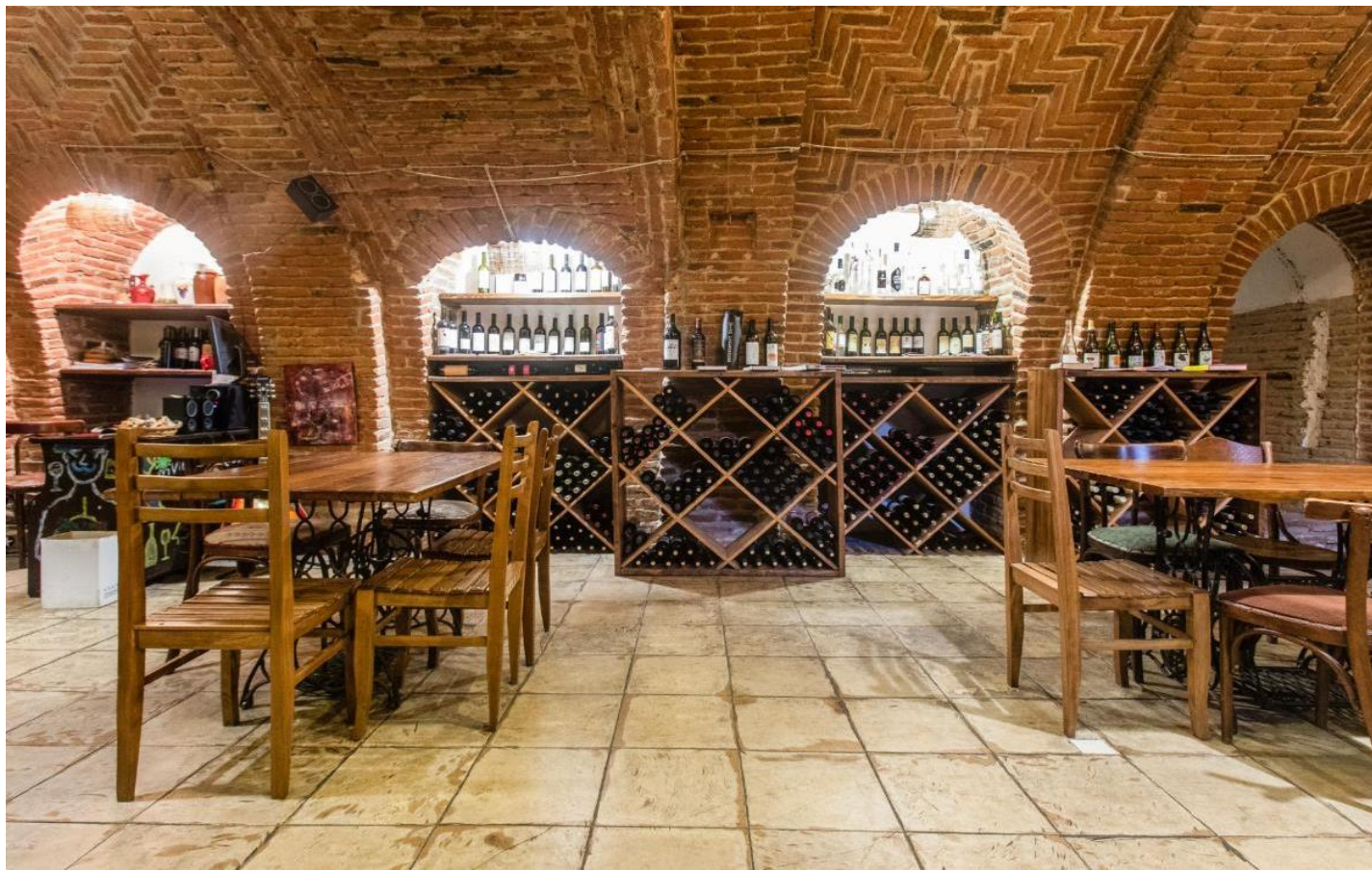
Note:

The day route is aimed at people who like leisurely strolls, it's acceptable for every age group from kids to elderly, however for the people with disability, this kind of activity might be tiring and in case of Leghvtakhevi canyon, Narikhala and Metekhi fortresses might be inaccessible due to long stairways, bridges and long stone-paved uphill roads.

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WINERY - BAR - ღVINO UNDERGROUND

(The main theme) Cultural and Natural Attraction



"ღVino 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, "ღVino 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
Web-site: www.vinounderground.ge

Phone: (+995) 599 506 427 (+995) 551 944 841
Hours: Mon - Sun.: 11:AM - 11:00 PM

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VINOTEL - BOUTIQUE HOTEL - WINE CELLAR-RESTAURANT

(The main theme) Cultural Attraction



Wine tasting room of the Vinotel hotel.

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 Akhvediani ascent

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

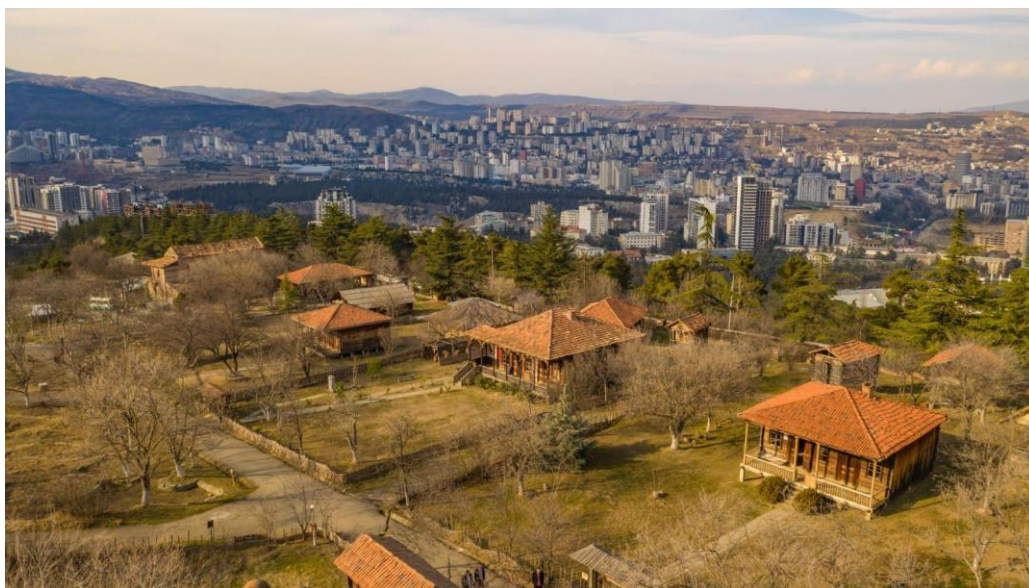
Web-site: www.vinotel.ge

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

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OPEN AIR MUSEUM OF ETHNOGRAPHY

(The complementary theme) Cultural and Natural Attraction



The Ethnographic Museum of Tbilisi is located under the open sky. The museum is one of the most interesting sights of the city, it will acquaint you with the culture and traditions of the people.

The museum was opened in 1966. It is located at Vake Park, near the Turtle Lake and covers the area of 52 hectares. The museum exhibits more than 8 thousand artifacts from traditional Georgian life. The houses and buildings of the museum are also considered as an exhibition. Built houses represent the life of settlers since the Bronze Age. Household items, traditional clothing, ornaments, weapons, and utensils are also exhibited in the houses.

The museum is a miniature reproduction of Georgia and its regions. The buildings have been brought from all over Georgia and were accurately re-erected. There is an example of a guard tower from the Northern Svanetia and Kachetian winery.

The museum regularly hosts exhibitions and festivals, including the annual folk festival "Art Gene".

The museum also offers great views over the city. To get here take bus #59 from Rustaveli metro station in the Vake direction and get off at the last stop. From there, either walk for about 30 min or take a taxi for 3-4 Lari.

Useful information

Address:

Turtle Lake street, Tbilisi

Hours:

Open 10 AM–6 PM.

Closed Monday

Phone:

032 272 90 45

Website

www.museum.ge

Price/Additional Info

Admission 1.5 Lari, children under 18 - 0.5 Lari, under 6 - for free. Guided tours (up to 10 people) - 25 Lari. Guided service in Georgian, English, German and Russian languages.

II Day - Tbilisi - Mtskheta - Tbilisi



Mtskheta is a city in the Mtskheta-Mtianeti province of Georgia. One of the oldest cities of Georgia and its former capital, it is located approximately 20 kilometers north of Tbilisi, at the confluence of the Mtkvari and Aragvi rivers. Altitude: 480 m above sea level. Population: 7,940 (2014).

Activities and designated places:



Scenic views

Svetitskhoveli Cathedral;
Jvari cathedral;
Zedazeni Monastery

Facilities located in the old capital of Georgia Mtskheta and their surroundings.

The route enables tourists to follow the wine route in the ancient capital of Georgia, Mtskheta, and in its vicinity.

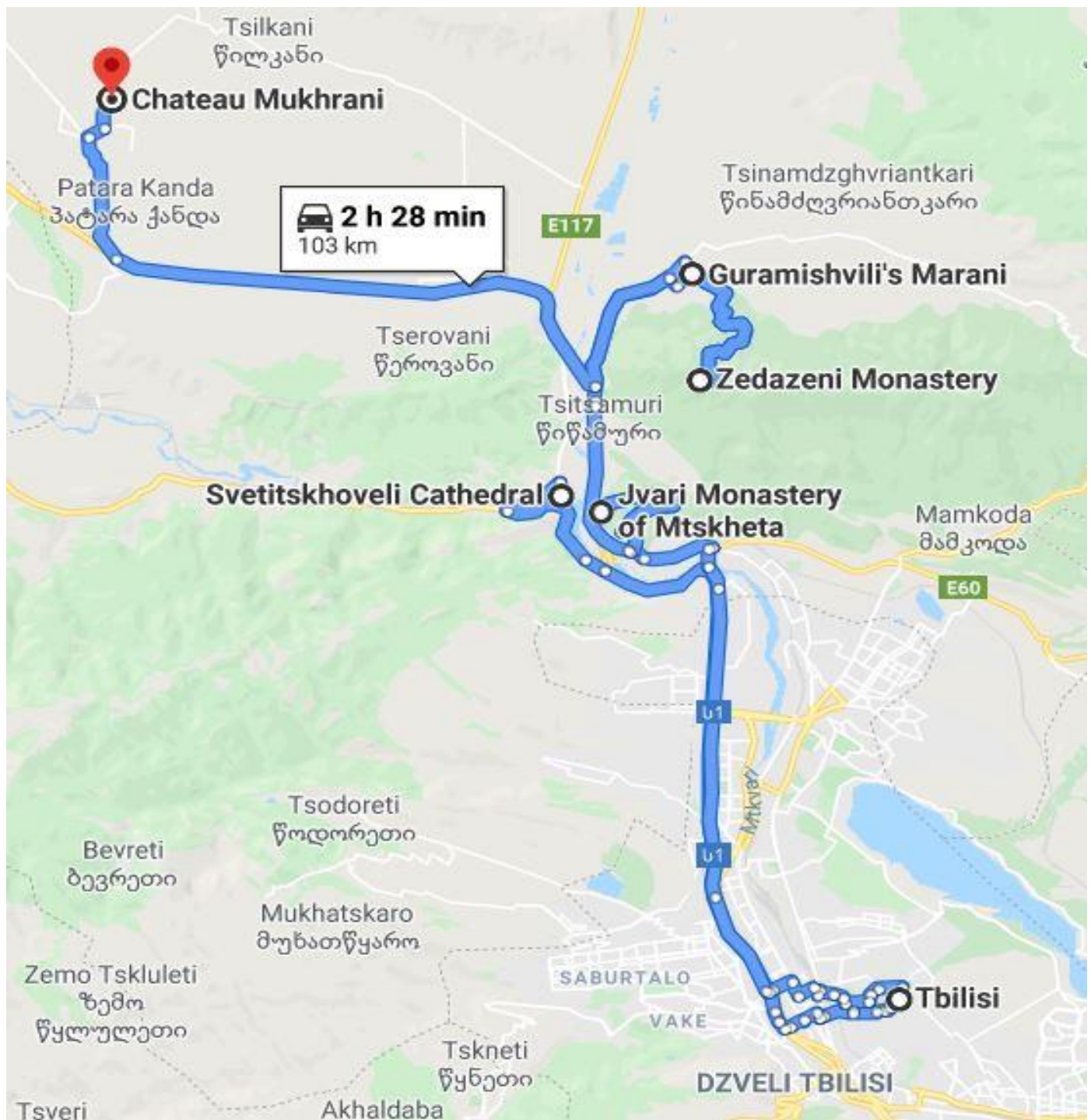
Mtskheta is located approximately 20 kilometers north of Tbilisi.

Before starting a planned route, a traveler can stroll in the beautiful streets of the UNESCO World Heritage Site, a city with its numerous monuments. After free time, she/he can choose either:

driving to the village Saguramo, 20 km from Mtskheta to the Guramishvili wine cellar, offering unique wines and enjoying the breathtaking nature at Zedazeni Monastery (built-in 6th century, located 10 km away from Saguramo) or she/he can drive to the 6th century Jvari Monastery, with mesmerizing views to the confluence of Mtkvari and Aragvi and continue to the settlement of Mukhrani (in approximately 24 km) to visit the castle and wine cellars of Chateau Mukhrani. This is a fairly large and interesting infrastructure for wine lovers.

In the evening a traveler can return to Tbilisi.

Map of II Day route - Tbilisi – Mtskheta



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in Mtskheta can be done on foot, however for people with disabilities this type of activity might be tiring, also accessing Jvari Monastery might be impossible for them due to long stairs and uphill road. However in wine cellars and monasteries (Svetitskhoveli and Zedazeni) access won't be restricted because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

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GURAMISHVILI CELLAR

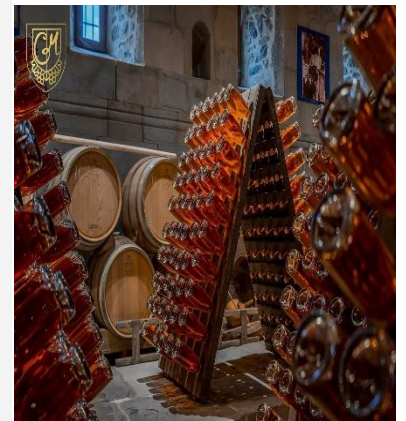
(The main theme) Cultural Attraction



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

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CHATEAU MUKHRANI WINERY

(The main theme) Cultural Attraction



Chateau Mukhrani is one of the must-visit venues to get a fascinating insight into the traditions and secrets of Georgian wine-making, blended with remarkable stories about the Georgian royal family.

Situated 20 minutes from Mtskheta, it is the first Georgian Chateau. Fabulous castles, cellars, wonderful gardens and vineyards are the things that made Chateau Mukhrani world-renowned.

We invite you to discover the Georgian royal family history, breathtaking legends, a flavor of antiquity and enchanting wines.

Wine Tour Highlights: Walking through the vineyards, Visiting the Winery and Tasting a range of local dishes in our restaurant "Samefo Marani 1878".

Today, the Company owns 100 hectares of vineyards planted with local endemic and international varieties and the Winery which is furnished with modern winemaking equipment. The vineyards occupy 23 parcels of land, amounting to 100 hectares adjacent to the Chateau itself. Here vines have been cultivated for centuries. Famous Mukhrani vineyards, receiving rays of a moderate sun, have been planted with different varieties such as:

Reds - Saperavi, Shavkapito, Tavkveri, Cabernet.

Whites – Goruli Mtsvane, Rkatsiteli, Chardonnay, Sauvignon Blanc.



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

Hours: Mon, Tue, Wed, Thu – from 10 AM to 6 PM; Fri, Sat, Sun – from 10 AM to 10PM

Services: Culinary Master Classes, Churchkhela making, Bread baking in traditional clay oven, Chacha distillation, Khinkali making

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Jvari Monastery

(The complementary theme) Cultural and Natural Attraction



Jvari monastery is located 15 km (10 min by car) away from Mtskheta, stands on the rocky mountaintop (656 m a.s.l.) at the confluence of the Mtkvari and Aragvi rivers, overlooking the town of Mtskheta. Here tourists can enjoy both - the natural surroundings and cultural inheritance. It is a sixth-century Georgian Orthodox monastery. Along with other historic structures of Mtskheta, it is listed as a World Heritage site by UNESCO.

Jvari is a rare case of the Early Medieval Georgian church that survived to the present day almost unchanged, the monastery is an example of harmonious connection with the natural environment, characteristic to Georgian architecture and served as a model for many other churches.

Useful information

Address:
Mtskheta
Phone:
555 34 64 38
Hours:
From 8 am to 10 pm

Part II

3 days tour to region Kakheti



Kakheti - a region in eastern Georgia, covers the territory from the Great Caucasus Range to Gombori Passover, where the Alazani Valley creates unique conditions for wine growing. In particular, 75% of Georgian wine is produced there. The region is rich in historical and cultural monuments from IV, VI to XI centuries.

In recent years, tourism in Kakheti has been developing mainly in terms of the winemaking industry. The most popular destinations are family-owned wine cellars.



I Day - Tbilisi - Telavi



Telavi administrative center of Georgia's eastern province of Kakheti. Its population consists of 19,629 inhabitants. The city is located on the foothills of the Tshiv-Gombori Range at 500–800 m above sea level.

Activities and designated places:



Scenic views

**Ujarma Castle,
Gombori Pass,
Ikalto Temple,
Alaverdi
Monastery
Nekresi Monastery**



Museums

**The King Erekle's
Palace-Museum;
Alexander
Chavchavadze
Palace-Museum**



Archaeological
remains

Nekresi Monastery

The route offers the possibility to get acquainted with, the main wine region of the country, Kakheti (the distance from Tbilisi to Telavi, via Gombori Pass (1600m) is 90 km)

The first stop on the way to Telavi is the fortress of II-III built in century, Ujarma, surrounded with the beautiful views.

After arrival in Telavi and before embarking on our planned program, tourists can enjoy sightseeing. They can visit the Castle Museum of king Erekle II; almost a thousand years old Giant Plane tree, Nadikvari Park, offering beautiful views of the Alazani valley and stroll along the cozy, narrow streets of this beautiful city.

There are several family wine cellars in Telavi, as well as big wineries, like "Teliani Veli" and "Marani".

The excellent wine is produced in the monastery wine cellar of Alaverdi - 20km from the city. The wine cellar is located right in the garden of the Alaverdi Monastery (built in the 11th century). In the garden there is a vineyard, where tourists can see the exhibitions of grapes of 120 varieties.

30 km from Alaverdi is a family owned wine company Twins Wine cellar. The program enables tourists to not only taste delicious wine, but also participate in the entire wine production cycle and spend the evening in a pleasant place crafting their own wine.

For adrenaline lovers, 60 km from Telavi is one of the most dangerous roads in the world, Abano Pass, leading to the mountainous region Tusheti. In 2013, the BBC listed it on Europe's most extreme roads list.

Map of 1 Day route to Telavi



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot, however for people with disabilities this type of activity might be tiring, also accessing Ujarma fortress and Nekresi fortress might be impossible for them due to long stairs and uphill road. However, in wine cellars, monasteries, museums and churches access won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

The main difficulties tourists may come across:

- Gombori passover, height of 1600 m. serpentine asphalted road.
- During wintertime Gombori Pass is closed.
- WC Stops: near Ujarma ticket office, in Telavi at petrol stations.

Twins - Hotel, Wine Cellar

(The main theme) Cultural Attraction



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".

Fishing lovers will enjoy the beautiful lake of Napareuli.



Address: Village Napareuli **Phone:** +995 595 22 64 04 **Web-site:** <http://www.cellar.ge> **Services:** Entrance fee to the Museum starts from 17 Gel; 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.

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THE PALACE OF KING EREKLE II

(The complementary theme) Cultural Attraction



Tourists should not leave Telavi without visiting King Erekle Palace Museum. The Palace of King Erekle II (Erekle's palace) was converted in 1927 into a museum. It is Located in the center of the city.

The architectural complex of "Batoni Tsikhe" is a castle which still remains as the only Royal Palace in Georgia. The complex is a remarkable monument of cultural heritage with its architectural-historical features.

Museum complex includes: XVII-XVIII cc Royal Palace of kings of Kakheti, X-XVIII cc churches of the court, the remains of the philosophical and theological school founded by Erekle, XVII centuries King's Bath, tunnel paved on the territory of the palace in XVIII century and unique gates of the East and West Side. The museum preserves numismatic materials, early medieval sarcophagus, late medieval armor, collections of XVII-XIX cc copper household objects, weapons, Khevsureti clothes, rich collections of rugs, manuscripts, books printed in King Erekle's press and many interesting works of art.

Useful information

Address:
1 Erekle II ave, Telavi

Phone:
+995 595 99 925954

Hours:
Monday: Closed
Tuesday - Sunday:
10:00 - 17:00

Web-site:
<https://georgiaabout.com/2014/08/15/the-palace-of-king-erekle-ii-in-telavi>

Ticket price:
Adults – 2 GEL, students – 1 GEL, children – 0.50 GEL

II Day - Telavi - Alazani Valley – Telavi



The Alazani Valley stretches across the Alazani River Basin (length 160 km, width Max. 37 km. 5 km), elevated at the edges and separated by many tributaries of the river. The Greater Caucasus Range extends to the north and the Gombori Range extends to the south of the valley. Here are many big and small wineries.

Activities and designated places:



Scenic views

Castle-town
Gremi,
Swimming on Iliia
Lake



Museums

Alexander
Chavchavadze
Palace-Museum,
Numisi Cellar -
Museum

The route begins from Telavi and it follows along Alazani on the right coast. East from Telavi (17 km) visitors can be a guest in village Kisiskhevi, there's wine distillery called "Shukhmani". Nearby (2km from village Kisiskhevi) is village Tsinandali, where they can find Winery "Shumi".

Following the road in 30 km, visitors will come across village Velistsikhe. Here you can visit a couple of family owned wine cellars where you can observe families working on making wine and tending the land. There's a 16-century wine cellar called "Numisi Cellar" which is a remarkable place to visit.

From Velistsikhe tourists must turn left and cross river Alazani after that they'll arrive in the city Kvareli. There are couple of major wine distilleries situated in the city, "Qindzmarauli", "Khareba", "Graneli" to name a few. They are tourist hotspots and accommodate tours into the winery. Nearby (3 km) there's lake "Iliia" where tourists can take a refreshing dip in the hot summer climate.

In the end tourist will come across village Gremi, where the day will end in (authentic to the region) private owned wine cellar where you'll be treated to traditional Georgian dining experience, with delicious wine and polyphonic songs, which will never leave anyone with a cold hard or without fond memories.

Map of II Day route - Telavi - Alazani Valley



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot. For anyone with a disability, access to wine cellars, monasteries, museums and churches won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

Schuchmann Wines Château

(The main theme) Cultural Attraction



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. **Services:** Visiting wine cellars; Visiting distillery of Georgian Vodka "Chacha"; Churchkhela making; Bread baking in traditional clay oven; Khinkali making

Common borders. Common solutions.

Numisi Wine Cellar - Museum of Ethnography

(The main theme) Cultural Attraction



From winery "Shukhmani" tourists continue driving and 30 km to Velistsikhe, In a location of another eye-catching and colorful place, Family Wine Cellar-Museum 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 **Web-site:** <http://www.storybuilder.jumpstart.ge/ka/marani-muzeumi-numisi>. **Services:** Guide Service; Souvenir Shop; Wine Purchasing; Wine Press. **CULTURE:** Georgian Folk Music. **MEALS AND DRINKS:** Wine Tasting; Georgian Cuisine. **HOURS:** The cellar - museum is Always open. **The price:** entry in museum - 5 lari, wine degustation - from 15 lari.

Khareba Wine Cellar

(The main theme) Cultural Attraction



'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, Tsoikouri, 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

Common borders. Common solutions.

III Day - Telavi - Signaghi - Tbilisi



Activities and designated places:



Scenic views

Signaghi;
Bodbe Monastery;
Ninotsminda;
David Gareja
monastery complex



Museums

Signaghi
Ethnographic
Museum



Rancho

In the vicinity of
Signaghi

The route from Telavi goes to Signaghi, the city of love, from where there's a beautiful view of the famous Alazani Valley. There are many wine cellars in the city, including the impressive "Pheasant's Tears Winery" and "Goldwine". After getting acquainted with wine cellars, tourists can dine in restaurants and enjoy beautiful views and Georgian traditional dishes.

The visitor should not leave Signaghi without seeing Bodbe Monastery. You can also ride a horse on the ranch near the city.

On the way to Tbilisi you will come across many wine cellars: "VELLINO", Giuaani Winery, Oqro (Gold), Spekali Winery, KTW...

An interesting site for tourists who love to discover new places is Davit Gareja monastery complex, located 50 km far from Tbilisi, offering unique nature and mesmerizing views.

Map of III Day route to Telavi - Signaghi



Note:

This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot, however for people with disabilities this type of activity might be tiring, also accessing Signaghi ranch and Davit Gareji Monastery might be impossible for them due to long stairs and uphill road. However, in wine cellars, monasteries, museums and churches access won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

Signnaghi - the city of love (The complementary theme)

Natural Attraction



Before heading to the winery, visitors can enjoy stunning views from Signnaghi, a small town in Georgia's easternmost region of Kakheti. Although it is one of Georgia's smallest towns, Signnaghi serves as a popular tourist destination due to its location at the heart of Georgia's wine-growing region, as well as its picturesque landscapes, pastel colored houses and narrow, cobblestone streets. Located on a steep hill, Signnaghi overlooks the vast Alazani Valley, with the Caucasus Mountains visible at a distance.

In 1762, King Erekle II sponsored the construction of the town and erected a fortress to defend the area from devastating attacks by Dagestani tribesmen.

There are two Georgian Orthodox churches in the town. One is dedicated to St. George and the other to St. Stephen. The famous Bodbe Monastery is located 2 kilometers from Signnaghi and is a place of pilgrimage due to its association with St. Nino, the 4th-century apostle of Georgia, who is buried in the church belonging to the Monastery.

The local Ethnographic and Archaeological Museum dating back from the 1950s was upgraded and developed into a modern-standard exhibition the – Signnaghi Museum – in 2007. Signnaghi is known as the "City of Love" in Georgia, with many couples visiting it to get married.

Useful information:

Area: 2.978 km²

Population: 1550 (2019)

Elevation: 836 m a s l

Web-site:
www.signagi.com.ge

Pheasant's Tears Winery (The main theme)

Cultural Attraction



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 qevri, 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.

Web-site: www.facebook.com/Pheasants-Tears-Winery-85686978213. **Hours:** Mon - Sun - 12 - 11 PM

Part III

3 days tour to Imereti region



Imereti is located in West Georgia. It is known as a very diverse region for wine making. Proximity to the sea makes that the climate here is more humid than in eastern Georgia. Both climate and soil conditions vary significantly within the region, and it has a significant impact on the local wines.

Sorts of wine from Imereti:

- Svirikrakhuna
- Obchuri Tsolikouri
- Kvalituri Tsitska

Imereti wine is typically left in the churi (Qvevri) for two months, before the pulp is removed and the wine is transferred into barrels.



I Day: Tbilisi - Gori - Ateni – Kutaisi



Gori is a city in Eastern Georgia, which serves as the regional capital of Shida Kartli and the centre of the homonymous administrative district. The name derives from Georgian word *gora*, meaning "hill".
Area: 16.85 km² Population: 48,143 (2014).

Activities and designated places:



Scenic views

Uplistsikhe;
Rikoti Passover;
Church Ateni
Sioni;



Museums

Stalin's House-
Museum

Distance from Tbilisi to Kutaisi is 230 km. The road goes through the main highway. On the wine route to Kutaisi tourists can visit the Museum of Stalin in Gori and 10 km from Gori - The ancient city of Uplistsikhe.

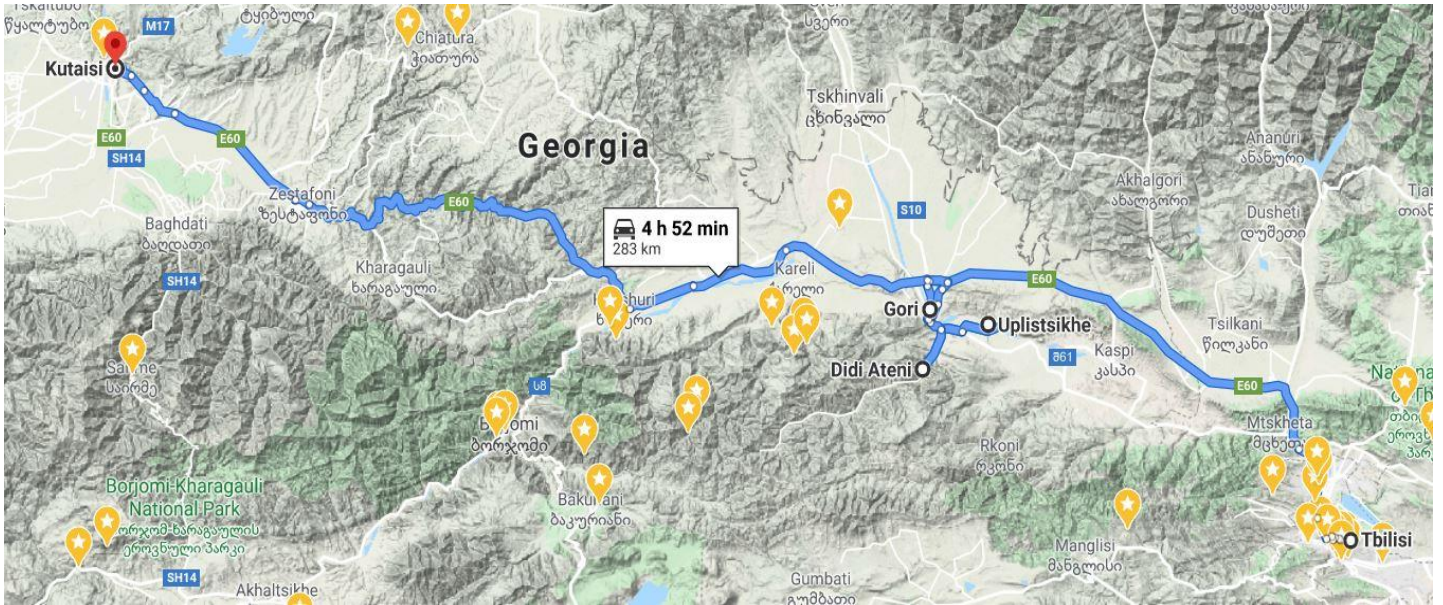
After that tourists continue their way from Uplistsikhe to the village Ateni.

Atenian wine is famous throughout Kartli. On the Ateni Valley, where viticulture is represented in the form of terraces, a peculiar style of cellars has been formed, which mainly concerns the interior of the cellar. The valley and especially the village of Ateni is quite a hot place and without these peculiarities, preservation of the wine would be very troublesome. Cellars, which mainly are located in the lower parts of the house, are characterized with pretty narrow windows. The village Ateni is represented by numerous domestic wine cellars, in which visitors can find a diversity of wines, such as: Shavkapito, Budeshuri, Goruli Mtsvane, Gorula, Chinuri.

Here tourists can taste wine with delicious dinner. The road from Ateni goes on Rikoti Passover, where tourists can enjoy the beautiful views.

In the evening, tourists will arrive in Kutaisi. It is advisable to spend the night here.

Map of 1 day route to Tbilisi - Kutaisi



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot, however for people with disability this type of activity might be tiring, also accessing Uplistsikhe might be impossible for them due to long stairs and uphill road. However, in wine cellars, monasteries, museums and churches access won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

Vacheishvili cellar (The main theme)

Cultural Attraction



Tourists can stop and get acquainted with the local wineries on the Ateni gorge. One example is "Nika Vacheishvili's wine 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

Service: hotel, Food: Taste the wine and georgian cuisine - from 40 lari.

II Day: Kutaisi - Martvili - Kutaisi



Kutaisi is the third-most populous city in Georgia, second in importance, after the capital city of Tbilisi. Situated 221 kilometres (137 miles) west of Tbilisi, on the Rioni River, it is the capital of the western region of Imereti. Historically one of the major cities of Georgia, it served as the capital of the Kingdom of Georgia in the Middle Ages and later as the capital of the Kingdom of Imereti. Area: 67.7 km²; Elevation: 200 m; Weather: 7°C, Wind W at 8 km/h, 91% Humidity; Population: 147,500 (2016)

Activities and designated places



Scenic views

Prometheus Cave;
Martvili monastery;
Martvili Canyon.



Museums

Dadiani's Palace -
Museum

The route offers tourists the possibility to taste Western Georgian (Imeretian and Megrelian) wines and to get to know the local production of wine and its peculiarities.

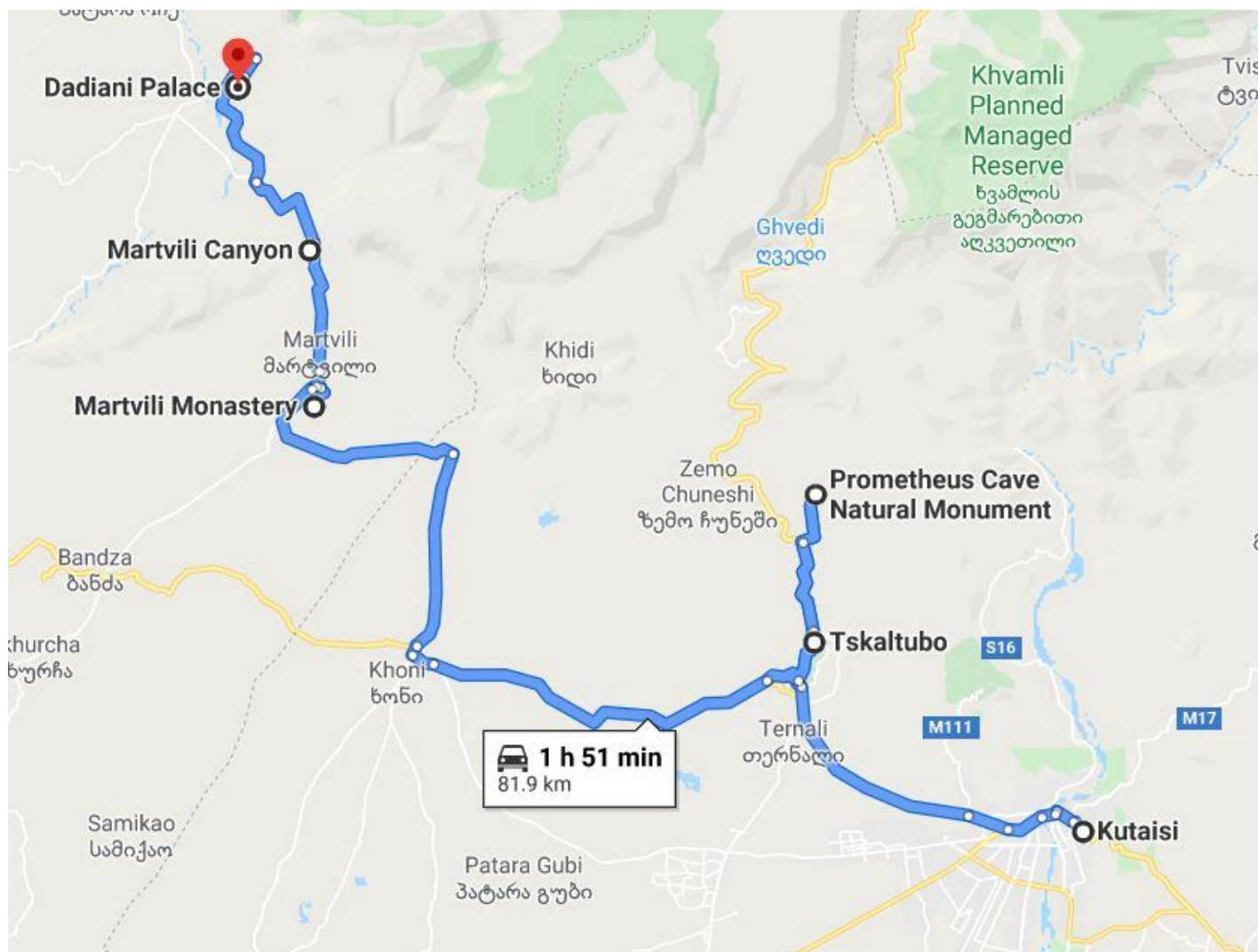
Tourists who arrive in Imereti can begin their day by seeing the sights of Kutaisi and then they can visit the Unique Prometheus Cave which is a thirty-minute drive from the city. Also, on their way to Samegrelo they can visit the wonderful Martvili monastery. From here, it only takes 6 km to get to the Martvili Canyon, a well-known sight among the tourists. Well-developed touristic infrastructure is arranged here, along with several cafes and restaurants. Entrance fee is approximately 8 USD Dollars.

On the continuation of the road tourists can find the biggest Wine Cellar in samegrelo, Salkhino.

At the end of the day, after returning to Kutaisi, tourists can also visit a wine tasting room at Satsnakheli Winery, Nicholas cellar or some other place.

Common borders. Common solutions.

Map of 11-day route to Tbilisi – Kutaisi



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot, however for people with disabilities this type of activity might be tiring, also accessing Prometheus cave and Martvili canyon might be impossible because of their natural location and offered activities. However, in wine cellars, monasteries, museums and churches access won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

Salkhino - Dadiani Cellar (The main theme)

Cultural Attraction



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.



Address: Village Salkhino, Martvili. **Phone:** +995 555 41 61 65 +995 591 75 57 50

Web-site: <https://www.facebook.com/dadianiwinercellar/posts/253871518471703/>

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

Part IV

1-day tour to region Racha



Racha-Lechkhumi is located in the north-eastern part of western Georgia - in the direction of the headwaters of the river Rioni and Tskhenistskali. It is surrounded by high mountain ranges.

The area is covered with many ravines and small rivers.

The natural conditions of Racha-Lechkhumi contribute to the development of viticulture.

Five famous brands of Georgian wines are made here, semi-sweet wines: "Tvishi Tsoolikouri", "Khvanchkara", "Tetra, Usakhelouri", Ojaleshi". For mass consumption - "table wine".

Route: Kutaisi - Racha - Kutaisi



Racha is a mountainous region in the western Georgia, located in the upper Rioni river valley and hemmed in by the Greater Caucasus mountains. Racha is included in the Racha-Lechkhumi and Kvemo Svaneti region. **Area:** 2,893 km².
Capital: Oni.

Activities and designated places:



Scenic views

**temple of Bagrati;
Gelati cathedral;
Motsameta
Monastery;
Shaori Reservoir;
temple of
Nikortsminda**

It will be interesting for visitors to compare the wines tasted so far to the wines of the mountainous region.

Racha is a mountainous region. Khvanchkara, the most famous wine of Georgia, is originally produced here.

On the way tourists can visit Bagrati and Gelati cathedrals, also Motsameta Monastery. The road continues on the upland Nakerala – that creates a great view.

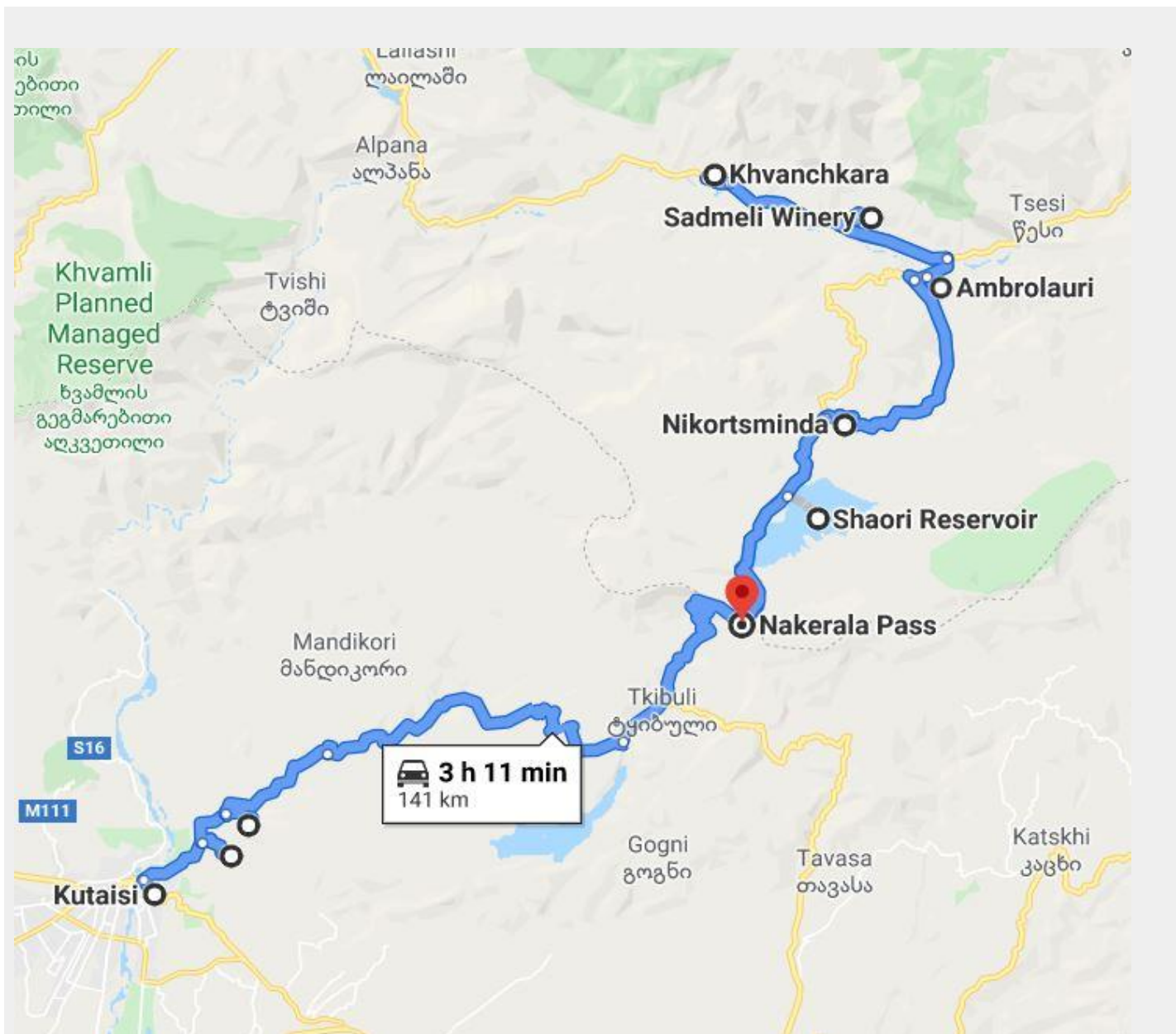
On the way, tourists will pass the magnificent Shaori Reservoir. The tenth-century temple of Nikortsminda is located very close to the road. Along with its architecture, unquestionable value has its ornaments and frescos.

Khvanchkara wine factory is located in Ambrolauri, Racha. Khvanchkara is made from two varieties of grapes - Alexandrouli and Mujuretuli. You can visit big wineries and also small family wine cellars, where you will also enjoy delicious food. For example, Margvelidze's Rachuli Winery and Sadmeli Winery.

Rafting lovers can stay here for the night and raft in it in the morning. They can also return to Kutaisi on the same day.

A useful note: the second largest international airport in Georgia is located in Kutaisi.

Map of route: Kutaisi - Racha - Kutaisi



Note: This route is best suited for vehicular transportation, because of the distance it covers. The route is acceptable for all age groups, kids to the elderly. Sightseeing in the city can be done on foot, however for handicapped this type of activity might be tiring. However, in wine cellars, monasteries, museums and churches access won't be restricted, because the car can stop near the facilities and it won't pose a hardship for anyone with any kind of disability.

The main difficulties tourists may come across:

- Nakeralala Passover, height of 1218 m serpentine asphalted road.
- During wintertime the pass might be closed.
- WC Stops: at the petrol stations (approximately every 50 km)

Sadmeli Winery (The main theme)

Cultural Attraction



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 **Service:** winery and guesthouse with winery; **Food:** Taste the wine and georgian cuisine - from 40 lari

TYPES OF CLIENTS TARGETED

ORIGIN

local
national
international

AGE

25-70 years old

BUDGET

medium budget
high budget

TRAVELLER PROFILE

- Medium and high-income
- Considerable interest in wine culture/ countryside
- Considerable interest in social and environmental issues
- Chill-Out and Recharge Retreaters
- The Typical Tourists

MARKETING STRATEGY



ONLINE

1. Promotion through social media (Facebook, Instagram, Twitter, Rambler)
2. Google ads
3. Tourist agency web pages

OFFLINE

1. Promotion via billboards, leaflets
2. Tourist agencies communication materials