

SPECIAL EDITION

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The Kvevri Wine Cellar company practices 350-year old traditions of patrimonial pitch winemaking

Our aim in developing Astoria Tbilisi hotel was to create a green oasis for guests where the stress and the noise of the big city can be totally left behind the minute they enter the hotel, completed with relaxation possibilities.

Schuchmann HOTEL

Vachnadziani Valley – Unique pitcher wine made in accordance with Kakhetian traditions

Vazisubani Estate Wine Company

GEORGIAN WINE FROM WINERY CHELTI IN ROYAL WEDDING OF GREAT BRITAIN

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MERRY CHRISTMAS & HAPPY NEW YEAR

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Kindzmarauli, a Leading Georgian Wine Producer

Lilo Mall Won Three Awards

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More than Tourism – Wine Yard N1 Breaks Records!

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ASTORIA TBILISI HOTEL

Our aim in developing Astoria Tbilisi hotel was to create a green oasis for guests where the stress and the noise of the big city can be totally left behind the minute they enter the hotel, completed with relaxation possibilities. Our hotel, which blends art nouveau, art deco and modern design, is entirely unique, while reflecting the distinctive style of Hotel chain.

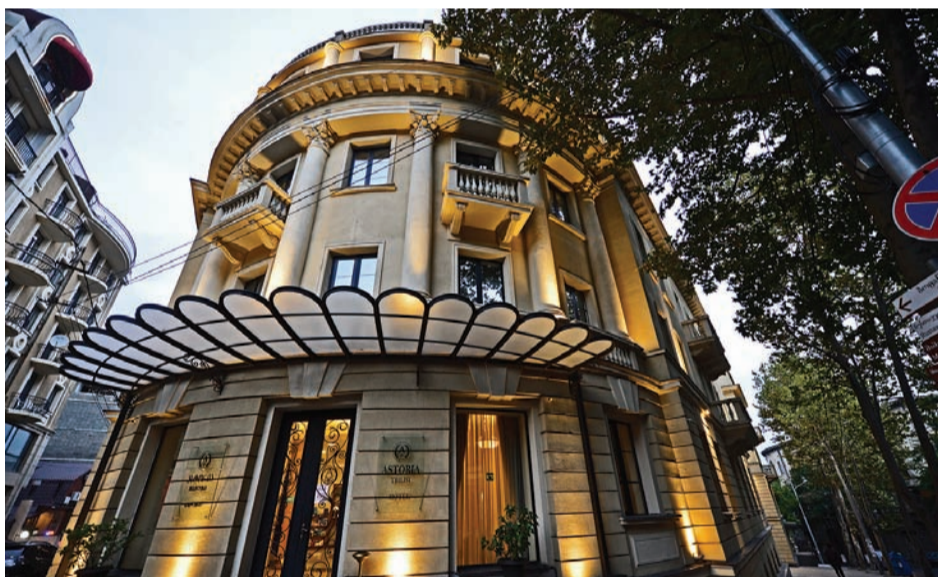
The hotel is a secure oasis of peace and tranquility, a luxurious hotel to stay, efficiently backed by our dedication in personalized service. This modern haven is approximately 200m from the Mtatsminda and near to numerous elegant cafes, shops and restaurants. Astoria Tbilisi hotel offers a safe and quite location near two ministries, embassies and state institutions. Together with

the museums, Theatres and green squares evoke a special mood that cannot be experienced anywhere else in the world. The main Treasure of our ancient city Sulfur baths situated in 2 km. from our hotel.

Our new four star hotel 141-room features a diverse range of rooms. In addition to the standard rooms we offer deluxe suites and executive rooms, even some featured with balconies and complimentary wireless Internet access, mini bar and a modern bathroom. To ensure maximum comfort, all of our rooms carpet flooring and twin, queen or king-sized beds.

Our buffet breakfast includes both international and Georgian items. The Bar's special range features light and tasty sandwiches, unique Georgian cakes, variety of coffee and a wide range of drinks.

The hotel also has rooms suitable for guests with disabilities and offers high quality continental style buffet breakfast with fresh local products. Car rental services are also available.



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The Kvevri Wine Cellar company practices 350-year old traditions of patrimonial pitch winemaking

The restoration of this patrimonial tradition was the result of many years of research into pitch winemaking and the traditions of our ancestors which have been handed down to the present day. Here The Georgian Times interviews Ivane Nareklashvili, owner of the company.

“My wine cellar is in the village of Velitsikhe, which is my ancestral home. After 20 years of winemaking for different companies, I combined the vast experience of Kakhetian traditional winemaking with

given silver medals. Saperavi Pitch of 2016 was also awarded a silver medal.

“Rqatsiteli Pitch is made from the oldest species of vine, rqatsiteli, using the whole whole chacha (the main stalk of a bunch of grapes) according to the strictest ancient methods. After fermentation we store the wine in the pitch for 4-5 months. It has a dark beige, golden colour. The colours of honey, blossom and roasted walnut combine dynamically to give it completeness and elegance.



contemporary winemaking knowledge acquired in Italy to produce high quality wines in my own segment.

“I established Kvevri Wine Cellar LTD in 2015 and began to plant bio vineyards. In 2016 I produced three varieties of wine - Mtsvane Pitch, Rqatsiteli Pitch and Saperavi Pitch. In 2017 Mtsvane Pitch of 2016 was awarded the grand prize at the 9th international wine festival organised by Expo Georgia, and also the Zakaria Jorjadze Prize and a gold medal. Saperavi Pitch of 2016 was also awarded a gold medal at the same festival. The aforesaid wines were exported to Japan in 2017 and the United States of America in 2018.

“In 2017 I offered five varieties of wine: Rqatsiteli Pitch, Mtsvane Pitch, Khikhivi Pitch, Qisi Pitch and Saperavi Pitch. In 2018 Saperavi Pitch of 2017 earned a gold medal at the 10th Expo Georgia international wine festival. Mtsvane Pitch of 2017 and Khikhivi Pitch of 2017 were awarded silver medals.

“In 2018 we participated in the international pitch wine contest organised by the Georgian Wine Association and Mtsvane Pitch of 2017 and Khikhivi Pitch of 2017 were

“Mtsvane Pitch is made from the Kakhetian grapes species Mtsvane, which has a beige or greenish colouring. It combines the aroma and taste of ripe fruits and different dried fruits. It is complete and velvety.

“Qisi Pitch is made from one of the oldest Georgian grape species, Qisi. The grapes are fermented in the pitch with special care. This wine has a dark beige colour. It smells and tastes like soft fruits and dried fruits. It is harmonious, soft and curative.

“Khikhvu Pitch is made from another of the oldest Georgian grape species, Khikhvi. It has a golden-greenish colouring. It smells and tastes like a flowering meadow and ripe fruit. The wine is refined and velvety, with high anti-oxidant curative properties.

“Saperavi Pitch is made from another ancient Georgian grape species, Saperavi. It is characterised by a dark pomegranate or purple colouring. The flavours of blackberries, cherries, forest berries and plums are cheerfully combined to give it a special individuality. Its uniqueness is related to its proximity to ancient traditions.”



GEORGIAN WINE FROM WINERY CHELTI IN ROYAL WEDDING OF GREAT BRITAIN

Winery Chelti is located in Kakheti region, Kvareli district, village of Shilda. The winery is owned by Mirianashvili family. The 1st wine of Mirianashvili family was made in 1905. Since that time, family is pursuing traditions and making wine according to traditional and modern methods. The foundation of new, modern winery was laid in 2001. From the very beginning, the company's goal was to produce only the premium quality products. As a result, the company began to plant its own vineyards, which would have given the possibility to control the quality of grapes. Winery has a wine cellar, which is located at 7 meters under the ground. Wine cellar temperature does not exceed 12-16 degrees throughout the year which is ideal for wine storage.

Wine is produced according to the classical and traditional methods. Chelti winery is equipped with advanced technologies which make it possible to control the wine quality at any stage of its making. The Wine Company "Chelti" also uses 8000 years experience Georgia gained in winemaking. Thus, advanced equipment, the greatest experience and own vineyards enable the company to produce premium quality wines, which will be competitive for any markets of the world.



- Winery Chelti won the tender of Kazakhstan Airlines Air Astana. The tender was participated by 238 companies from 11 countries, where in Pitcher Saperavi 2011 by Chelti was selected.

- AIR ASTANA business class passengers will be enabled to taste red dry wines by winery Chelti.

- The aforementioned success is very important for the company and Georgia as well.

Chelti Hospitality Center

In front of wine factory, in linden alley, Kakhetian cellar is built with its distinguished traditional architecture. It can save 40 tons of wine. Cellar porch is hosting to the guests with Georgian traditional cuisine. The cultivated vineyard, several meters from the porch, causes special feeling of closeness to Georgian culture.

The guests are able to taste more than ten different kinds of wine, produced with traditional and classical methods, by "Chelti". Also, guests can participate in baking bread, pitcher opening, grapes pressing process and churchkhela making process. They also will be able to pick fruit, grown up in "Chelti" gardens, seasonally.

Kakheti region is distinguished with its winery and traditional cuisine. The dishes are cooked

with natural, ecologically clear products and the oldest recipes. We suggest our guests not to let go the chance and taste Georgian wine with Georgian dishes.

From the wine complex of 5 minutes driving, are two unique monuments of Georgian architecture – Nekresi and Gremi. They definitely should be visited by all guests of Kakheti.



Chelti wine Cellar. 7 metres under the ground

Traditional wine cellar



"Chelti of Qvevri" gold medal winning white wine was one of the honorable representatives of

Georgia in "Cite des Civilisations Du Vin", Bordeaux, France, 2017.

Chelti winery received various awards in the worlds leading wine competitions such as: "Prowein" in Dusseldorf, "Decanter" in London and "Hong-kong international wine&spirits competition". There has been numerous publications on Chelti wines. "The Washington Post" included "Chelti" in the article "5 wines to try from around the world".

GEORGIAN WINE FROM WINERY CHELTI IN ROYAL WEDDING OF GREAT BRITAIN

- The Georgian wine history goes back 8000 years. The monarchy of United Kingdom stands out with its history and traditions. Thus, it's an honor to know that Saperavi of Qvevri from the vines grown on the Georgian soil was tasted in the British royal family and royal atmosphere.

- Royal weddings go down in history not only as the weddings of the year, but also as the weddings of the century. **George Mirianashvili:** We are greatly honored and privileged that Georgia joined such an important and solemn event on behalf of CHELTI wine and congratulated the royal couple by serving Saperavi of Chelti wine on this special day.

Winery Chelti" is exporting wines in USA, Russia, Kazakhstan, China, Hong-Kong, Germany Japan, Azerbaijan, On the domestic market, we are presented only in luxury restaurants and specialized wine shops. In 2018, Presidential administration of Georgia sent Chelti "Saperavi" and "Rkatsiteli" wines to the leaders of partner countries for the celebration of "100th anniversary of Independence of Georgia".



For more information: WWW.CHELTI.COM
E-MAIL: INFO@CHELTI.COM

Vachnadziani Valley – Unique pitcher wine made in accordance with Kakhetian traditions

The village of Vachnadziani in the Gurjaani district of Kakheti is a secret treasure of Georgian history. According to archaeological excavations and historical records, the village was founded many centuries ago, and it contains a number of historical monuments included in the cultural heritage list.

The village population maintains its ancient traditions even in the XXI century. Wine-making is one of these. There is no family in the whole of East Georgia which does not keep this tradition.

The Tavtetrishvili Family cellars are the source of Vachnadziani Valley, a wine which has gained wide popularity both in Georgia and overseas. A number of Saperavi pitchers were made for the family in a different era, and nature was left to do its work. Now, decades later, they can share their contents with others.

Here *The Georgian Times* interviews **Ana Tavtetrishvili**, one of the founders of the company, about the history and uniqueness of Vachnadziani Valley.

How did the business begin?

Our family had been making wine for many years. We founded the company in 2008 as a family enterprise.

Winemaking has always been an integral part of our life. The place where our cellar is located belonged to our grandfather Ivane Tavtetrishvili at the beginning of the 20th century. He owned a clay plant which produced Georgian brick, tile and small pitchers. At present we have 42 pitchers in the cellar. Some of these once belonged to our grandfather and the rest were purchased in the 1990s.

We also have vineyards of Rkatsiteli, Kakhetian Mtsvane, Saperavi, Aladasturi and Kisi grapes, which likewise belonged to our ancestors. We make pitcher wines from these in accordance with Kakhetian traditions. Obviously we are trying to preserve these traditions, but are also focused on innovation and development.

Who manages the enterprise?

My brother Givi Tavtetrishvili is the winemaker. My father Vakhtang Tavtetrishvili always believed that wine is not just a drink but history in a pitcher. My father died 6 years ago, and my brother has followed in his footsteps ever since.

To begin with we sold bottled wine. In 2014 we produced our first pitcher wine. In 2015

we participated in the new wine festival organised by the Wine Club. This festival gave us great experience and encouragement, and led to us taking part in similar events. There we met future partners, including ones who helped us export our products overseas.

Which countries do you export to?

We export to Germany with the support of Paata Bolotashvili and Georgien Wein, a company which ensures our involvement in wine festivals. He participates in these, and sells wines, at his own expense. (contact information: info@georgien-wein.de.)

Where can we buy or taste your wine in Georgia?

As our cellar is a family cellar we produce a limited quantity of wine. Only a certain number of restaurants and shops can obtain our wines.

In Tbilisi they are available at: Krombahe (3 Gamrekeli Street, 4 Berdzenishvili Street, 12 Amaghleba Street and 14/34 Khizanishvili Street), the wine cellar at 6 Kievi Street and the wine shop at 6 Chavchavadze Street. Dinehall, Terrawine and Megruli Sakhli restaurants also stock them.

The Hello retail zone in the vicinity of Rikhe Park will also stock our wines. This zone will open in a month, and is designed to promote native Georgian products to tourists.

Have you ever received any kind of award?

We have earned a number of certificates. One of our greatest achievements was presenting our product at the Frankfurt Book Fair this year. Our wine provoked a lot of positive comment, and we have a document verifying that the Prime Minister of Frankfurt bought some of our wine.

This year we will send sample wines to the international wine festival in Dusseldorf in Germany. We will send a 2017 Saperavi and hope for a similar response.

What innovations will you offer your customers in the future?

This year, we introduced our new Kakhuri Mtsvane. As you know, pitchers are opened in spring and the wine is then prepared and bottled. We will offer a new Kisi next year. Three years ago we made Saperavi in oak containers and we will bottle Mukuzani next year.

I am a doctor by profession, my sister is a food technician, my brother is an international economics specialist. However we live in our ancestral village, and maintaining our family tradition is the most important thing we can do.



LILO MALL WON THREE AWARDS:

For having "millions of visitors per annum" and being the largest trade centre and the customer choice award.



The XIX Georgian National Business Awards, organised by The Georgian Times Media Holding and GORBI, were held in Tbilisi Garden Hall.

Lilo Mall has become the most popular, fastest growing and competitive company in Georgia due to its wide variety of choices and affordable prices.

Giorgi Kvaratskhelia, General Director of Lilo Mall, told us: "I would like to express my gratitude to the organisers of this special project. These awards give us more motivation and place more responsibility upon us. Lilo Mall has been caring for its customers for more than 28 years. I wish you a Merry Christmas and Happy New Year. May the New Year bring you happiness, success and progress"



Lilo Mall Ltd www.lilomall.ge



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More than Tourism – Wine Yard N1 Breaks Records!

WineYard N1 has won the family business award, and another for its contribution to the development of the region at the 2018 Georgian Times Business Awards.

Wine Yard N1 is a family-type tourist facility situated in the village of Akhalsopeli in Kakheti. Even though it was established only a year ago it has broken every record in terms of tourist numbers.

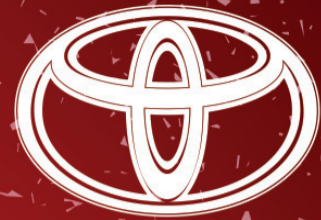
The attraction's main activity is familiarising foreigners with the oldest Georgian winemaking traditions, those related to the Kvevri. The whole family is engaged in this process, and family members left prestigious jobs elsewhere to move back to Kakheti to run this business.

A PR campaign, "It's great to be in Kakheti", has been established to encourage others to return to the region and start businesses similar to Wine Yard N1. The media has played a significant role in raising awareness of the region - via reports, articles and documentary films disseminated worldwide. Wine Yard N1 is playing its part by promoting places untouched by foreigners.

Wine Yard N1 plans to employ the local residents in the new season. It buys natural products from them to enhance the tourist experience and thus helps the rest of the local community.

At Wine Yard N1 you can taste the wine straight from the pitcher. Its cellar has been built up over three generations, and the wine is complemented by Kakhuri traditional cuisine, master classes, local folklore and choreography. The family has already starting bottling its wine and intends to sell it overseas to develop the business further.





TOYOTA

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TOYOTA CENTER TBILISI



***Toyota Center Tbilisi
wishes you Merry Christmas
and a Happy New Year!***





Qindzmarauli, a Leading Georgian Wine Producer

Qindzmarauli Ltd. was established in 1997 at the Baisubani Plant, which had been founded in 1950 as a part of a project initiated by Stalin. Baisubani is in the Lagodekhi Region of East Georgia, which is bordered by the Caucasus to the North and the Republic of Azerbaijan to the East. The plant has a 180-tonne cooling department where semi-sweet wines including Qindzmarauli, Khvantchkara, Akhasheni, Ojaleshi and Tvishi are produced.

Qindzmarauli produces and bottles wines made from red and white species of grape. It has registered its own brands Baisubani, Elia and Robitashvili, which are dry and semi-sweet white and red wines distinguished by their natural features, similar to those of Pirosmeni, Saperavi and White and Red Alazani Valley. These wines are made from our vineyards, which occupy 90 hectares of land.

Qindzmarauli also produces Georgian chacha – the Pirosmeni, Nikala and Chacha Gruzinskaya brands – and cognac from 3 to 10 years and above in souvenir bottles – the Novikakheti, Alazani, Telavi, Gorgasali, Pirosmeni, Nikala and Vakhtanguri brands.

In 2002 the plant was retrooled with modern technology. It now has the capacity to produce 5,000 tonnes of grapes. 60 staff are employed. The Italian bottling line produces 1,500-2,000 bottles an hour. More retooling is underway.

The planting of the oldest species of Georgian grape is underway. We have developed special terraces for this purpose.

We export our products to Russia, China, Japan, the Baltic states, Kazakhstan, Ukraine etc. We own shops in Tbilisi, Batumi and Rustavi. We intend to expand our export markets, plant new vineyards and develop wine tourism. Construction of a wine tourism hotel has begun, and this will host its first guests in 2019.





SAPERAVI QVEVRI
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White dry wine



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SAPERAVI SANAVARDO
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Vazisubani Estate Wine Company

Company history

The Vazisubani Estate is a 35 hectare vineyard with a restored cellar and a palace. Its history began in 1869 when Lord Sulkhan Chavchavadze was born. Winemaking and gardening were his main interests, and his cellar has now been renewed after 130 years and produces gorgeous wine according to traditional methods.

The Vazisubani Estate company was founded by businessmen Mamuka Khazaradze and Badri Japaridze in 2013 to restore the Chavchavade chateau, revive forgotten endemic species of grape and bring back the glories the centuries-old culture of viticulture. The company has invested 15 million GEL in this project.

The company owns its own vineyard in Kakheti – the region of Georgia with the richest winemaking traditions, in the best micro zones of Mukuzani and Vazisubani. The wine is made from the selected grapes harvested from this vineyard.

It is a proven fact that Georgia is the homeland of wine. The very first vineyard was planted here, and the very first wine made here. The genetics of Georgian vines are found in the DNA of many different species of grapes in many parts of the world. The Georgian word “ghvino” is the root of every word used in every language to refer to the noble liquid.

Palace

The Vazisubani Estate has a rich history. The beautiful palace is surrounded by the stunningly cultivated

vineyards where the excellent wine comes from. It is included in the list of monuments of cultural heritage as a distinctive examples of Georgian architecture of the nineteenth century. The palace is under reconstruction at the moment, and will incorporate a boutique hotel designed by British specialists. This will be completed in spring 2019.

The palace is one of the most distinguished examples of Georgian architecture. Its original façade has been maintained. The restored palace will be one of the top tourist attractions in the region.

Wine

Vazisubani Estate produces two brands: Vazisubani Estate Kvevri and the new brand The Georgian Sun, a departure for the brand owners.

The Vazisubani Estate Kvevri brand offerings are unfiltered dry wines made using the traditional Georgian wine-jar (kvevri) methods: Qisi, Khikhvi, Rqatsiteli, Kakhuri Mtsvane and Saperavi. A kvevri is a traditional wine-jar made from natural clay which Georgians have used for wine making and storage for many centuries. Georgians began using kvevri eight thousand years ago and have continued the tradition up to the present. This tradition was granted UNESCO Intangible Cultural Heritage status in 2013, which confirmed its uniqueness.

The UK newspaper The Independent recently listed the top 14 wines in Eastern Europe and included Kvevris Saperavi by Vazisubani Estate in this list.

The Georgian Sun brand derived from the idea of creating a new kind of Georgian wine. The concept was to share the unique potential of the noble drink which had originated under the rays of the Georgian sun. The symbol of the brand comes from the old Georgian alphabet (Asomtavruli), namely, its fourth letter, doni, which is an ideogram of the sun god, as illustrated on the label.

As Giorgi Mshvidobadze, executive director of Vazisubani Estate, says: “We want to create new species of wine by combining Georgian endemic varieties. We are searching for novelties and ways forward. We are looking for and creating a new potential for Georgian wine, and creating new tastes – that’s the mission of our brand”.

The Georgian Sun brand offers the following varieties:

- Saperavi Aleksandrouli – dry red
- Saperavi – dry red
- Mukuzani – dry red
- Rkatsiteli Mtsvane – dry white
- Mtsvane – semi-dry.

Winemaker

Lado Uzunashvili is one of the world’s famous winemakers. He has been involved in the field since 1980. Wines made by him have been awarded over 150 gold medals at international contests.

Lado Uzunashvili makes wine using a combination of traditional Georgian and modern methods and gives it a distinctively Georgian character.



Vazisubani Estate continues to search for innovations and will soon offer wine lovers a new exclusive product. The company produces 100,000 bottles per annum, 40% of which are sold at the local market and 60% exported to Canada, China, Ukraine and the United Kingdom. It intends to expend its export markets further.

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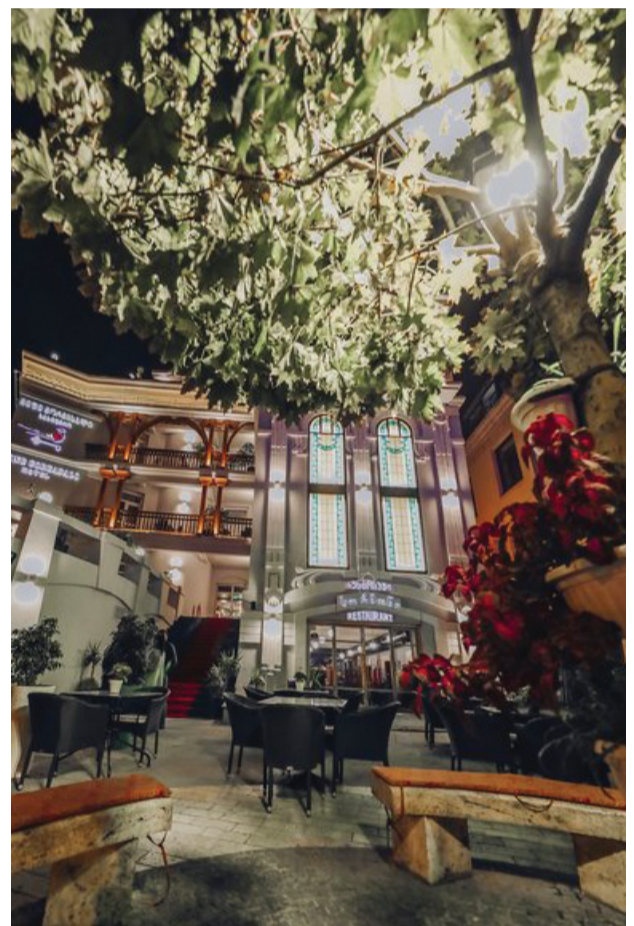
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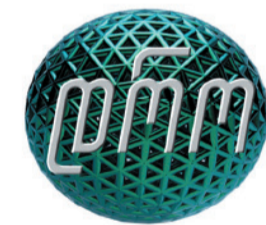
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