



1ST INTERNATIONAL QVEVRI WINE SYMPOSIUM

REPORT

USAID | **GEORGIA**
FROM THE AMERICAN PEOPLE

EPI Economic
Prosperity
Initiative





1ST INTERNATIONAL QVEVRI WINE SYMPOSIUM



Report Content

Introduction	1
<i>Core Organizers</i>	1
<i>Sponsors, Partners, Supporters</i>	2
<i>Hotels</i>	
<i>Folklore & Entertainment</i>	2
<i>Symposium Organizers</i>	2
Press Release	3
Symposium Opening	4
Media Participation	5
Program of the 1st International Qvevri Wine Symposium	6
Abstracts of Themes Discussed by Speakers	10
List of Participants	20
Biographies of Speakers	26
USAID-EPI Wine Opinion Shapers	34
Biographies of Symposium Initiators	38
About the Next Symposium	40

Georgia hosted the First International Symposium of Qvevri Wines on September 15-18, 2011

Objectives of Symposium:

The main objectives of the symposium were to: educate the Georgian public and international community about the ancient traditions and methods of winemaking using qvevris; the unique nature of the qvevri as a vessel for wine; how qvevri are made and the danger of losing the art; the history of winemaking in Georgia; the variety of grapes, micro regions, and wines in Georgia; Georgia's tourism infrastructure; Georgian wine-related culture; Georgian cuisine and its feasting culture; Georgian architecture; Georgian folklore; and future plans to develop wine tourism in Georgia.

Among the invited guests were both foreign and Georgian scientists, winemakers, tour operators, journalists, specialists in the fields of wine tourism and marketing, ethnologists and other enthusiasts.

Symposium participants shared their own experiences and views about qvevri wines and their ability to effectively compete in the global wine market. Participants also discussed topics such as: wine tourism marketing, wine and food education methodologies, publications and international centers, models for successful cooperation between wine and tourism industries, and regional development programs to boost the wine tourism industry's potential.

The Symposium was planned and hosted with the financial support of USAID's Economic Prosperity Initiative (EPI).

Core Organizers:

- USAID / EPI - Economic Prosperity Initiative
- Tina Kezeli, Director – Georgian Wine Association
- John Wurdeman, Director – Pheasants Tears winery and wine tourism company
- Ia Tabagari, Director – Georgian Incoming Tour Operators' Association
- Bishop David (Makharadze) - Alaverdi Diocese (where most of the ancient wine-related Monasteries are); initiator in rehabilitating multiple ancient wineries.





Sponsors, Partners, Supporters:

Qvevri Fund, Georgian National Investment Agency, Ministry of Economy and Sustainable Development of Georgia, World Bank, National Museum of Georgia, Georgian National Tourism Administration, Shuamta Monastery, Alaverdi Monastery, Winery Khareba, Schuchmann Wines Georgia, Pheasants Tears winery, The National Centre for Grapevine and Fruit Tree Planting Material Propagation - Saguramo, Alan Saffery, Nino Abramishvili, Levan Pruidze, David Tsiskarishvili, Tata Jaiani, Mariam Kubusidze, Giorgi Khachidze, Giorgi Apkhazava, Anri Chanchibadze, Levan Davitashvili, Luarsab Togonidze.

Hotels:

Old Telavi, Rcheuli Marani, Alazani Valley, Old Twin Cellar, Tsinandali Residence, Bazieri, Savaneti, Tamarioni.

Folklore & Entertainment:

Zedashe Ensemble, Mamardashvili Violin Group, Tsinandali Ensemble, Sakhioba Ensemble.

Symposium Organizers:

Georgian Wine Association, Georgian Events, Georgian Incoming Tour Operators' Association, Alaverdi Monastery.



PRESS RELEASE

Qvevri Symposium Supported by U.S. Government

Tbilisi – the U.S. Agency for International Development's Economic Prosperity Initiative (EPI) is supporting the Qvevri Symposium – a three-day event dedicated to the qvevri tradition, its unique character and the promotion of qvevri wines. The opening ceremony of the Symposium will be held on September 15, at 19:00 at the National Museum of Georgia. Mr. John Bass, the U.S. Ambassador to Georgia, will open the Symposium.

The event is intended to increase knowledge and appreciation for both the qvevri and Georgian wines. The Symposium will include professional lectures, historic and modern winery visits, Georgian cuisine, wine tastings, as well as an introduction to polyphonic songs, poetry and other traditions associated with the Georgian wine culture. The Symposium and the majority of events will be hosted in the Kakheti region. Approximately 60 international guests – wine experts, wine tourism and marketing professionals, as well as wine writers, will visit Georgia to attend the Symposium. The event's organizing partners are the Georgian Wine Association and Georgian Incoming Tour Operators' Association.

EPI – a four-year project designed to improve the competitiveness of various sectors of the Georgian economy, actively collaborates with the country's wine tourism value chain and supports the promotion of Georgia as a key wine tourism destination. At the same time, the project helps wine tourism sector stakeholders introduce best practice and improve their quality standards, provides capacity building to associations and supports marketing activities targeted at promoting Georgia's wine tourism industry.





SYMPOSIUM OPENING

The First International Symposium of Qvevri Wines opened on September 15, 2011 in Tbilisi at the Georgian National Museum. In honor of the Symposium, the Georgian National Museum opened a new exposition displaying archeological findings such as clay pots, ancient qvevris, the oldest grape stone, various vessels for wine, as well as photos.

Symposium Opening/Speeches:

- John Bass – Ambassador of the USA to Georgia
- Davit Lortkipanidze – Director of Georgian National Museum
- Archil Kekelia – Deputy Minister, Ministry of Economy and Sustainable Development of Georgia

Georgian national television channels broadcast the opening of the Symposium. After the opening, Georgian winemakers presented their wines for tasting.

Promotional and Educational Materials:

During the Symposium, the following Georgian and English language materials were provided in the conference hall:

- Wine tour itineraries, brochures and catalogues – designed by the Georgian Incoming Tour Operators' Association
- *Invest in Georgia* publication – Georgian National Investment Agency
- Maps and brochures – Georgian National Tourism Administration
- Ethnological materials about viniculture, wine history and winemaking in Georgia
- *Winemaking in Qvevri* brochure. Author: Giorgi Barisashvili, published by Bio Farming Association – Elkana
- *Georgian Traditional Medical Culture (Treatment with Wine)*. Author: Medea Burduli. Published by University of Akhaltsikhe, 2010
- Georgia – 8000 Vintages, Selection from 525 Georgian Autochthon Grape Varieties. Designed by Georgian Wine Association, printed by Georgian National Investment Agency.

Post-Symposium Tours:

Following the Symposium, foreign guests and journalists toured Tbilisi, Mtskheta-Mtianeti, Kartli, Ajara and other regions of Georgia to become acquainted with Georgia's culture, history, qvevri-making tradition, cuisine, and the various culinary and tourism facilities located throughout the country.

MEDIA PARTICIPATION / DOCUMENTARIES & FEATURE FILMS

The event received international media attention with foreign journalists and producers filming the following features: the First International Qvevri Symposium, cultural sites, historical facts about Georgian viticulture and winemaking, Georgian folklore, wine tourism and other attractions.

1. Corti Brothers film production
Darrell Corti – international wine and food expert; Esther Ritter – camerawoman; Jimmy Bell – soundman; Rick Mindermann – producer; Nick Erkomaishvili – producer; www.geofilmproduction.com
For footage taken in Georgia by the Corti Brothers team, please see the links below:
http://www.youtube.com/watch?v=0RO7yOrSk_k
<http://www.youtube.com/watch?v=vGOzaBvHfeU&feature=related>
<http://www.youtube.com/watch?v=grugJ4nM6bo&feature=related>
2. Lonely Planet Magazine - UK
Marcel Theroux – journalist and writer
Andrew Montgomery – photographer
3. EURO TELE TV – Germany
Jürgen Schmidt – cameraman
4. *The History of Wine* documentary – a five-year project showcasing viticulture and winemaking traditions from all around the world. The first part of the documentary was prepared by Jamie Camapana and Bill Holshevikov. The documentary chronicles winemaking traditions and lore through time while emphasizing Georgia as the Cradle of Wine. USA; www.thehistoryofwine.com
5. Karen Shimizu – Journalist and editor, *Saveur*, (the world's leading food magazine).
6. Landen Nordemann – Photographer, *Saveur*
7. Feature movie by Merab Kokochashvili – *Georgia, Cradle of Wine*
8. Alice Feiring – author of the blog, the Feiring Line, and writer for *Newsweek* and *New York Times* (one article already published in *Newsweek*, another due for publication in the coming year).





PROGRAM OF THE 1ST INTERNATIONAL QVEVRI WINE SYMPOSIUM

Georgia, September 15-18, 2011

Thursday, 15.09.2011

Opening Ceremony and Welcome Reception at the Georgian National Museum in Tbilisi.

19:00-19:20 Welcome Addresses

19:20-19:30 David Lordkipanidze, Director, National Museum

19:30-19:50 Ambassador of the USA to Georgia, John Bass: History of friendship between Georgia and the U.S. and the importance of developing Georgia's wine sector.

20:00-21:30 Private viewing of wine-related exhibition and National Treasury, followed by wine tasting.

21:30-21:45 Depart for Hotels

Friday, 16.09.2011

08:30 Depart from Hotels

10:30-11:00 Arrival and tour of Ikalto Monastery (6th century) and Wine Academy (11th century)

11:20-12:15 Lunch in Shuamta

12:45-13:45 Tour of Alaverdi Monastery and 11th century wine cellar, and tasting

13:45-14:00 Registration of participants

14:00 Welcome Speech - Bishop David of Alaverdi

Session 1

Oral Presentations & Discussion

The Influence of Ecological and Cultural Factors on the Development of Wine Culture. Review of archeological findings.

David Lortkipanidze, General Director, Georgian National Museum

Qvevri Wine: An 8000-year-old Tradition in Georgia?

Patrick E. McGovern, Scientific Director of the Biomolecular Archaeology Laboratory for Cuisine, Fermented Beverages, and Health. The University of Pennsylvania Museum in Philadelphia, PA

15:20-15:50 Coffee Break

Grape Domestication: Where, When and Why?

Jose Vouillamoz, University of Neuchatel, Switzerland

Importance and Investigation of Georgian Native Grapevine Varieties.

David Maghradze, Institute of Horticulture, Viticulture and Oenology, Tbilisi, Georgia

Importance and Investigation of Georgian Native Grapevine Varieties

Roberto Bacilieri, Génétique de la Vigne, Montpellier, France

Symbolism of the Vine and Wine in Old and New Testaments.

Archpriest Fr. Bidzina Gunia

Vine – the Tree of Life.

Asmat Okropiridze, National Research Centre for Georgian Art History and Heritage Preservation after George Chubinashvili

17:00 Depart for Hotels

19:15 Depart for Dinner – Schuchmann Winery (Kisiskhevi, Kakheti area)

19:30-22:00 Wine Tasting and Traditional Meal with Polyphonic Music

Saturday, 17.09.2011

07:30 Breakfast

08:30 Depart to Symposium Venue

09:00-10:30 Session 2

Oral Presentations & Discussion

The Grape Bunch Skeleton and Kakhetian Qvevri Wine.

Dr. Teimuraz Glonti

Alaverdi Monastery Winemaker

The 'Long Time Skin Contact', Typical Technique of Qvevri Wines: its effects on phenolic and aromatic wines' composition.

Prof. Roberto Ferrarini, Department of Biotechnology, University of Verona

The Process of Fermentation in Qvevri.

George Dakishvili, Director and Winemaker, Schuchmann Wines Georgia

Qvevri Culture in Georgia: past (history), and present.

George Barisashvili, Winemaking and viticulture consultant, (History and Ethnography), Consultant, Bio-farming Association Elkana





10:30-11:00 Coffee Break

Studies of Traditional Winemaking Methods Based on Spontaneous Fermentation.

Cecilia Diaz, PhD Student, Department of Environmental and Food Analysis at the Fraunhofer Institute (IME), RWTH Aachen University

Unusual Wines in a Homogenized World.

Darrell Corti, Wine and Food Expert

Wine Country Tourism Development: Branding a Wine Region.

Jim Trezise, President, New York Wine & Grape Foundation



12:30-13:30 Lunch at Alaverdi Monastery

13:30-14:30 *Georgia Cradle of Wine* – film premiere

14:30 Depart for Signaghi



16:15-20:30 Program in Signaghi (visit to Bodbe Monastery, Signaghi Museum, Wine Tasting at Pheasant's Tears, and Traditional Meal with Polyphonic Music, Zedashe Ensemble)

20:30 Depart from Signaghi

22:00 Return to Hotels



Sunday, 18.09.2011

07:30 Breakfast

08:30 Depart to Symposium Venue

09:00-12:00 Session 3

Oral Presentations & Discussion

Growing Interest Worldwide in Natural Wines and Qvevri Wines.

Alice Feiring, Natural Wine Movement Leader, *New York Times*

Historic Parallels in Development of Georgian Cuisine and Feasting Culture.

Rusudan Gorgiladze, PhD candidate at the University of Hildesheim, Berlin, Germany

Introduction to Travel Channel's Film on Qvevri Wine.

Isabelle Legeron, MW, London

Viewing of Travel Channel's Film on Qvevri Wine.

That Crazy French Woman in Georgia: The Fight for Authenticity in Wine Begins

12:00 Depart from Alaverdi Monastery

12:20-14:30 Lunch at Napareuli Winery and visit to 6th century Nekresi Monastery

14:30 Depart for Khareba Winery

16:00-18:00 Tasting of qvevri wines from Georgian and European producers, as well as Georgian wines produced from diverse Georgian varietals at Khareba winery

19:00 Closing dinner & folklore show at Khareba Winery, Kvareli





ABSTRACTS OF THEMES DISCUSSED BY SPEAKERS

PATRICK E. MCGOVERN - University of Pennsylvania Museum

Theme: Qvevri Wine: An 8000-year-old Tradition in Georgia?

Abstract: I first review the current archaeological, chemical, botanical and other evidence for ancient wine in the Near East and the emergence of a 'wine culture' in the mountains of the eastern Taurus, Caucasus, and northern Zagros ca. 7000-6000 B.C. I then pose an important question: How early were qvevri utilized for wine production, specifically in Georgia, and does the current practice represent an unbroken tradition from ancient times? I also take up the issue of the chemical effects of fermenting and ageing wine in pottery vessels.

DAVID MAGHRADZE - Institute of Horticulture, Viticulture and Oenology, 6 Marshal Gelovani Ave. 0159 Tbilisi, Georgia. d_maghradze@geo.net.ge

ROBERTO BACILIERI - INRA - Génétique de la Vigne - Bat 21. UMR DIA-PC. 2, Place P. Viala, 34060. Montpellier, France. roberto.bacilieri@supagro.inra.fr

Theme: Importance and Investigation of Georgian Native Grapevine Varieties

Abstract: Native grapevine varieties in Georgia, belonging to the *Vitis vinifera* L. strand, were created in diverse provinces of the country over a long historical period: 525 varieties are listed in the *Ampelography of Georgia*, and contain ampelographic and enological individuality. Because of their high-market value, many of the autochthonous grape varieties are the main cultivated ones in Georgia, constituting 94% of the country's vineyards. The best representatives of the Georgian grapevine germplasm, such as the white Rkatsiteli and red Saperavi, are also cultivated outside Georgia. Initiatives to conserve varieties, as a guaranty of safeguarding this heritage, started in the 19th century. In the 21st century, Georgia was able to establish new field collections and collaborations through international and local projects. The Georgian germplasm is now the object of intensive international scrutiny because of its genetic diversity, and its importance to Georgia as the country is considered a center for domestication of the V.

vinifera grape. Tests using modern ampelographic methods and SSR fingerprinting both classified and identified Georgian varieties while documenting their phylogenetic relationships with the world's germplasm. DNA results demonstrated that the Georgian viticulture varieties retain characteristics distinct to the terroir and places of origin. A comparison with the viticulture of other countries demonstrated genetic discrepancies from the Georgian varieties, thus confirming the unique nature of Georgian strains. However, some exceptions did arise in this genetic comparison indicating a relationship between Georgian and European varieties.



CECILIA DIAZ - Environmental and Food Analysis Department, Fraunhofer ME, Auf dem Aberg 1, Schmallenberg 57392, Germany. cecilia.diaz@ime.fraunhofer.de

Theme: Antioxidant Properties in Wines from White Varieties Produced by Traditional (prolonged skin maceration) Winemaking Methods

Abstract: The antioxidant content of fruits and foods is closely related with the inhibition of oxidative damage diseases such as coronary heart disease, stroke and cancer. With respect to wines, it is a well-established fact that red wines acquire their antioxidant and anti-inflammatory properties due to their phenolic constituents, containing much higher levels than white wines. In fact, white wines are barely mentioned in literature for having these properties. During the winemaking process, red wines have longer skin maceration contact than white wines and therefore develop more phenols.

In this work, we evaluate and compare the antioxidant capacity and the Resveratrol content on white wines produced in traditional ways with commercial white wines. In addition, some red wines were also evaluated as a reference. We obtained and tested 18 wines from different European wineries, in a laboratory setting. The results demonstrated that white wines produced in traditional ways have higher antioxidant properties than commercial white wines thus giving traditionally-manufactured wines an additional health advantage for human consumption. Total antioxidant status (TAS), showed average values four times higher in wines produced in amphorae than commercial white wines, and the same results were



obtained in the total phenol content. The presence of tannins was found only in white wines produced in amphorae and showed levels similar to red wines. We evaluated the Resveratrol content using liquid chromatography which displayed significant differences between the wines produced in amphorae and commercial wines, as was expected. We also conducted a flask fermentation and these results confirm those obtained in the analysis of wine types. In conclusion, a longer skin maceration of the white wine grapes during fermentation results in an increase in its phenolic content, which confer wines with added health benefits in moderate consumption.

RUSUDAN GORGILADZE - Food and Wine Pairing Expert

Theme: The Georgian Taste

Abstract: The presentation discusses Georgia's rich culinary heritage and specifically the traditional feast: the *supra*. We'll briefly analyze the influence of both history and geography on Georgian culinary traditions to analyze and show what makes the 'Georgian taste' singularly unique. We'll examine the 'Georgian taste' in comparison with other tastes in the region while briefly comparing the traditional feasts of other regional cultures with the Georgian *supra*. We will also consider symbolic, religious and cultural meanings of wine for Georgia.

TEIMURAZ GLONTI

Theme: Issues about Making Kakhetian Wine in Qvevri.

Abstract: Grape bunch stems, wine volatility, aromatizing substances and free amino acids, along with density of minerals in the wine, are described in the presentation. Indicators of antioxidants in the hard parts of Kakhetian Mtsivana, Rkatsiteli and Saperavi wines are shown. The role of the grape bunch stem is considered in relation to antioxidant development. The fermentation and aging process are discussed in their symbolic essence.



DR. JOSÉ VOUILLAMOZ - University of Neuchâtel, Switzerland

Theme: Grape Domestication: where, when and why?

Abstract: Where was the grape first domesticated from the wild grapevine *Vitis vinifera ssp. silvestris*? Some think it was on Ararat Mountain as suggested in the Old Testament. While botanists and archaeologists agree grape domestication occurred in Transcaucasia, recent DNA and chemical analysis of archaeological findings indicate that Southeastern Anatolia may be a likely place of origin given that founder plants like einkorn wheat were also domesticated in Turkey. When was the first wine made? Chemical evidence of ancient winemaking date back to 7,000 BC in both Southeastern Turkey and Transcaucasia, but was it made of wild or cultivated plants? And why would Neolithic people cultivate a plant that is not essential for their daily diet? Many questions about grape domestication are still open, and some new hypotheses about grape domestication in the Near East are today provided by a comparative study of archaeological artifacts and DNA profiling of ancient wild and cultivated grapevines from Transcaucasia and Southeastern Anatolia.



GEORGE BARISASHVILI - Winemaker and Viticulturist (history and technology)

Theme: Qvevri Making in Georgia, History and Present. Making Wine in Qvevri - a Unique Georgian Tradition

Abstract: The Bagineti wine cellar, or *marani* in Georgia, is one of the oldest in Mstkheta. Several well-preserved archaic clay jugs, or qvevri, are found there and the site contains visible details of production technology. The winery contains 16 qvevri, each with a holding capacity from 300-500 liters up to one ton.

The wine cellar and its components: The qvevri are the centerpiece of the wine cellar and it's quite interesting to know how they are arranged inside the cellar. First, the clay jugs are placed into a hole, covered by soil and buried in the ground. Different types of limestone mortar are used. The material used for the *marani* floor is crucial and the surface should be made from rocks, broken tiles or earthenware, with the latter being most common in private homes.





Use of beeswax in qvevri production: One significant aspect of the qvevri treatment process is the use of beeswax. After a qvevri is fired in a kiln, the inside is covered with a layer of melted wax. This process should happen only once but, if needed, may be repeated once every 10 years. Paraffin was often used for the same purpose and while paraffin is not prohibited, the use of beeswax is preferable.

Qvevri cover: In east and west Georgia, there are different methods for sealing the cover on a qvevri. In the eastern part of the country, clay is used. Often a sulphur-treated candle wick is placed between the clay and the cover; the candle wick is burnt and then the cover should be applied immediately. In eastern Georgia stone lids are mostly used as covers; one of the most popular stone types is slate. In western Georgia, wooden lids are more typically used and often made from lime or oak. When wooden lids are used, a qvevri is given a second covering with a sand-based clay.

Qvevri fermentation method: The use of limestone in qvevri production became prevalent after an earthquake in the 10th century damaged many large qvevri full of wine. After this accident, limestone was used for seismic protection.

Cleaning qvevri: Knowing how to clean the clay jugs is the most essential part of the winemaking process. The qvevri is rinsed and cleaned out with cold and hot water with lime and ash often being added to the water. Brushes and other special instruments, constructed from cherry bark, are used to clean the qvevri.

Georgian qvevri: The oldest qvevri was found near the village of Shulaveri and is more than 8,000 years old. Ornaments of grapes are engraved on the outside of this vessel. Archaeologists also found small jugs from the same period that were most probably used to transfer wine from the larger qvevri.

Qvevri production in Guria: Contemporary qvevri are made in the region of Guria, namely in the village of Atsana. Many craftsmen throughout Georgia specialize in the creation of qvevris, each of whom has their own distinct style and technique.

Qvevri production in Imereti: Today, most qvevri craftsmen work in Imereti. These qvevri are known for their high quality and as such are



exported to other regions of Georgia such as Racha, Ksani Gorge and Kartli.

Qvevri production in Tskhavati (Ksani Gorge): Qvevri produced in this region have a distinctive shape, design and artistic technique. However, it should be noted that there was never any production of large vessels in Tskhavati and many were imported from Imereti. Otherwise qvevri from Tskhavati were exported to both Pshavi-Mtiluleti and Kakheti.

Qvevri production in Kakheti: Qvevris are now made in the village of Vardisubani where the craft has an ancient history. Kakheti is known for making huge qvevri, and some families own qvevri with a capacity of between 4-5 and 7-8 tons.

Dimensions and shape of a qvevri: The size of a qvevri is determined by its holding capacity, which varies from 2-3 liters to 8,000 liters. Contemporary craftsmen create smaller qvevri in comparison to those produced in ancient times. In general, Georgian qvevri carry distinctive regional characteristics. For example, some qvevri have an elongated shape indicating its use in warmer regions, as jugs need to be buried deeper in higher temperatures to support the fermentation process. In addition, the qvevri from Guria, Sairme and Tskhavati all bear different local and regional characteristics.



ASMAT OQROPIRIDZE - National Research Center for Georgian Art History and Heritage Preservation after George Chubinashvili

Theme: The Tree of Life

Abstract: Georgia is today recognized as the cradle of wine thanks to archeological evidence dating from the 4th-5th millennia BC.

For Georgians, the grape vine connotes spiritual worth as demonstrated by the relationship between the vine and Christ. In Georgian Orthodox traditions, the vine represents heaven and one example of the deep relationships between viticulture and religion is the symbolism surrounding St. Nino whose cross is made of vine stems. As St. Nino holds a prominent place in the Georgian Orthodox Church, the following places were built in her honor: the Jvari church in Mtskheta, the Sioni cathedral in Bolnisi and the Virgin's cathedral in Tsilkani.





Many churches and religious buildings contain frescos and ornaments depicting vine stems and other symbols of viticulture. One brilliant example of Christian artwork is the Khakhuli triptych that is adorned with enamels. Crucially, King David the Builder and his son Demetrius I commissioned this masterpiece while Demetrius I also authored a famous chant about St. Mary entitled 'You are the Vine'. Both demonstrate the critical role viticulture plays in Georgian Orthodox religious practices and doctrine.

The famous Georgian painter, Pirosmiani, also produced numerous paintings reflecting the integral role of the vine and wine in Georgian culture. His paintings often depict harvests and Georgian feasts. The feast, or *supra*, is of particular cultural importance in Georgia. The toastmaster, or *tamada*, functions as an arbiter of the *supra* while directing the order of toasts offered during the feast. The order and type of toasts are often inspired by Georgian Orthodox liturgy. Several archeological items have been found that depict a *tamada* and his attributes.

Georgia has plenty of ceremonies and traditions that evoke a deep appreciation for winemaking and which are handed down through the generations. Several archeological discoveries and a range of vessels affirm the diversity in Georgian viticulture.

JIM TREZISE - President, New York Wine & Grape Foundation

Theme: Wine Country Tourism Development, Branding a Wine Region

Abstract: Summary, created by John Wurdeman

Jim Trezise was one of the main visionaries that turned the New York Finger Lakes into a significant wine destination. He was invited to share his experience with Georgia as well as look at what was special in Georgia and were he to repeat his success story, say in Kakheti, how he would handle it.

His main message was wineries of one region should not see each other as competition. One good winery is a novelty, but ten good ones, equipped to receive visitors, creates a destination. A quality product, clean comfortable facilities that have character and express

the spirit of that region are important. But the real key to success is unity; having the hoteliers, restaurants, national parks, and wineries, the public and private sector join hands and share a vision that is cohesive. If this happens, it brings wealth and prosperity to a region that impacts directly on the wine sector and indirectly on many other sub-components of the economy.

His talk ended with the following words of wisdom:

Diversity is our strength, unity is our power!

DARREL CORTI - Food and Wine Historian, Distinguished Sommelier, Promoter of National Wine Programs, Wine Consultant and Judge, and Gourmet Grocer.

Theme: Unusual Wines in a Homogenized World

Abstract: Summary, created by John Wurdeman

Darrel Corti raised many questions with his talk exploring the following crucial questions: why the trend in recent decades has been toward homogenization of wines on the world market; why so many varietals have been forgotten or abandoned; and why techniques are becoming more and more similar transcending national traditions. Georgian wines have the potential to be very unique and stand out, and they don't need to be 'me too' wines. The world wine market is experiencing a glut with too many wines that haven't personal or singular character. The unique gene fund of Georgian varieties needs to be explored and research needs to examine qvevri wines, their health properties, aromas, and what makes them unique. Corti feels the world does not need a Georgian wine industry that imitates other national brands, but rather requires a Georgian wine culture that is proud of its unique nature and markets its unusual qualities as added value. As a merchant of wines, Corti warns against scaring consumers away with high prices for an already very challenging product. Corti feels that with a little patience, education, and commitment to character on behalf of the Georgian producers, Georgia can create an international interest and market for its diverse and non-conformist wines.





ROBERTO FERRARINI - Department of Biotechnology - University of Verona. Via della Pieve 70, 37029 S. Floriano (VR), Italy roberto.ferrarini@univr.it

Theme: The 'Long Time Skin Contact' Typical Technique of Qvevri Wines: Its Effects on Phenolic and Aromatic Wine Composition

Abstract: Many typical Georgian wines are produced with prolonged skin contact, in traditional vessels (clay jars), and in the absence of sulphur dioxide and other additives. These wines have strong character and possess a diverse and distinctive flavor.

In the case of white wines, they are enriched with phenolic compounds, such as catechins, proanthocyanidins, cinnamic acids, which determine the variety in flavor while providing for likely health benefits.



Additionally, the aromatic composition is completely different from that of conventionally produced wines. Ferrarini presented the results of detailed measurements of the volatile compounds and sensory analysis of wines made with Italian grapes through prolonged skin contact for comparison with Georgian wines.

In Italy, these technologies are nowadays valued for their emotional appeal, for the re-discovery of past winemaking traditions, the technological diversification of production and the characterization of stable, long lasting wines.

Detailed information, including presentations and subsequent discussions from the Qvevri Symposium, as well as photos and post-Symposium publications are available on the CD attached.





LIST OF PARTICIPANTS

1. **Patrick McGovern** – Pennsylvania State University Professor and leading international researcher on dating organic wine matter found on chards, USA
2. **Jose Vouillamoz** – Leading Swiss scientist in the study of DNA in grape varieties, Switzerland
3. **Darrell Corti** – Food and wine historian, distinguished sommelier, promoter of national wine programs, wine consultant and judge, and gourmet grocer, USA
4. **Rusudan Gorgiladze** – Food and Wine Pairing Expert, Berlin, Germany
5. **Cecilia Diaz** – PhD in Medicinal Properties of Qvevri Wines, Chile
6. **Roberto Ferrarini** – Professor, Department of Science, Technology and Vine and Wine Markets, University of Verona, Italy
7. **AlaRiolfi** – Owner of wine restaurant, Verona, Italy
8. **Jim Trezise** – President of New York Wine and Grape Foundation, USA
9. **Isabelle Legreon** – UK Travel Chanel, Head of *Wine Stories* & Master of Wine, UK
10. **Alice Feiring** – Wine writer for the *New York Times*, *Newsweek* and many other publications, USA
11. **Landon Nordeman** – *Saveur Magazine*, New York, USA
12. **Karen Shimizu** – *Saveur Magazine*, New York USA
13. **Tony Aspler** – Leading wine writer, Canada
14. **Shelley Boettcher** – Executive Editor of *Wine Access Magazine*, Calgary, Alberta, Canada
15. **Mary Baily** – *The Tomato Food & Drink Magazine*, Edmonton, Canada
16. **Carl Reinholdtson Belfrage** – Wine writer and food critic, Sweden
17. **Mattias Kroon** – Food and wine writer, and editor of *Mat & Vanner*, Sweden's leading food magazine, Sweden
18. **Heidi Jaksland Kvernmo** – Leading Norwegian wine writer, blogger and educator, Norway
19. **Jörgen Andersson** – Swedish wine blogger (<http://billigtvin.blogspot.com>), Sweden
20. **Qin Xie** – Freelance wine journalist, UK
21. **Eckhard Supp** – Journalist and wine writer, Germany

22. **Joseph Campanale** – L'Artusi (www.lartusinc.com) amphora wine bar owner, USA
23. **Eric Story** – K&L Wine Merchants (www.klwines.com), San Francisco, Redwood City & Los Angeles, USA
24. **Ceri Smith** – Biondivino Wine Boutique (www.biondivino.com), San Francisco, USA
25. **Lou Amdur** – Lou on Vine Restaurant (www.louonvine.com), Los Angeles, USA
26. **George Cossette** – Silverlake Wine retail establishment (www.silverlakewine.com), Los Angeles, USA
27. **Chris Terrell** – Terrell Wines, an importer and distributor (www.terrellwines.com) with branches in San Francisco, Seattle and New York, USA
28. **Kate Thal** – Owner of wine shop and bar 'Green and Blue', London, UK
29. **Mako Abashidze** – Founding Director at British Georgian Chamber of Commerce (BGCC), London, UK
30. **Antony Chearno** – Uva Wines & Spirits wine retailer in Brooklyn, NY, USA
31. **Rick Mindermann** – Store Director at Corti Brothers, video/photo blogger, wine writer & producer, USA
32. **Esther Ritter** – Camerawoman & producer, USA
33. **Jimmy Bell** – Sound and grip technician, USA
34. **Wojciech Giebuta** – Wine journalist, subeditor of *CzasWina* magazine, international wine judge and co-owner of Wine Service Travel Agency, Poland
35. **Andrea Godfrey** – Owner of Regent Holidays, UK
36. **David Constable** – Freelance travel and food writer, UK
37. **Mr. İdris Ayhan Güleyen** – Wine expert, Turkey
38. **Mr. İlker Özdemir** – Wine expert, Turkey
39. **Mr. Berdan Umay Çeviker** – Wine writer, Blogger, and expert, Turkey
40. **Jamie Campana** – Executive producer, director and senior editor at FilmCamp Films, California, US
41. **Bill Holshevnikoff** – Emmy Award-winning director of photography, lighting designer and educator who has been lighting and shooting broadcast, corporate, and documentary programming for over 25 years, California, USA
42. **Dr. Wolfgang Händel** – CEO and Executive Board Member of major companies in Sweden, USA and Germany; Director of the International Kvevri Club





- 43. Hans Peter Schaub** – Oenologist, Member of KCI, partner in technical and technological purposes of Georgia Wineries for 15 years, a supplier of qvevri to Austria / Europe
- 44. Billy Ray Mangham** – Pottery maker for more than 40 years, Director of art center.
- 45. Tatiana Sosedova** – Wine expert, Ukraine
- 46. Vasiliy Pestretsov** – Winemaker and specialist in grape genealogy, Ukraine
- 47. Claudia De Bishop** – Master of Wine, freelance journalist (German - French), Member of jury at international wine exhibitions, Brussels, Belgium
- 48. Mike (Michael) Shaddock** – Manager of Willow Park Wines and Spirits, Calgary, Canada
- 49. Alla Wagner** – Lotus Wine and Spirits Inc., a buyer /distributor of wine (accompanied by Avtandil Beradze)
- 50. Riley Ganz** – Author, USA
- 51. Finotto Michele** – Importer and wine buyer, Italy
- 52. Finotto Nicola** – Importer and wine buyer, Italy
- 53. Corie Brown** – Wine writer, UK
- 54. Joan Gross** – Professor of Anthropology at Oregon State University. Researches agrifood movements and teaches a program entitled "Food, Culture and Social Justice", USA
- 55. David McMurray** – Professor of Anthropology at Oregon State University. Researches agrifood movements and teaches a program entitled "Food, Culture and Social Justice", USA
- 56. Charlie McMurray** – Teacher, USA
- 57. Paul Rodzianko** – Board Member, Teliani Valley, Georgia
- 58. Roberto Bacilieri** – Vine Geneticist, working in Montpellier Agriculture Institute, Montpellier, France
- 59. Laurent Boub** – Bio-archeologist at Montpellier Bio-archeological Center, Montpellier, France
- 60. Thierry Pastor** - Montpellier Bio-archeological Center, Montpellier, France
- 61. Levan Ujmajuridze** – PhD Agriculture, Head of the National Grapevine Research Center of Saguramo, Georgia
- 62. Giorgi Barisashvili** – Consultant in viniculture and winemaking with the Biological Farming Association (Elkana), wine historian and ethnologist, Georgia

63. **Goga Tevzadze** – Winemaker, Qvevri Fund Executive Director, Georgia
64. **Levan Pruidze** – Professor of Wine History & Ethnology, Georgia
65. **Nodar Chkhartishvili** – Academic, Member of Academy of Sciences, Institute of Viniculture, Georgia
66. **Medea Burduli** – PhD History & Ethnology, Specialist on the topic of 'Georgian Traditional Medical Culture' (medical treatment with wine), Institute of History & Ethnology, Georgia
67. **Makvala Zandukeli** – PhD History & Ethnology, Specialist of Georgian Ceramics and Qvevri, National Museum of Georgia, Georgia
68. **Nino (Nunu) Mindadze** – PhD History & Ethnology, Specialist on the topic of 'Georgian Traditional Medical Culture' (medical treatment with wine), Institute of History & Ethnology, Georgia
69. **Zurab Glonti** – Qvevri Fund, Georgia
70. **Teimuraz Glonti** – PhD, Academic, Member of Academy of Sciences, Specialist of Viniculture and Winemaking, Georgia
71. **Giorgi Samanishvili** – Winemaker, Georgia
72. **Alex Tskitishvili** – Journalist, Georgia
73. **Malkhaz Kharbedia** – Journalist, President of Wine Club, Georgia
74. **Kakha Chotiashvili** – Winemaker, Vazi + Winery, Georgia
75. **Andro Vashalomidze** – Viniculture Specialist, Guria Region, Georgia
76. **Ramaz Nikoladze** – Winemaker, Nikoladze's Wine Cellar, Georgia
77. **Giorgi Makaridze** – Winemaker, Georgia
78. **Amiran Vepkhvadze** – Winemaker, Representative of Slow Food, Georgia
79. **Temur Gonjilashvili** – Winemaker, Kindzmarauli Wine Cellar, Georgia
80. **Iago Bitarishvili** – Winemaker, Lago's Wine, Member of Wine Club, Georgia
81. **Soliko Tsaishvili** – Winemaker, 'Our Wine' winery, Georgia
82. **Maia Mirvelashvili** – Wine Researcher, Institute of Viniculture, Georgia
83. **Asmat Okropiridze** – Researcher of Georgian Culture, Georgia
84. **Dato Machavariani** – Winemaker, Dugladze Wine Company, Georgia
85. **Misha Meskhi** – Winemaker, Georgia
86. **Giorgi Abramishvili** – Winemaker, Georgia
87. **Mariam Jorjadze** – Director, Biological Farming Association (Elkana), Georgia





88. Tamaz Dondua - Biological Farming Association (Elkana), Georgia

89. Ilia Oshkhereli - Biological Farming Association (Elkana) (Racha region), Georgia

90. Malkhaz Jakeli – Winemaker, Owner, Jakeli Wines, Biological Farming Association (Elkana), Georgia

91. Gaioz Sopromadze - Biological Farming Association (Elkana), Georgia

92. Nikoloz Natroshvili - Biological Farming Association (Elkana), Georgia

93. Ketí Dushuashvili - Biological Farming Association (Elkana), Georgia

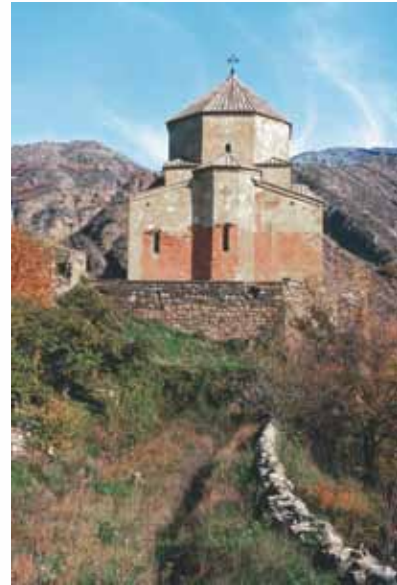
94. Lela Khartishvili – Specialist of Rural Tourism, Biological Farming Association (Elkana), Georgia

95. Giorgi Aliashvili – Tour Operator, Owner of Wine House, Gurjaani, Georgia



USAID & EPI Delegation

1. **Jock Conly**, Mission Director, USAID
2. **Revaz Ormotsadze**, Contract Officer's Technical Representative, USAID
3. **Tina Mendelson**, Chief of Party, Economic Prosperity Initiative (EPI)
4. **Alan Saffery**, Manufacturing & Services Component Leader, Economic Prosperity Initiative (EPI)
5. **Nutsa Abramishvili**, Tourism Consultant, Economic Prosperity Initiative (EPI)
6. **Gia Bibileishvili**, Agriculture Value Chain Manager, Economic Prosperity Initiative (EPI)
7. **Markus Muller**, Director, Deloitte Consulting LLP
8. **Martin Webber**, Executive Vice President, J.E. Austin Associates, Inc.



List of Participants





BIOGRAPHIES OF SPEAKERS

PATRICK MCGOVERN: Pennsylvania State University Professor and leading international researcher on dating organic wine matter found on chards. Author of multiple books on the history of wine including *Ancient Wine*, *The Search for the Origins of Viniculture*, in which Georgia is declared to be the Cradle of Wine Civilization.

JOSE VOUILLAMOZ: Internationally-recognized botanist and grape geneticist, currently based in his native Switzerland. This wine aficionado was trained in grape DNA profiling by Professor Carole Meredith in her laboratory at the University of California in Davis. He has worked in Italy and Switzerland and collaborated with numerous scientists worldwide on grape parentage and origin. A great deal of ink (or digital pixels...) has been spilled over his best-known achievements, which include: a. tracing the parentage of Sangiovese; b. mapping the family tree of Nebbiolo; and c. exploring the expanded genealogy of the Syrah wine variety. In collaboration with archaeologist Professor Patrick McGovern and colleagues from Georgia, Armenia and Turkey, he was the first to trace the DNA profiles of grape varieties from the Near East and to analyze the genetic structure and domestication history of the grape. Vouillamoz is the author of several scientific papers and recently updated the third edition of *The Oxford Companion to Wine* by adding recent genetic discoveries. He is currently co-authoring with both Jancis Robinson MW and Julia Harding MW, a reference text cataloguing grape varieties used in winemaking throughout the world. This text is due for publication by the end of 2012.

DARRELL CORTI: Food and wine historian, distinguished sommelier, promoter of national wine programs, wine consultant and judge, and gourmet grocer. Owner of Corti and Brothers, a gourmet grocery chain

RUSUDAN GORGILADZE: Psychologist, Doctoral candidate at the University of Hildesheim, Germany.

- 1979-93 Neuropsychologist at the Central Clinical Hospital in Tbilisi, Georgia;
- 1993-2000 Chief State Advisor at the State Chancellery of Georgia (Participation in negotiations with international non-governmental organizations, Council of Europe, European Union, World Bank, etc.);
- 1996-1998 Fellow at the Weatherhead Center for International Affairs at Harvard University;
- 2000-2004 First Deputy Minister of Education of Georgia;
- 2006 Consultant at the UNESCO International Institute for Educational Planning (IIEP);
- 2007-2010 Regional Director for Europe at the Harvard Alumni Association (HAA).

CECILIA DIAZ: Phd in the Medicinal Properties of Qvevri Wines. Georgian Wine Association (GWA) representatives met her at the International Kvevri Club's Congress earlier this year where she presented on the health benefits associated with wine made in qvevris. Following the Congress, the GWA sent her Georgian wine samples to analyze, the result of which will be discussed at the Symposium.

ROBERTO FERRARINI: After receiving his PhD in Agricultural Sciences at Bologna University, he taught oenology and other subjects related to food technology in various universities. From 1989 to 2002 he served as the Research and Development Manager of Vason Company in Verona. Since October 2002, he has been an Associate Professor at the Department of Biotechnology at Verona University. He is also a member of the Italian Academy of Vine and a wine member on the editorial board for the *Journal of Wine Research*, as well as a member on the technical board for both the *Vignevini* and *VQ* magazines. In addition, he is a member of the Wine Technology Experts Group of the O.I.V. and the author of more than hundred scientific and technical works published in Italian and international journals.

JIM TREZISIE: President of the New York Wine and Grape Foundation and the mastermind behind the development of the New York Fingerlake region as a wine destination.

ISABELLE LEGERON: Master of Wine, Isabelle regularly judges for a variety of organizations and magazines including *Decanter*, the International Wine Challenge, the Concours Mondial and others. She has received numerous awards for her writing, blogs, editorial pieces and personal website (www.thatcrazyfrenchwoman.com). She previously organized the first UK-based exhibition dedicated to natural wine. Her recent wine series on the Travel Channel has been dubbed into 20 languages and has been broadcast in 117 countries. The first program of the series was based on Georgia's qvevri tradition and will be broadcast during the Symposium. Isabelle has a unique approach to wine. She is exceptional award-winning wine taster, she's great fun, loves adventure but in wine terms is a bit of maverick since she's all about the authenticity of taste and proper natural wine and those free of additives and manipulation.

ALICE FEIRING: Wine writer for the *New York Times* and many other publications. Alice is the American leader of the Natural Wine Movement, and also authors editorial and feature pieces for the *New York Times*, her blog and a variety of written media sources about natural wines such as those processed using spontaneous fermentation with no artificial yeasts from organically farmed grapes. By visiting Georgia, Alice hopes to further deepen her understanding of Georgian wine by experiencing its viticulture and visiting the regional wineries. She is very interested in learning more about the qvevri process to share with her readership base in the United States.





LONDON NORDEMAN: A New York City-based photographer working with *Saveur Magazine*. Besides working on personal projects, Landon photographs assignments in New York City and abroad for editorial and commercial clients. His photographs regularly appear in *The New Yorker* and *Saveur* as he is a contributing photographer for both publications. In addition, Landon has completed assignments for *National Geographic Magazine*, *Smithsonian*, *Sports Illustrated*, *The Atlantic Monthly*, *Time*, and *Newsweek* among others. Landon's work has been honored by American Photography, Communication Arts, The Center for Documentary Studies, International Pictures of the Year, The Best of Photojournalism, The Magenta Foundation, The PDN Annual, PDN's 30, and 20x200 which released limited editions of two of his prints. Landon's photographs are held in the collections of The Akron Art Museum, The Center for Fine Art Photography, the Photo Center Northwest, numerous private collections, and have been exhibited around the world.

KAREN SHIMIZU: Karen Shimizu is an editor at *Saveur*, a food and travel magazine based in New York City. She has a Bachelor's degree in American Studies from Smith College and a Master's degree in Cultural Journalism from New York University. She grew up in Hopewell, New Jersey, worked as a writer and editor in Vermont and Ohio, and once lived in Tbilisi, where she wrote a food column for *Georgia Today* to support her substantial *khinkali* dumpling habit.

TONY ASPLER: has been writing about wine since 1975. He was the wine columnist for the *Toronto Star* for 21 years and has authored sixteen books on wine and food, including *The Wine Atlas of Canada*, *Vintage Canada*, *The Wine Lover's Companion*, *The Wine Lover Cooks* and *Travels with My Corkscrew*. His latest book is *Tony Aspler's Cellar Book*. In December 2007, Tony was awarded the Order of Canada. Tony also co-founded the charitable foundation Grapes for Humanity (www.tonyaspler.com)

SHELLEY BOETTCHER: The Executive Editor of *Wine Access Magazine*, a leading publication based in Calgary that influences the Canadian wine market.

MARY BAILY: A wine, food and travel writer, Mary publishes *The Tomato Food & Drink Magazine*. Mary is the co-author of two best-selling books on Alberta food entitled *The Food Lover's Trail Guide to Alberta, Volumes I & II*. Her work has appeared in the *National Post*, *Western Living*, *Flavours*, *Venture*, and *Vendor Magazines*. She is listed in the *Unione Italiani Vini Editrice* - the International Italian Wine Journalists. She is also a certified French Wine Scholar, is completing her final year of studies for the WSET Diploma, is a certified sommelier from the

International Sommelier Guild (2007), and holds the Spanish Wine Educator's Certificate (2007). She is a wine instructor for the Art Institute of Vancouver and teaches French Wine Society programs and three levels of Wine & Spirit Education Trust courses in Edmonton. Mary's interest in wine began while working in restaurants during university. A visit to the Collio last spring piqued her interest in wine made in amphorae. She founded and co-chairs the Slow Food Edmonton Event Indulgence, a Canadian exhibition of wine and food, now in its 11th year. She was honored with the Growing Alberta Leadership Award (GALA) for community spirit in 2007. Her passion for, and advocacy of, local foods is informed by the cultural and social roles of food throughout all nations. After all, everybody eats. She loves to cook, drink wine with friends and is known for making a stellar martini, with Victoria Gin of course.



CARL REINHOLDTZONBELFRAGE: A Swedish wine writer and food critic. Leading wine blogger managing wine lists for the finest Swedish restaurants.

MATTIAS KROON: A Swedish food, wine writer and chief editor of *Mat & Vanner*, Sweden's leading food magazine.



HEIDI JAKSLAND KVERNMO: A leading Norwegian wine writer, blogger and educator. After working for the Norwegian Wine and Spirit Monopoly for 10 years, Heidi started her own company focusing on wine writing, wine tastings and wine lectures. She is WSET-certified with the Advanced Certificate in Wines and Spirits in 2003 and obtained the Diploma Qualification in 2007.



JÖRGENANDERSSON: A freelance writer, social worker and blogger: Billigt vin (on wine) - <http://norrasorgenfri.blogspot.com>, NorraSorgenfri Nu (on city planning, sustainable development and industrial history) - <http://norrasorgenfri.blogspot.com>

He also writes for a Swedish daily newspaper, *HelsingborgsDagblad* and his reporting covers literature, urban planning and gender issues. He also writes travel articles for *Efterarbetet*, a weekly magazine in Malmö.



QIN XIE: A freelance journalist whose reporting covers food, drink and travel She also serves as the Digital Manager at *Food and Travel Magazine* and a columnist for *Foodepedia*. She regularly contributes to a number of other consumer publications, both online and in print, including *The Times*, *Blue Tomato* and *The Arbuturian* on those subjects.





ECKHARD SUPP: Born August 23, 1950 in Bad Ems, Germany, Eckhard Supp studied History, Philosophy, Sociology and Politics at the Johann-Wolfgang-Goethe-University of Frankfurt/Main. In 1985 he completed his PhD in Sociology and his thesis focused on Australian Aborigines. From 1977 to 1989 he worked as a freelance photographer and journalist in Paris and Rome. Since 1986, his work has focused on travel, food and wine. He collaborated with a number of magazines like *Vinum*, *GamberoRosso*, *essen&trinken*, *Der Feinschmecker* and *Weinwirtschaft*. He contributed to the Italian wine guides *GamberoRosso* and *Slow Food World Wine Guide*, and has authored or co-authored about 50 books on politics, anthropology, philosophy, travel, food and wine. In 1993 he founded his publishing company, ENO-Verlag, and in 1997 launched the first German online publication for wine available (www.enobooks.de). From 2003 to 2010, he edited and wrote several texts cataloguing wine and cooking entitled the *Brockhaus Encyclopedia* and the *Duden Dictionary*. In 2005 he worked as Editor in Chief of two German cooking magazines, *Essen&trinken* and *Echöneressen*.

JOSEPH CAMPANALE: Owns an amphora wine bar located in New York City called L'Artusi (www.lartusinc.com). Joe promotes amphorae wines and wants to discover the historical relevance of the qvevri as well as the genealogy for this winemaking tradition. Joe and his establishment are heavily featured in New York's local media outlets, and on September 20th, 2011 he was a guest on the Daily Show with Jon Stewart. The Jon Stewart show is broadcast nationwide and is very popular among 'millennial' or 'Y' generation, a key wine drinking demographic. As such, Joe influences national wine-drinking trends and hopes to further promote interest in Georgian qvevri wines.

ERIC STORY: He is the main buyer for K&L Wine Merchants, a retail chain with locations in San Francisco, Redwood City, Los Angeles (www.klwines.com). Eric's store is popular and respected as the Wall Street Journal stated, "From soup to nuts, KLWines.com is the best wine website in the U.S.". Eric buys wines from Germany, Alsace, and the Loire Valley and, for the last two years, Georgia. K&L Wine Merchants is considered one of the best online retail wine stores in the United States. Eric is travelling to Georgia to discover more about the country whose wines he now knows well after tasting wines from a number of leading Georgian producers over the past two years. He has excellent success in promoting the qvevri wines of Georgia, which are promoted at K&L tastings and other events. Through gaining greater knowledge of Georgian culture and meeting fellow wine enthusiasts, Eric hopes to have continued success in promoting Georgian wine and influencing the many customers who come to K&L, whether online or in person.

CERI SMITH: Owner of Biondivino Wine Boutique located in San Francisco (www.biondivino.com). Ceri has an extensive professional experience selling Italian wines in both New York and California and favors the traditional Italian wines for her customers. Ceri started Biondivino Wine Boutique three years ago, a wine shop in the Russian Hill neighborhood of San Francisco that is dedicated to the rustic, traditional wines of Italy. Ceri finds that her Georgian wine selection appeals to the same clientele who patronize her Italian wines. Through a variety of targeted marketing activities such as wine maker tasting events and others wine promotions, Ceri has created a following for Georgian wine in the San Francisco area. Her influence extends to Los Angeles and New York, where former employees are making daily buying decisions influenced by their time at Biondivino, as well as by her set of peers who know Ceri well from countless trips to Italy together and wine tasting events in New York, Los Angeles and San Francisco. When Italy's leading winemakers visit San Francisco and have time for only one tasting event for their customers, they often only patronize the Biondivino Wine Boutique. Ceri is keen to visit Georgia as she will gain greater knowledge and understanding of the food and wine culture of Georgia that she can communicate to her customers, peers and staff.



LOU AMDUR: Co-owner and wine buyer of the Los Angeles-based restaurant Lou on Vine (www.louonvine.com), which serves food paired with exotic wines. Lou and his restaurant have a strong following due to his exceptional palate and his constant search for wines of interest. As a wine veteran of Los Angeles, the buying decisions Lou makes influence other restaurants and wine bars in the Los Angeles area and Lou has often promoted Georgian wines at his restaurant. Lettie Teague of the *Wall Street Journal* recently wrote a feature piece about Lou and his restaurant in which she discussed the 'Eastern Block' wines and she hopes to write a follow-up piece focusing on Georgian wines and their new place in American up-scale restaurants. By visiting Georgia, Lou is keen to gain a greater understanding of the Georgian culture of food and wine to further inform and expand his restaurants wine and food menu and choices.



GEORGE COSSETTE: Co-owner and wine buyer for the Silverlake Wine retailer (www.silverlakewine.com), located in Los Angeles. George's wine choices influence many restaurants and retail stores in their wine purchasing decisions as well as the general wine-drinking trends in the Los Angeles wine area. George has an extensive background in the wine and food culture of Los Angeles, having previously worked at the Campanile restaurant as well as other up-scale restaurants in Southern California. George's former employees have gone on to start their own wine shops, wine bars and restaurants and their wine purchasing decisions are often influenced by their time at Silverlake. For several years George has contributed to Los Angeles' famous KCRW radio station's food and wine radio program, particularly on the subject of Georgian wine. In May 2009, he spoke about the country's many grape varieties and his love for





Georgian wines. By visiting Georgia, George is keen to deepen his knowledge and understanding of Georgian food and wine by experiencing the tastes of Georgia first hand.



CHRIS TERRELL: Owns Terrell Wines, a wine importer and distributor with stores in San Francisco, Seattle and New York (www.terrellwines.com). Chris traveled extensively in Georgia between 2004 and 2007, and due to that experience has promoted and distributed Georgian wines for the past several years. By learning the trade from the ground up, Chris believes he can promote Georgian wine successfully in the US and thereby create an expanding position for Georgia in the wine world. By visiting Georgia for a third time, Chris is keen to meet more Georgian wine producers, of both modern and traditional qvevri wines, as well as re-immersing himself in a culture he promotes heavily in the US - that of Georgian food and wine.



KATE THAL: Owner of a wine shop and bar called the Green and Blue located in London, which recently won the Decanter World Wine Awards for 'Best Small UK Independent Wine Merchant' in 2009, while also receiving the award for 'Wine Bar of the Year'. Before she started the Green and Blue, Kate worked as freelance consultant, working with RTL hotels and organizing wine trainings for the Marsala World Restaurant Group.



MAKO ABASHIDZE: Founding Executive Director of the British Georgian Chamber of Commerce with a Bachelor's Degree in Psychology. Since relocating to London in 1993, Mako has worked in a variety of British companies focusing in business dealings with the CIS regional market. In June 2007, she and Lord Cromwell founded the British Georgian Chamber of Commerce.



ANTONY CHEARNO: Native of New York, Anthony operates a wine retail establishment in Brooklyn, New York called Uva Wines & Spirits. Antony has an extensive knowledge of French, German and Italian wines and has a growing interest in Georgian wines. He is keen to visit Georgia to gain a deeper knowledge and appreciation of the wines and culture of Georgia.



ANDREA GODFREY: Worked in the travel industry for over 17 years in the UK, Belgium and Ukraine. During the last 13 years Andrea has worked as General Manager for Regent Holidays. Since 1970, Regent Holidays has specialized in arranging tailor-made holidays, tours and city breaks for the discerning traveler and was one of the first UK tour operators to offer holidays to Albania, North Korea, Russia, Ukraine and Iceland. In 2009, her company was the first British tour operator to send tourists to Kosovo, following its independence from Serbia. Regent Holidays' destinations now span from the Baltics and Eastern Europe, through Russia and Mongolia to China or North Korea via the Trans-Siberian Railway and to Indo-China, Central Asia and the Caucasus. Their products range from tailor-made tours, city breaks, wine tours, fly-drive holidays and escorted group tours to super-jeep adventures and whale-watching trips.

WOJCIECH GIEBUTA: Wine journalist, the Assistant Editor of *CzasWina Magazine*, a judge for international wine contests and co-owner of the Wine Service Travel Agency. Wojciech has had an interest in wine for 10 years and currently conducts trainings and sommelier's courses. As oeno-guide, he also organizes and leads excursions to some of the most important wine regions and destinations in the world.

CECILIA DIAZ: Bachelor's Degree in Engineering and Biotechnology and since 2009 enrolled as a PhD candidate with the Natural Sciences at the Fraunhofer Institute researching the topic of Traditional Winemaking Methods. Cecilia previously worked for the Arauco Group, a Chilean forest research company as the Manager of the Phytosanitary Protection Laboratory (BSL3). Due to her work in Chile, she developed a personal and professional network with research institutes, universities, private companies and governmental institutions. Her professional affiliations with various applied research institutions allowed her to develop practical problem solving skills and an appreciation of the environment. She has experience analyzing and tracing biological processes in plant cells and other microorganisms through a variety of integrated skill sets learned from engineering, biochemistry, microbiology, genetics and molecular biology.



USAID-EPI WINE OPINION SHAPERS



USAID
FROM THE AMERICAN PEOPLE

Luiz Alberto

President and owner of Thewinehub.com

In 2003 Luiz started www.thewinehub.com – a website that contains an amazing amount of wine-related information which is a focal point for wine education and wine tourism. Recognized as an industry leader Mr. Alberto has in excess of 7,400 followers on twitter that follow his recommendations and review his wine commentary.



In 2008 Luiz began his long journey to become a Masters of Wine and continues his research and learning to this date.

Thewinehub works with wine tourism through their travel agency in Siena (Tuscany, Italy) - "Wine & Tours" <http://www.enocuriosi.com> – they bring people (buyers - American tourists are their main target) to visit wineries and stay at their "agriturismo" (accommodations at the winery or in the countryside). Luiz is interested in exploring wine tourism opportunities in Georgia.

Joel Butler

Master of Wine – wine educator

In 1990 Mr. Butler became one of the first two resident American Masters of Wine.



THE INSTITUTE OF
MASTERS OF WINE®

Mr. Butler received his BSc from Stanford University and a Master's Degree in European History from the University of Colorado. Mr. Butler also attending university in Italy and living within a "wine" culture led him to return to California in the spring of 1973 and enter the wine trade. He began his career with a noted retailer in the San Francisco Bay area, gaining an extraordinarily wide range of experience with wines from all around the world. From this start, Mr. Butler subsequently became a wine importer, worked for other retailers in the Bay area as a Buyer/Manager, as well as working as sales manager for a small but vibrant Bay area distributor/retailer. More recently, he was the wine buyer for a key Bay Area restaurant/retail store. Throughout his career, Mr. Butler has also consulted on a wide range of wine related topics. He is highly regarded wine judge, with experience at the International Wine Challenge in London, the Decanter World Wine Awards, various Australian Show judging, the San Diego National Wine Competition, the Banco de Assaggi and VinItaly competitions in Italy, San Francisco International Wine Competition and the California State Fair.

In 1977, Mr. Butler started writing professionally on wine for VINTAGE magazine. Subsequently, he has written for WINE COUNTRY, FRIENDS OF WINE, THE INTERNATIONAL WINE CELLAR and the LOS ANGELES TIMES and the INDEPENDENT ON SUNDAY of London, to name a few.

Becoming one of the first two Americans to pass the rigorous Master of Wine examination in 1990, Mr. Butler fulfilled a goal that was several years in the making. He is President of the Institute of Masters of Wine, North America, Ltd., coordinates the annual North American seminar program and also is an instructor for the Wine & Spirits Education Trust (WSET) courses offered at COPIA in Napa Valley and in Seattle, WA. He is currently a partner in WineKnow LLC, a wine education provider, and working on a book.

Dr. Patrick Farrell
Master of Wine – Certified Wine Educator

In 1998 Patrick became the first MD, MW in the world. Dr. Farrell has a broad scientific background, having graduated with an honors degree in biology, Phi Beta Kappa and magna cum laude from the University of Rochester. At the University of Rochester Dr. Farrell earned his MD. Dr. Farrell completed two residencies at the Cornell Medical Center-New York Hospital and a fellowship at the University of Southern California.

Dr. Farrell has an outstanding wine background. He became a certified wine educator (CWE) in 1994. He remains one of fewer than 300 masters of wine in the world and less than 30 in North America. Patrick has been a mentor, educator and examiner for the Institute of Masters of Wine. He has taught blind tasting of wine to wine professionals throughout North America, Europe, Asia and Australia. He's visited vineyards and wineries throughout the world and is a well-respected international wine judge.

Lisa Granik MW
Master of Wine – Owner

Lisa was a law professor at Georgetown University, and a Fulbright Scholar at Moscow State University and the Institute of State and Law in Tbilisi, Georgia. She earned her law degree from Georgetown and a doctorate from Yale Law School. She was a practicing lawyer and law professor until she realized she had arrived in the right station to change career trains. Since entering the wine trade she has worked as a consultant for wineries, importers, wine shops and restaurants, and in 2006 became a Masters of Wine worldwide.

A dynamic teacher, she is widely known in New York City for her advanced tasting classes, as well as for her work as instructor for the Wine and Spirit Education Trust at the International Wine Center. She frequently judges in international wine competitions, and writes about wine for publications such as the New York Times, World of Fine Wine, and the Haute Life Press. Other written work includes serving as the technical editor of the Professional Wine Reference (2006), and as contributor to 1001 Wines You Must Try before You Die (2008). Lisa has recently established her own company, Tastingworks, which offers strategic management consulting services to wineries and importers seeking to improve their performance in the US market.

Peter Koff
Master of Wine

He received his Bachelors of Science in civil and engineering and then got his MBA from the University of South Africa. His wine education is as follows Cape Wine Master (CWM), Institute of Cape Wine Masters, Stellenbosch South Africa in 1983. He became a Master of wine in London England 1993.

In 1992 to current he is the owner and president of Fairest Cape Beverage Company Inc. There he learned how import and whole sale wine and spirits, he worked with wholesale companies which were based out of California and Nevada. He also learned how to sell imported products across the US. Some of the countries he has previously imported from where Argentina, France, Italy, New Zealand, South Africa, Spain. Besides directly importing products, he sells wines from California, Oregon and Washington.

Besides importing and owning his own company he is also a wine educator, and has taught self-developed wine classes at UCLA extension, Irvine Valley college extension. He has also taught Master of wine seminars. He also has taught Wine and Spirit education trust courses (WSET).



THE INSTITUTE OF
MASTERS of WINE®



THE INSTITUTE OF
MASTERS of WINE®



THE INSTITUTE OF
MASTERS of WINE®





Diane Letulle **Wine Writer and Journalist**

Diane writes the Wine Travel Examiner and the Manhattan Wine Examiner columns for Examiner.com (www.examiner.com), a national web site with local sub-sites. For the past four years she has written Wine Lover's Journal (www.loveswine.blogspot.com), listed as one of the best wine sites of 2009 by Blog Cellarer. Diane has recently become a contributor to Snooth.com, one of the most widely used wine social media sites in the world, and Catavino.net, an award-winning wine blog based in Spain. She has also contributed content to Corkd.com, and has recently been asked to become a contributor to Palate Press, an online wine magazine. Diane's travel writing has appeared in Eight Million Stories (www.eightmillionstories.com) and Boots-N-All (www.bootsnall.com).



Diane received the Advanced Certificate with Distinction from the Wine and Spirit Education Trust, an internationally-recognized educational body. A graduate of the Windows on the World Wine School, Diane has taught wine classes for the South Orange-Maplewood Adult School in New Jersey for the past three years. She was a featured speaker at the 2010 St. Michaels Winefest in Maryland. Diane has visited the vineyards of Europe eight times in the past four years and has explored the wine regions of France, Italy, Spain, Austria, Portugal, and Hungary.

Diane has networked extensively with wine writers, professionals, and aficionados. She belongs to Open Wine Consortium, an international network of over 5000 wine professionals, and she has attended five Wine Bloggers Conferences: three in the U.S. and two in Europe. At these conferences Diane has met hundreds of bloggers and industry representatives. She also belongs to Women for Wine Sense, a national organization with a local North Jersey chapter and also is a member of the Travel Bloggers Exchange.

Rebecca Murphy **Wine Writer**

Rebecca Murphy is wine writer for *The Dallas Morning News* and founder and producer of The Dallas Morning News and TexSom Wine Competition, the largest international U.S. wine competition outside of California. She started her wine career as a wine steward in Dallas, Texas in 1972 at a time when there were no women working as sommeliers in the U.S. She has extensive experience in the restaurant business, working as wine steward, wine and food buyer, and supervisor and trainer of sommeliers. She has developed in-depth knowledge of the Texas wine business at all levels from producers, importers, distributors, retailers and restaurateurs and has also acquired a broad network of contacts.



As producer of the competition and as a wine judge in other competitions in the U.S. and Europe, she has far ranging contacts among international wine professionals who have served as judges and have entered their wines for evaluation. The newly established partnership with TexSom, a Texas based organization of wine professionals, gives Murphy access to restaurant wine professionals and Master Sommeliers from throughout the U.S.

She has written for *winereviewonline.com*, *Wine Business Monthly*, *Northwest Palate*, and *Wines & Vines*. She has also contributed to the third edition of *The Oxford Companion to Wine* and the sixth edition of *The World Atlas of Wine*.



Clark Smith Wine Maker

WineSmith winemaker Clark Smith dropped out of M.I.T. in 1971 and has been in the wine industry ever since. After spending the '70's retailing wine in the East Bay, he entered wine production as cellar master for VeederCrest in 1977. Graduating U.C. Davis in 1983, Clark served as founding winemaker/partner for the R.H. Phillips Vineyard for its first seven years, taking it from 3,000 to 250,000 cases per year.



In 1990, he began [Vinovation](#), which became the world's largest winemaking consulting company with over 1,200 clients around the world. In 2008, Clark licensed out his wine production technology business and became Director of Best-of -Appellation Evaluations for [AppellationAmerica.com](#). His goal over the next decade is to make American wines competitive with the European system by moving beyond varietal judging to the characterization of the regional typicity of our 307 AVAs, thus connecting the consumer to the style diversity now available.

Clark writes a monthly column, [The Postmodern Winemaker](#), at WinesandVines.com. This new school of winemaking moves beyond the solution chemistry model of winemaking and centers around building structure, integrating aroma, and promoting living soils. "Wine is not science, its cuisine – the ultimate slow food." At the core of Clark's philosophy, to wit "the practical art of connecting the human soul to the soul of a place by rendering its grapes into liquid music."



BIOGRAPHIES OF SYMPOSIUM INITIATORS

HIS EMINENCE DAVID, THE METROPOLITAN OF AMBA ALAVERDI:

His Eminence David, the Metropolitan of Alaverdi Amba was born Irakli Makharadze on February 3, 1960 in Tbilisi. His father, Roman Makharadze, was a painter and book graphic and taught his son both crafts. Irakli's childhood memories and experiences influenced his professional decision to become an architect and in 1984, he became a Researcher at the National Gareji Museum, formerly called the Gareji Monastery.

Between 1980 and 1990, the Soviet government repressed religious institutions and practices and spiritual books, such as the Old and New Testaments, were quite rare and difficult to obtain. Often, copies of the Old and New Testaments were typed on secret typewriters and distributed to believers. While working at the National Gareji Museum, Irakli first encountered a copy of the Gospel, Holy Scripture, and after reading became an immediate convert to the Georgian Orthodox faith. In order to have a personal copy, Irakli handwrote the Gospel using the techniques his father had taught him. A few years later Ilia II, the Catholicos Patriarch of all Georgia, requisitioned a copy of the Gospel to be inscribed on a calf leather parchment and he was informed about Irakli's calligraphy and handwritten Gospel. After seeing Irakli's handwritten copy of the Gospel, he commissioned Irakli to handwrite the New Testament. The project proved quite difficult and labor intensive as many of the required materials, such as gold filigree were difficult to find or lost, but his father was able to assist Irakli in his work. In 1986, he started work on the Gospel and wrote Matthew's Gospel and part of Mark's Gospel. Today, this Gospel is exhibited in the Holy Trinity Cathedral in Tbilisi.

In 1988, Irakli was ordained as a priest and appointed as the superior of the Gareji Monastery. Father Irakli gathered a group to restore the Gareji Monastery under his supervision. Through their activities, the Georgian public learned that Soviet armed forces had stationed a military polygon in the Gareji desert and during the trainings the gunfire and explosions were damaging the Gareji Monastery, its buildings, and frescoes. After the Georgian public became aware of the damage being wrought on this 6th century building, the polygon was abolished.

In 1991, Father Irakli became a monk and was given the name David, in 1992 he was consecrated as a Bishop, and from 1993 has been serving as the Head of the Alaverdi Diocese.

As an architect, Bishop David became the Head of the Architectural, Art and Restoration Center for the Georgian Patriarchate.

Bishop David is also involved in church traditional chanting choirs and since 2006, he has been the Head of the Church Chanting Center within the Georgian Patriarchate. In addition, Bishop David supervises a group of architects and artisans in a variety of restoration projects taking place throughout the Alaverdi Diocese.

Under the spiritual leadership of Bishop David, religious life and traditions have been revived in the Alaverdi Diocese. For instance, since 2005 Bishop David has overseen the restoration of the Alaverdi Monastery and the 17th century Bishop's House, the only remaining original structure. The old historic halls of the Monastery are rebuilt along with the ancient oriental baths dating from the Middle Ages as well as Peikar-Khan building, where the Monastery's library will be housed.



In 2006, archeological excavations confirmed the existence of Alaverdi Monastery's ancient wine cellar, which had the capacity to hold 50 tons of wine. Archaeologists and restoration specialists cleared the areas and restored the cellar. After examination and treatment, some of the old qvevris were able to be used and were placed inside the restored cellar while the damaged ones are exhibited in Alaverdi Monastery's museum. Today, the Monastery produces 30 tons of wine. Renovations of the Monastery continue with the building of the sacristy in the inner yard of the Monastery in 2007.

Under the direction of Bishop David, restoration and reconstruction projects are underway in the Ikalto Monastery. For instance, in Telavi on the Hill, where the Bolsheviks executed the nobility and clergy, the church of Saint Nino was built. In addition, in 2005, Bishop David completed construction of the Monastery for Saint John the Baptist where currently nuns translate and publish spiritual literature.

Bishop David is also involved in promoting primary and secondary education and recently opened a secondary school in Telavi that is under his direct supervision.

Bishop David also restored the traditional monastic economy of the Alaverdi Diocese. For instance, olive and fruit orchards were planted around the Alaverdi Monastery while a beekeeping farm was recently built. In order to restore, protect and promote the traditional Georgian agricultural production methods and technologies, in 2010, Bishop David, along with Bishops Andrea and Peter, founded the Georgian Traditional Wine Fund which oversee the Georgian Wine Culture Centre. In 2011, the Georgian Wine Culture Centre won the international Architectural Award for the category of Best Interior Design. In addition the restoration of the Alaverdi Monastery's wine cellar garnered the Architectural Award in 2010, in the category of Best Restoration & Reconstruction Work.



TINA KEZELI: Born in Tbilisi, Georgia in 1970. Tina graduated from Tbilisi State University, Faculty of Biology with a Diploma in Higher Education in 1993 and after a year of post-graduate study at the Johannes Gutenberg University in Mainz, Germany and post-graduate studies at the Ruhr-University in Bochum, Germany, returned to Georgia. From 1998 to 2009 she worked as a Project Coordinator and Economy Promotion Expert for German Technical Cooperation (GIZ) on various projects such as the 'Georgian Export Promotion Agency' and the 'Support to Private Sector Development in Georgia'. During this time, she was involved in developing processes in both the wine and tourism sectors and gained broad experience and comprehensive professional knowledge of these Georgian sectors. She also completed numerous training programs and courses while studying the experience of other wine destinations. She has recently worked as the Head of Marketing for the International Relations Office of the State Vine & Wine Department (*Samtrest*) as well as a consultant for UNDP and CBI.

From 2010, Tina has been the Executive Director of the Georgian Wine Association where she works in close collaboration with international wine and tourism related organizations. She is a member of the International Bureau, a member of the Oenotourism Commission and an official representative of the Kakheti and Racha-Lechkhumi Regions at the Assembly of European Wine Regions (AREV).





IA TABAGARI: Born in Tbilisi, Georgia into a family of scientists and medical doctors. Ia applied her enthusiasm for human studies and ethnology and graduated from Tbilisi State University's Oriental Studies Faculty with a Diploma in Caucasian Linguistics. In 1993, she received her post-graduate degree in Caucasian Ethnology at the Institute of History & Ethnology of the Georgian Science Academy's Department of Material & Social Culture. Her interests include folk culinary traditions, winemaking, rituals and the spiritual culture of the Caucasus ethnic groups. In 1997, she joined a large team whose mission was to develop the tourist industry in Georgia. In 1999, she went to United States to study Business Administration & Tourism Management, and from 1997-2009 she worked at a leading Georgian tour, 'Caucasus Travel' as the General Manager. She is the co-founder of Geo Film Production, an independent production company. Geo Film Production's mission is to inform, educate and connect audiences of diverse backgrounds, interests, and ideas through the medium of film. Since 2009, Ia Tabagari has been pursuing a PhD at Ilia's University for Business Administration in Tourism. In 2010, she became involved in the Wine Tourism Development Project with John Wurdeman and Tina Kezeli of the Georgian Wine Association. The Wine Tourism Development Project is supported by USAID / Economic Prosperity Initiative (EPI). At present she is the chairwoman for the Georgian Incoming Tour Operators' Association.

JOHN H WURDEMAN V: Born into a family of artists in Santa Fe, New Mexico in 1975. John decided to follow his passion for art and began his undergraduate degree in 1991 at 16 years of age at the Maryland Institute, College of Art. In 1994, he transferred to Moscow to do his Masters in Fine Art at the Surikov Institute of Art, which he completed in 1998. He first came to Georgia in 1995 seeking to collect folk songs, and learned Georgian language prior to his trip in order to facilitate the success of his expedition. In 1996, John bought a home in Sighnaghi, Georgia, after studying the festivities that take place after the grape harvest in Kakheti for his diploma project in Moscow. After completing his studies in 1998, he permanently relocated to Sighnaghi and married the folk singer Ketevan Mindorashvili, leader of Zedashe Ensemble. In 2007, John concentrated his interests in Georgian folk music, art, culinary traditions, and winemaking, and founded a traditional artisan winery called Pheasant's Tears that focuses on wine tourism and making elegant natural wines using ancient Georgian methods. The Pheasant's Tears wine bar in Sighnaghi has become a hub, and meeting place for visitors to discover authentic Georgian wines in a professional wine bar environment. Following Pheasant's Tears establishment, John has managed wine tours and been spotlighted twice on the BBC, twice on the Travel Channel, once on CNN, and been written about by Jancis Robinson and Alice Feiring. In a short time, he has become an ambassador for traditional Georgian wine and wine tourism to the outside world.

ABOUT NEXT SYMPOSIUM

Participants, guests, and hosts all agreed that a follow-up Qvevri Wine Symposium should be held in two years so that they may effectively measure the successes and drawbacks of the Georgian wine tourist industry.

Information about next symposium will be announced on the website of the Georgian Wine Association in September 2012. (Information is available from www.gwa.ge).

THANKS





USAID in Georgia: During the past 18 years, the American people, through USAID, have invested about \$1.5 billion in Georgia. USAID projects are designed to support Georgia's transition to a free and prosperous democracy and include initiatives to accelerate economic growth, develop democratic institutions, and improve health and education. USAID provides economic and humanitarian assistance in more than 100 countries. For more information, visit <http://georgia.usaid.gov>



EPI: The USAID-funded Economic Prosperity Initiative (EPI) is a four-year \$40 million program implemented by Deloitte Consulting LLP and a team of leading Georgian and U.S. experts. The program is designed to improve overall country-level competitiveness through increased efficiency and value added in Georgian enterprises, resulting in further growth of Georgian economy. Targeted results of the program include enhanced sectoral productivity, greater business access to finance, increased investment, and job growth. For more information, please visit the program's website <http://www.epigeorgia.com>



Georgian Wine Association
Address: 5, Marjanishvili Str. 0102 Tbilisi, Georgia
Tel.: +995 32 2505457
Fax: +995 32 2505456
E-mail: info@gwa.ge
URL: www.gwa.ge

The growing strength and diversity of the Georgian wine industry brought the producers together in 2010 to establish the **Georgian Wine Association (GWA)** as a forum for mutual support, development and the exchange of ideas. GWA is the voice of the Georgian wine sector on national and international markets, working to increase public awareness and appreciation of Georgian wine and to promote and market Georgian wine internationally. The GWA seeks to nurture local wine traditions and wine making methods, the planting and vinification of endemic varietals, support for scientific research and education in viticulture and wine making, and the development of the wine tourism sector in Georgia.

GWA is a non-profit organization that acts on behalf of the industry in a number of areas.

GWA counts 28 member wineries and welcomes all other organizations or individuals who are interested to foster the goals of the Georgian Wine Association.




Georgian Incoming Tour Operators Association
Address: 5, Shevchenko str. 0108, Tbilisi, Georgia
Tel./Fax: +995 32 2921911
Tel: +995 599 58 11 75
E-mail: info@gitoea.ge
<http://www.gitoea.ge>

The Georgian Incoming Tour Operators' Association (GITO) is an organization of private, leading tour operators. GITO was founded in 2007 to coordinate organizations employed in incoming tourism with the aim of quantitative and qualitative growth and improvement of incoming tourism. The main goals of GITO are: Implementation of joint national tourism policy in Georgia; Participation in the perfection of legislative normative base necessary for tourism development; Attraction of internal and external investments in Georgia for tourism development; Support the establishment of tourism service forms according to the international standards, creation of competitive national tourism products and its realization; Advertising and informational, PR and other supporting activities for representation of Georgian tourism potential (including publishing and mass media: press, radio and television); Participation in the international tourism exhibitions and fairs in order to represent board members and Georgian tourism industry; Active participation in training of local professional personnel for the Georgian tourism industry; Implementation and development of sustainable tourism products.

On behalf of "Georgian Wine Association", we want to express our gratitude for cooperation and support to all parties concerned in organizing The 1st International Qvevri Wine Symposium.

Translations: John Wurdeman, Tornike Vibliani, Tata Jaiani, Ia Tabagari
Texts editing: Ia Tabagari, Tina Kezeli, John Wurdeman, Alan J. Saffery
Design: Zaza Turabelidze



Georgian Incoming  Tour Operators Association
www.gitoa.ge

