

U.S. Wine Buyers and Media Come to Georgia to Generate Commercial Sales in USA



From October 24-31, leading journalists from the most popular U.S. publications and U.S. wine buyers will tour Georgia and visit Kakheti to meet Georgian wine producers. The project is facilitated by the USAID funded agriculture development project AgVANTAGE. Writers from the New York Times, Newsweek International, Bon Appetit, Wine Business Monthly, Wine Enthusiast, California Wine & Food, and Travel Magazine will write stories on Georgia that will appear on the pages of these U.S. publications that are distributed throughout the United States and also internationally. Coverage in these publications is very important for promoting the unique Georgian identity in other countries. Additionally, the wine buyers will meet with producers and will look into commercial opportunities to export wine to the U.S. market. This initiative provides Georgia with a large opportunity to increase sales of wine and opens the doors to larger markets.

The U.S. media tour came about as a result of the highly successful AgVANTAGE-supported PR campaign that was executed during the New York Fancy Food Show trade fair this past July. Due to the great interest in Georgia from representatives of key wine, food and travel publications, it was determined that a follow-up visit to Georgia would significantly build on the momentum created through the New York event. Additionally, it would contribute to both the increased sales of Georgian wine and the promotion of the country's tourism industry.

The program has been designed to create an awareness and exposure to the unique food and wine traditions that Georgia offers and its cultural heritage that can easily be linked to tourism. Site visits will include Tbilisi, the Kakheti wine region to include the wine festival in Signaghi. While visiting the wineries US media will taste Georgian wines and discuss the Georgian viticulture, enology and varietals. They will also fly to the Black Sea area and mountainous Adjara. During the tour they will have a chance to see the Georgian bread baking and Churchkhela making in Kakhetian vineyard also will learn about the unique traditions and cuisine of mountainous Adjara.

Additionally, VIP meetings will be organized with the Minister of Agriculture and President Saakashvili to discuss how Georgia is evolving in a new democracy and the changes that are underway. The visit of U.S. media representatives in Georgia is co-financed by Georgia Employment and Infrastructure Development project being implemented by CHF International.

As part of this Georgian wine and tourism promotion initiative three large American buyer/importers will visit the leading Georgian wineries in Kakheti region to observe their operations first hand, taste their wines and begin negotiations for commercial sales to the US. Most importantly after visiting the wineries and sampling Georgian wine U.S. wine importers will conduct one on one business meeting with Georgian wine producers on October 28th in Marriot Courtyard where they can discuss in details about concrete sales and can make an actual business deals. U.S. media tour will promote Georgian tourism, particularly tied to its wine, food and culture, through editorial coverage in targeted popular US publications, the appeal of Georgian unique cuisine and wine culture will be known to more of the world. On the other hand, the visit of wine buyers will generate commercial sales of Georgian wine into the U.S. market.

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