

NEWSLETTER

EXPERIENCE EXCHANGE BETWEEN ARMENIAN AND GEORGIAN WINEMAKERS

Within the frames of the “Rural Economic Development-New Economic Opportunities” program, financed by the USAID, winemakers from Armenia were provided with an opportunity to visit the Kakheti region, famous for its Georgian winemaking traditions, to exchange experiences and share practices. The visit enabled studying the know-how of the neighboring country and presenting Armenian products.



Armenian winemakers were introduced to the specifics of the Georgian winemaking technology based on the use of large clay vessels (qvevri) buried in the earth. They had a chance to taste Georgian wines, at the same time presenting their brands.



The visit comprised of both practical and theoretical components will promote the partnership between Georgian and Armenian colleagues. Despite various arguments on the origin and history of wine brought up by Armenian and Georgian experts, one fact is clear, that both countries have long been famous for their winemaking art, with their unique styles and traditions.

PARTICIPATION AT THE SPIRITS OF ARMENIA FESTIVAL

The USAID-funded “Rural Economic Development-New Economic Opportunities (RED-NEO)” program accelerates the growth of small- and medium-sized enterprises in the regions. Since the launch of the project, a number of rural businesses have been able to improve their operations and gain a foothold in the market. RED-NEO is consistent in its support. The latter is not limited to providing equipment, inputs and consultation.



Much attention is paid to the brand recognition of the beneficiaries through the opportunity to participate in exhibitions and festivals. This time, 6 beneficiaries of the program were provided with the opportunity to participate in the largest beverage festival, Spirits of Armenia, a platform, where companies engaged in the production of alcoholic beverages share their products.



The winemakers presented Maran, Jraghatspanyan, Kinea, Berkri, Stork, Givany wines. They noted the importance of such events in facilitating market linkages and becoming recognizable among Armenian consumers.