

Georgia Boutique Top Winery: “Schuchmann Wines”

The most visited and most liked Château in the region
“Schuchmann-Wines Georgia” introduces Georgian Wine to the World



Schuchmann

Wines
Georgia

“A tradition of Excellence”

“Schuchmann Wines Georgia” - This is the wine for the people with an exquisite taste and special love to high quality wines and wine philosophy. Château Schuchmann in Kisiskhevi province is the meeting point of wine travelers, and tourists. Boutique style hotel is the place to relax dine and wine. The exclusive atmosphere, elegant hotel rooms, classical restaurant and wine cellars in traditional Kakhetian style makes this destination most visited and most liked in Kakheti region.

The wine produced by the company gained popularity in a very short period due to the merging of European management, modern technologies of wine production and Georgian, traditional methods. However, “Schuchmann Wines” business includes not only production of wines, but it introduces Georgia and Georgian image to the global World due to export of the premium quality wine with Georgian uniqueness of wine making and greatest story. Schuchmann wines deserved numerous medals and awards on the world prestigious exhibitions and competitions. The company gained recognition and was able to become the leader in agriculture and tourism.

Company “Schuchmann Wines Georgia” has quite an interesting history. A famous German businessman and philanthropist, Burkhard Schuchmann visited Georgia in 2008 and he liked our country so much in that the most instable time for the country that he was not threatened of starting business in Georgia and signed implementation of wine investment project in Kakheti region. It was the period when Georgia suffered Russian conflict. But the experienced businessman had a long term vision, and with this regard he helped Georgian image with entering in such a difficult times for Georgian economy, in times while other investors were exiting businesses. And he had a luck. The company officially established in 2009 in the village Kisiskhevi, Telavi district. Company acquired 120 ha vineyards, build high technological wine production factory, Qvevry and barique cellars and tourism complex in modern Chateau style.

Nutsa Abramishvili, a Director General introduces us with the history of **Schuchmann Wines** and the formula of achievement success in a short period of time

- After the war in 2008, it was quite difficult and risky to start business in Georgia. Why

German industrial manager, Mr. Burkhard Schuchmann decided to start business in Georgia, why Georgian investment climate became attractive for him?

I agree that period was not supportive for starting business, as you remember embargo was imposed from the side of Russia. But that is the very thing why the decision of Mr. Schuchmann is more valuable. He saw the potential of Georgian wine. During one of his trips, Mr Schuchmann was fascinated so much by our country and the tradition of Georgian wine production, that he was inspired to maintain not only the quality of Georgian vine varieties, but to introduce Georgian wine to the entire world.

- “Schuchmann Wines Georgia” is mainly focused on export, how big is an interest of foreigners on Georgian wine and what are the opportunities of Georgian wine to find the place on the world market?

- Based on the examples of our company, we can say, that Georgian wine has a greatest future for sure. Our wine is sold successfully in the Western and Eastern Europe, in the states Baltic countries, China, Russia, Kazakhstan and Mongolia. Noteworthy that the wines of Schuchmann Wines are sold in France as well. This is a unique case, as there was no case of exporting of Georgian wines to France before as wine producers are always avoid exporting wines to those countries which are wine producers themselves and exporters at the same time. That was a quite bold decision, but we can say, that our wine is quite liked by French consumers. It is an achievement not only for our company, but also for Georgia.

The company has been oriented on high quality wine production from the beginning. We think that Qvevri (Amphora) wine should become the visit card and core product for Georgian wine production. There are more than 100 Qvevri in Schuchman wine cellar and wine is produced based on old traditions and modern technologies. Company produces them under the brand “Vinoterra” which is one of the premium wines locally and overseas.

Currently Schuchmann Wines Georgia is a leading qvevri producer company in Georgia owning Qvevry cellars in traditional style with more than 100 Qvevri.

We participate in significant international exhibitions and competitions every year, where

all world leading sommeliers are coming together and give relevant assessment to the wine. We have many awards, golden and silver prizes. It is really pleasant, that our company regardless of its little history deserved a great fame for 4 years.

- As you know, Georgia is wine country. Many companies produce good quality wine. What makes your product unique?

- All Georgian wines are very good, as wine has another philosophy in Georgia and of course, each producer says, that its wine is the best. But our advantage is resulted from very simple factors. We have high technological production, own vineyards, having control on all processes and what is very important merging of modern technology of wine production with Georgian traditional techniques enabled us to fill the unique wine. And our greatest winemaker with his golden receipts of wine making.

Regardless Schuchmann Wines Georgia is mainly wine producer company, and mainly operates in agriculture and tourism, as well as wine tourism. For this purpose, Chateau type complex near Telavi includes boutique style hotel, wine factory, equipped with modern technologies, wine cellars and classical restaurant where our guests and wine travelers can enjoy with fantastic atmosphere and greatest Georgian cuisine. Our Château is the meeting point as well of wine tasting and gastronomic tourism. Our Châ-

teau united wine tourism and modern directions of agriculture, supported to agribusiness and wine tourism development in Kakheti region.

Interesting is that we have our own vineyards, which enables us to control each stage of the production. Grapes for Schuchmann and Vinoterra wines are harvested in the vineyards grown in the appellations of Napareuli and Shilda.

It is very important, that the company employ local labor, what is very crucial for regional development and is initial for company policy. The company cares on staff professional development, and their professional increase.

Our staff is regularly trained and we can freely say, that we have the strongest team.

- It is 5th year that your company operates and is already well known throughout the World, how do you think, what is the reason for your success in such a short period?

- First of all, success was resulted by the effective management, well formed and motivated staff. It seems that western and Georgian experience is a precondition for success. However, we are developing constantly; we are working on a very interesting projects which will appear on the market soon. Our goal is to create Georgian brands and export them in abroad which will support the increase of awareness of our country and will bring added value in the sectors we operate.

Shorena Tsivkarashvi

