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Georgia’s Wine Industry Pushes Into Export Markets

Producers are leaning on native grapes and ancient winemaking traditions to win buyers despite global trade pressures

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Georgia’s wine industry is trying to expand its presence in export markets even as it faces a difficult global backdrop marked by shifting demand, higher costs and trade uncertainty, according to industry reporting from WineBusiness.com.

The country, long known for its ancient winemaking traditions and use of clay vessels called qvevri, has been working to position its wines as both culturally distinctive and commercially viable. Producers and trade groups have been pushing into more foreign markets, aiming to build on interest from importers and consumers who are looking for wines with a clear sense of origin and a story that stands apart from more familiar European labels.

That effort comes at a time when many wine regions are dealing with softer sales and tighter margins. For Georgian wineries, the challenge is not only to win shelf space and restaurant placements abroad but also to do so while managing logistics, pricing pressure and competition from larger producers with deeper distribution networks. The market conditions have made expansion harder, but they have not stopped the push.

Georgia’s wine sector has leaned heavily on exports in recent years, with producers seeking buyers in Europe, North America and Asia. The strategy has been to emphasize native grape varieties such as Saperavi and Rkatsiteli, along with traditional production methods that appeal to sommeliers and specialty retailers. That approach has helped Georgian wines gain visibility in niche segments, where authenticity and regional identity can matter as much as price.

Industry officials and exporters have also been trying to broaden the country’s image beyond a small group of enthusiasts. The goal is to move Georgian wine from a curiosity item into a regular part of the conversation among importers, distributors and wine buyers. That requires steady promotion, education and consistent quality across vintages, especially when consumers are spending more carefully.

The broader market remains unsettled. Inflation has affected consumer spending in many countries, while shipping costs, tariffs in some markets and currency swings continue to complicate international trade. For smaller wine regions like Georgia, those pressures can slow growth even when interest in the category is rising. Still, producers appear determined to keep building their export base rather than retreating from it.

Georgia’s wine industry has also benefited from its historical appeal. The country often promotes itself as one of the oldest wine-producing regions in the world, a claim that gives marketers a strong narrative when introducing bottles to new audiences. That

heritage has become part of the commercial pitch, especially in markets where buyers are looking for wines with provenance and a clear cultural identity.

Even so, expansion will depend on more than heritage alone. Georgian wineries will need reliable distribution partners, stronger brand recognition and enough scale to meet demand if interest continues to grow. In a market that remains uneven, the country’s producers are betting that their combination of tradition, distinctive grapes and export focus can help them gain ground despite the turbulence around them.