vinetur

Georgia’s Parliament approved a law expanding retail alcohol oversight

The measure gives the National Wine Agency authority to inspect product quality, labeling and certification in shops and markets

Thursday, November 26, 2026



Georgia’s Parliament approved a law on Wednesday, November 25, that broadens the authority of the National Wine Agency to oversee the quality of alcoholic beverages sold in the domestic market, extending its reach to shops and markets as well as other

points of sale.

The measure expands the agency’s role beyond its existing functions and gives it a wider mandate over products circulating inside the country. According to the reported outline of the law, the agency will now be responsible not only for quality control but also for checking labeling and certification in the local market.

That means regulators will be able to examine alcoholic beverages after they reach retail channels, rather than focusing only on earlier stages of production or trade. The change is aimed at tightening supervision over what is sold to consumers and how those products are presented and documented.

The law is significant for Georgia’s drinks industry because it could reshape compliance duties for wineries and other alcohol businesses across the supply chain. Producers, distributors and retailers may face closer scrutiny of product quality, label accuracy and certification records once the broader oversight is in place.

For wine producers in particular, the reform links domestic retail controls more directly to the regulatory system that has long been important to the sector. But the impact is likely to go beyond wine alone, since the reported changes cover alcoholic beverages sold through stores and markets, widening the range of businesses that may need to adjust their internal checks and paperwork.

The move also points to stronger state supervision at the consumer end of the market. By bringing shops and markets under a clearer inspection framework, authorities appear to be trying to reduce the risk of mislabeled or substandard products remaining on sale inside the country.

The published report on the parliamentary vote did not provide further detail on how often inspections will be carried out, what specific procedures retailers will be required to follow, or when the expanded powers will begin to be enforced. It also did not specify whether the agency will need additional implementing rules to carry out the broader mandate.

Even so, the passage of the law marks a regulatory shift for Georgia’s alcohol trade. It places more formal oversight on the domestic circulation of alcoholic drinks and gives the National Wine Agency a larger role in monitoring how those products are certified, labeled and sold in everyday commercial settings.