



GEORGIAN NATIONAL TOURISM ADMINISTRATION



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Food and wine tourism in Georgia

Gastronomy plays an extremely important role in the way tourists experience the destination

- Food and wine is vital part of Georgian identity and culture
- Georgians take great pride in having the rich, savory, piquant, strikingly original and very specific cuisine
- Most of the food is organic, and the ingredients from the incredibly varied cuisine profit from the mild climate
- Over the centuries Georgia has developed a strong tradition of table culture.
- Many travelers return for the sole reason to savor the unique and diverse gastronomy Georgia has to offer



Interesting Facts



Georgia boasts the oldest, continuous, unbroken tradition of wine making in the world which stretches back to 8,000 years

- The birthplace of wine
- Over 500 indigenous grape varieties are still cultivated in Georgia
- Winemaking remains a vital part of Georgian culture and national identity
- Georgian families throughout the country grow their own grapes and produce wine in a special clay jar called Qveveri.





Food and wine tourism in Georgia

In Georgia, the food, just like wine, is quite reasonably an expression of the culture

- Georgian cuisine, like those of other countries, varies region to region
- A complex interplay of cultural influences can be noticed when traveling east to west. Each historical province of Georgia has its own distinct culinary tradition. The dishes found in these regions feature distinct ingredients, cooking techniques, and flavorings
- From ancient times agriculture has played a major role in Georgia, and it to this day remains one of the most promising sectors of Georgia's economy



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The country's agricultural production is diverse, including viticulture, cereal production, and a wide range of vegetables, fruits, nuts, livestock, dairy, citrus and tea

- Forty-four percent of Georgia's total area is considered to be agricultural
- Wheat and corn along with milk and dairy sector is particularly strong
- The Georgian table is well-known for its frequent use of cheeses
- There are 46 different types of cheese specific to various regions of the country



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Georgia's culinary and wine sector plays an important social and economic role

- Developed gastronomic tourism may help extend length of stay and increase visitor expenditure on local production
- Gastronomic tourism is strongly associated with creating sustainability within a country
- Utilizing goods and services produced within the country, not only enriches the tourism experience with local flavour but also minimizes the dependence on imports and outsourcing employment, keeping jobs and economic returns close to home
- Georgian National Tourism Administration is promoting gastronomic tourism both nationally and internationally
- Promotional and marketing activities include food fairs and events, cookery workshops, wine tastings, creation of food and wine brochures, and other
- Based on the survey data, 35 % of international visitors arrive to Georgia for tasting cuisine and wine



Q & A