WINEMAKING HISTORY IN RUSSIA

Problematics and development perspectives

3rd UNWTO Global Conference on Wine Tourism: Wine Tourism as a Tool for Rural Development

2018
WHO WE ARE?

Tourism operator «Travel Hunter»

The leading tour operator in gastronomic tourism since 2011.
Affiliate member of World Tourism Organization (UNWTO) since 2018

Travel agency «Travel Gourmet by Novikov»

The agency of gastronomic tourism is a joint project between Travel Hunter tour operator and Novikov Group, the leading restaurant holding in Russia

Association of assistance in cultural and gastronomic tourism development and promotion in Russia

The structure uniting people and business, working towards cultural and gastronomic tourism to create conditions for the popularization and development of gastronomic tourism in Russia

All-Russian public organization "Delovaya Rossia"

A platform for business development that actively lobbies the interests of the business community and interacts with authorities
WINEMAKING DEVELOPMENT HISTORY IN RUSSIA
The decree of Tsar Mikhail Fedorovich on the arrangement of "a real garden for the palace of the state"

1613

The first information about the produced wines

1656

"On the development of wine growing" M.V. Lomonosov

1720

The first vineyards were cultivated

1756

The first batch of sparkling wine was produced

1870

The brand "Soviet champagne" was developed

1874

1891

1896

1928

1956

Enlistment in Organization of Vine and Wine (OIV), International Organization of Vine and Wine

Peter I about Don and Terek wine growing: "in addition to Persian varieties, to breed Hungarian and Rhine forms and send there grape masters"

Agronomist F. Geyduk "discovers" Abrau-Dyurso

Prince L.S. Golitsyn moves from Crimea to province Abrau

HISTORY
HISTORY

1990's

After the collapse of the Soviet Union, the area of vineyards fell sharply, and many producers switched to imported raw materials.

In Russian retail 70–80% of bottled wines are made from imported wine materials.

According to the UN, the area of vineyards decreased from 107,000 hectares in 1992 to 55,000 hectares in 2007.

2000’s

In the late 90’s and early 2000’s, investments began with large-scale reconstructions of Soviet giants of the wine industry located on the Taman Peninsula.

A while later, "premium" wine projects began to be established. The first of them in 2004 was "Chateau le Grand East."
Although the country's potential in wine production is huge, up to 70% of raw materials are supplied from abroad.

No other country in the world has such a high percentage.

In 2009–2013 the annual average area of vineyards is 62,400 hectares, of which 46,000 hectares (73.8%) were in a fructifying age.
The most active producers turn their factories into full-cycle production facilities, equipping them with new imported equipment.
The wine segment is the only one of the whole alcohol industry that is looked at in good favor by the authorities.

The local bill "On state support for the production of grapes and wine products in the province" was adopted in Stavropol region.

Wine growers and winemakers union developed the industry development program until 2010.

The agriculture development and agricultural products markets and raw materials and food regulation state program for 2013-2020 was adopted.
ASSESSMENTS AND PROSPECTS

2,85 billion rubles will be the total amount of funds for the implementation for the vine development measures in the state program for 2013–2020.

COST SUBSIDIZING FOR VINEYARDS LAYING AND CARING

And also the selection of autochthonous vine varieties, the formation of the land base and measures to preserve the industrial vineyards areas at the level of 60 000 hectares, their annual laying on the areas of not less than 4 000 hectares and the vine production at the level of 372 thousand tons per year.
ESTIMATES AND PROSPECTS

Russia needs to increase the grapes production volume and wine in small management forms.

Now the area of vineyards in Russia and Austria is the same. But Austria has more than 20,000 wineries while in Russia there are not more than 100
99% of the vine plantations area are located in Krasnodar kray, Dagestan republic, Stavropol kray, Rostov region, Chechen and Kabardino-Balkarian republics.
There are 40 wine factories and more than 20 tours and routes on Krasnodar kray territory, each of them includes wineries and vineyards visits, acquaintance with the production process, visiting the cellars and tasting.

In Rostov region tourists are offered two main wine tours, and each of them includes a tour of the vineyards, acquaintance with the production, visiting the cellars, tasting at “Elbuzd” winery and the ethnographic tourist complex “Tsimlyanskaya”.

Stavropol is also trying to take into account the direction that is gaining popularity. Last year the wine tour "Wine Road to the East" opened here. It includes a visit to CJSC "Praskoveiskoe" and "Vino Levokumya - the pride of Stavropol".
Several large enterprises of Krasnodar kray began to develop the infrastructure in production, in order not only to house the tourists for a few days, but also to offer them various cultural program.
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<th>DAY 1</th>
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<td>Accommodation in the boutique hotel &quot;Imperial &amp; Champagne spa&quot;&lt;br&gt;Lunch at the Abrau-Dyurso Author’s Restaurant&lt;br&gt;A trip to the private winery &quot;Semigorye&quot; with tasting and dinner</td>
<td>Breakfast with a glass of champagne on the hotel terrace with Abrau lake view&lt;br&gt;Visit of the Art Gallery&lt;br&gt;Russian Champagne House&lt;br&gt;Abrau-Durso excursion with a tasting&lt;br&gt;“Vineyards at sunset” excursion – Sunset at the chateau in vineyards with Abrau Durso sparkling wine tasting&lt;br&gt;Dinner at Abrau-Durso’s Author’s Restaurant</td>
<td>Breakfast with a glass of champagne on the hotel terrace with Abrau lake view&lt;br&gt;Culinary master-class at the Abrau-Durso Gastronomy School with Abrau-Durso chef&lt;br&gt;Lunch with cooked dishes at the master-class&lt;br&gt;A trip to Miskhako winery, tasting&lt;br&gt;Departure</td>
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ABRAU-DURSO IS A TERRITORY OF A GOOD TASTE
GOVERNMENTAL SUPPORT

Russian National Quality Monitoring System and the Agriculture Ministry and the Industry and Trade Ministry stimulate the wine market:

- Wine research holding;

- Russian wine guide formation.

There are protected geographic indication wines (PGI) of the Russian Viniculturists and winemakers Union. This marking covers 7 regions: Kuban (Krasnodar kray), Don Vally (Rostov Region), Stavropol (Stavropol kray), Dagestan (Dagestan republic), Terek Valley (Kabardino-Balkaria republic), Nizhnyaya Volga (Astrakhan and Volgograd regions).
AUTOCHTHONOS

The several grape varieties grow on Russian territory, which are considered autochthonous (locals, indigenous origin)

Viorica
Grapes are used to make white wine canteens

Amur
Used for making red table wines and juices

Siberia
Used for cooking light table white wines
THE INTERNATIONAL EXPERIENCE OF THE WINE AND GASTRONOMIC TRIPS

Area of visit:

- Italy
- France
- Spain
- Portugal
- Georgia
- Azerbaijan
- Uzbekistan
- Armenia
- Serbia
The introduction to wine culture makes 20-30 percent of the whole trip.
EXPERIENCE AND SUCCESSFUL PRACTICES ARE THE BASIS FOR SUSTAINABLE DEVELOPMENT
The project "Taste of Fethiye" connects local producers with the tourist chain of the other product participants.

The project is realized by local hotel chains with major tour operators support in the UK (TUI, Thomas Cook, Cooperative Travel), using a local large operator to coordinate the tourist flow and ensure supply security.
The local tour operators and travel agents centralized training was organized for this project.

The certification and branding system was developed
For the product quality standardization and develop strategy coordination

The tours to producers (farmers) was developed
To familiar tourists with the products production and to purchase products

"Taste of Fethiye" products supply
In the hotel catering establishments

Fair and gastronomic festivals
Conducted on a regular basis
THE RESULTS OF THE PROJECT "TASTE OF FETHIYE" IN 2018

24 hotels regularly purchase products "Taste of Fethiye"

Involved farmers increased revenues by 24% on average

Sales of fruit and vegetables exceeded $1 million
THE ASTRAKHAN REGION IS A GASTRONOMIC TOURISM PIONEER IN THE COMPLEX GASTRONOMIC TOURISM DEVELOPMENT

TASTE OF ASTRAKHAN
The project "Taste of Astrakhan" which joins local producers with the tourist product participants chain was developed in Astrakhan region.

The product is realized with the support of Astrakhan region Governor and Culture and Tourism Ministry, and such Astrakhan region authorities as: Trade Department of Economic Development Ministry, Agriculture and Fish Industry Ministry, Cultural and Gastronomic Tourism Development and Promotion Association, Assistance for Tour Operators and Travel Agents Association "Astrakhan Tourist League", Caspian Research Institute of Fisheries", local tour operators and travel agencies, hotels, restaurants, local producers and educational institutions.
A working group was established to develop the gastronomic tourism project in Astrakhan region and the first meeting was held.

**ACTION PLAN**

- **Attracting new tourists to visit gastronomic tours at Astrakhan region**
- **Popularization of gastronomic tours at Astrakhan region among already arrived guests**
- **Conducting research of gastronomic Astrakhan region specialtie**
To implement the project is necessary to solve the issue of creating the gastronomic brands of the Astrakhan region, as well as to determine pricing principles, promo policies at the promotion stage and develop a centralized advertising campaign.

1. Develop a certification and branding system to standardize product quality and coordinate promotion strategies.

2. Create a gastronomic specialty guide of the Astrakhan region.

3. To arrange delivery of products "Taste of Astrakhan" in hotels.

4. To hold fairs and gastronomic festivals on a regular basis.
LET'S DEVELOP TOGETHER!

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