8,000 Years of wine tradition

Birthplace of wine
Qvevri - Clay vessel

Recognized by UNESCO
Over 500 Varieties of grapes
Only 69,000 km²
1st UNWTO Global Conference on Wine Tourism

7-9 September 2016
Kakheti Region, Georgia
Unique?
Original

“It just means being different and better”

Adam Grant
Wine Casks vs. Qvevri
Pheasant’s Tears

From 300 year old wine cellar to Michelin star Restaurants
Khareba - Wine Tunnel

Restaurant, Garden, Music, Masterclasses, Hotel (coming)
1011 - Traditional Wine

Alaverdi Monastery
Chateau Mukhrani

Great Wine at a historic landmark
“To make something interesting, you have to Challenge what is conventional”

“Optimally Different”
Something new, but people still understand
The Progression of Economic Value

- Different and unique
- Undifferentiated

- Low
- High

- Market Value

- Specific
- Generic

- £2.80
- £1.20
- 15p
- 5p

Starbucks Coffee
The Progression of Economic Value

Commodities → Goods → Services → Experiences → Transformations

Commoditization → Commoditization → Commoditization → Commodity → Commoditization

Customization → Customization → Customization

Guide → Stage → Deliver → Make

Thank You