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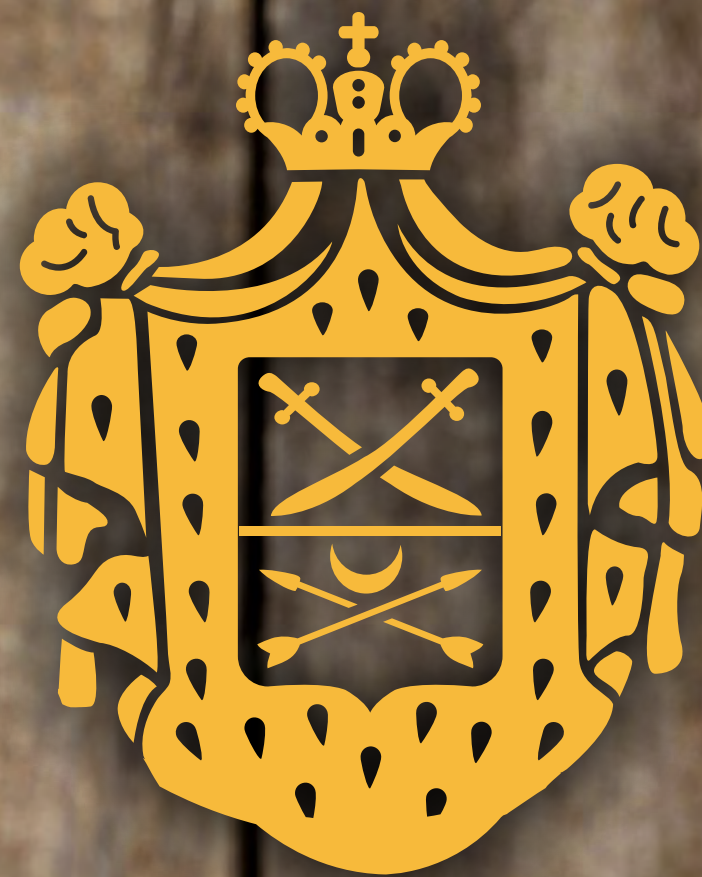
CRW

Georgian Royal Wine

ქვემოქვემო სიბუჯი



GRW



GEORGIAN ROYAL WINE

Chateau GRW

Saperavi



GRAPE 100% SAPERAVI	MICROZONE KAKHETI GEORGIA
CATEGORY RED DRY	VOL 0,75 L
SERIES GRW (CH)	

GRW

Alazani Valley



GRAPE 100% SAPERAVI	MICROZONE KAKHETI GEORGIA
CATEGORY RED SEMI SWEET	VOL 0,75 L
SERIES GRW (CH)	

GRW

Khvanchkara



GRAPE 50% ALEKSANDROULI	MICROZONE AMBROLAURI RACHA, GEORGIA
50% MUJURETULI	VOL 0,75 L
CATEGORY RED SEMI SWEET	SERIES GRW (CH)

GRW

New History of GRW Since 2011



**REVAZ
KARALASHVILI**
Prtnr and Director of
GRW Ltd

When was GRW established? What are the stages of development and future visions of the Company? Key accents of success of GRW and its main advantages? Innovative and professional team of GRW answers these questions.

Where the history of GRW starts from: the period of formation of my experience is much longer than the history of GRW. Up to 2011, I gained significant experience in the sphere of production and sale of Georgian wine. Wine-making doesn't exist without vine-growing and I have worked productively in this direction too and in 2011, when I decided to start activities under the new brand – GRW, I was prepared, on the one hand, by many-years relations with clients, big team of wine-growers and worthy partner, who was ready to invest the resources, owned by him, in production of Georgian wine.



Mukuzani



GRAPE
100%
SAPERAVI

MICROZONE
MUKUZANI
KAKHETI, GEORGIA

CATEGORY
RED
DRY

VOL
0,75 L

SERIES
GRW (CH)

GRW

Pirosmani



GRAPE
100%
SAPERAVI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
RED
SEMI DRY

VOL
0,75 L

SERIES
GRW (CH)

GRW

Kindzmarauli



GRAPE
100%
SAPERAVI

MICROZONE
KVARELI
KAKHETI, GEORGIA

CATEGORY
RED
SEMI SWEET

VOL
0,75 L

SERIES
GRW (CH)

GRW

Tsinandali



GRAPE
85%
RKATSITELI

MICROZONE
TELAVI
KAKHETI, GEORGIA

15%
MTSVANE

CATEGORY
WHITE
DRY

VOL
0,75 L

SERIES
GRW (CH)

GRW



On September 9, 2011, the two Georgians established winemaking company and called it GRW. Since that day, the epoch of new challenges started in our life – R.K. stated.

How do you think, is the company GRW successful?

I will list several moments.

- During 10 years, GRW managed to sell over 5 mln bottles of wine in 15 geographic units.
- We built modern factory, in Kvareli, in beautiful location, on 2600 sq.m., which can receive and process over 3 mln kg of grapes during the season (vintage season is implied). We can also arrange warehousing and storing of 2 mln liters of wine at a time, with observance of various technological processes.
- We have about 40 employees, who are the

members of our team since 2011-2012.

- We helped the state with hundreds of thousands of taxes paid.
- We have consumers, who communicate with us and are always satisfied with our product.
- We have honest partners with growing potential in 18 countries of the world.
- Special pride of GRW is wines, made using kvevri technology. We have the possibility of making 26 tons of such wine.
- Special pride is barrel wine of GRW. It is a new product and wines, aged there, will still say their word in Georgian wine-making. Presently we have over 10 tons of wine, aged in oak barrels for over 3 years.
- And the most important thing is the motivation inside the team and existence of special system of communication.



Sauvignon Blanc



GRAPE
100%
SAUVIGNON BLANC

MICROZONE
KAKHETI
GEORGIA

CATEGORY
WHITE
DRY

VOL
0,75 L

SERIES
GRW (CH)

GRW

Kakhetian Wines

Saperavi



MICROZONE
KAKHETI
GEORGIA

GRAPE
100%
SAPERAVI

VOL
0,75 L

CATEGORY
RED
DRY

SERIES
GRW (KA1)

GRW

Alazani Valley



MICROZONE
KAKHETI
GEORGIA

GRAPE
100%
SAPERAVI

VOL
0,75 L

CATEGORY
RED
SEMI SWEET

SERIES
GRW (KA1)

GRW

In my opinion, all the above-mentioned prove, that we are quite successful and special in our way.

What gives you the feeling of being special?

Special attitude towards wine-making. The aspiration of my life – Revaz Karalashvili says – is to dedicate my life to creation and popularization of Georgian wine. Even the fact that I graduated from the Medical Institute with excellence, couldn't make me change my mind. My inner self always used to tell me that my only way was the way, which I had to pass with Georgian wine. Great family traditions in this sphere didn't give me a rest – my Grandfather's being a wine-maker, my father, as special wine-maker, sommelier, director of wine factory; aunt – great lab specialist in wine researches. Here is my question – what else could I choose? To work in this sphere, I had to withstand many challenges. Well-known embargo, when Georgian wine-making was greatly affected and fall into great depression. Difficult years of survival, payment of debts, etc. – the years, when my partners betrayed me and refused to pay hundreds of thousands of lari. We withstood it with the feeling, that one day I would continue activities in this business again. And when the opportunity of revival appeared, I and my newly acquired partner started with new forces. Exactly the peculiar style of making of special wine forced my way to new opportunities. People appeared, who had tried the taste of my wine and the style of my work and, with their support, GRW brand became even more recognizable and stronger. Since then, we got acquainted with all partners, together with whom we sell our products on different markets, by GRW wine. They tried it, they liked it, and they contacted us. We hope that we will meet many more pleasant people.



Khvanchkara



Kindzmarauli



Mukuzani



Pirosmani



It gave me the feeling that the business I am doing is special and GRW wine is its result.

In how many countries people know GRW brand?

During 10 years' history we exported Georgian wine to 15 countries. In 2021 we added countries like Israel, Switzerland; we have negotiations with wine distribution companies in England, Holland, Kazakhstan. Testing samples of wine are already sent to England and Holland.

What is the key factor in the process of cooperation with foreign partners?

It is important to consider the taste of your own consumer. Each market has its own demands. Even the smallest detail, which shall be taken into consideration, can give you an advantage. Mutual trust, formed during years is also an important factor. It is the fact. The starting point

for us, in any relation, is to follow the vector of development efficiently.

We also feel their support permanently and, through mutual communication, we also try to make them feel our gratitude for their support.

Are you represented on local market?

We are working to create our own distribution network, which will significantly enlarge the area of coverage of local market. In Georgia, Georgian consumers know the value and the taste of wine. I will tell you one secret – if people like wine and give it high assessment in Georgia, it will withstand any international competition. Abroad, as well as in Georgia, our wine is famous for its special taste and fragrances, characteristic for wine. We work with several famous restaurants in Georgia and, besides, shops sell our wine in regions as well as in Tbilisi.

Alazani Valley



MICROZONE
KAKHETI
GEORGIA

GRAPE
100%
RKATSITELI

VOL
0,75 L

CATEGORY
WHITE
SEMI SWEET

SERIES
GRW (KA1)

GRW

Tsinandali



MICROZONE
TELAVI
KAKHETI, GEORGIA

GRAPE
85%
RKATSITELI
15%
MTSVANE

VOL
0,75 L

CATEGORY
WHITE
DRY

SERIES
GRW (KA1)

GRW

Saperavi



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (KA2)

CATEGORY
RED
DRY

GRAPE
100%
SAPERAVI

GRW

Mukuzani



MICROZONE
MUKUZANI
KAKHETI, GEORGIA

VOL
0,75 L

SERIES
GRW (KA2)

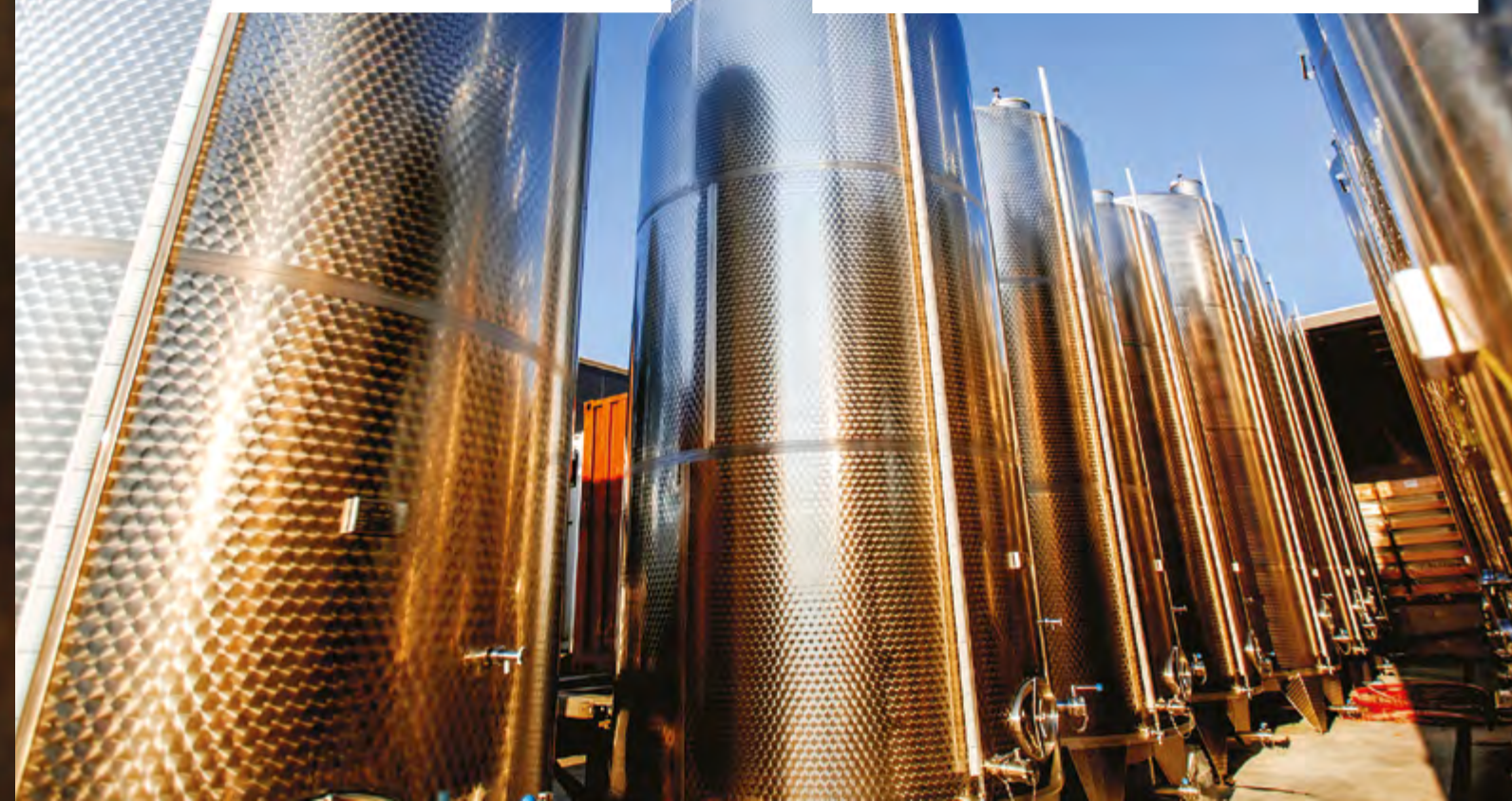
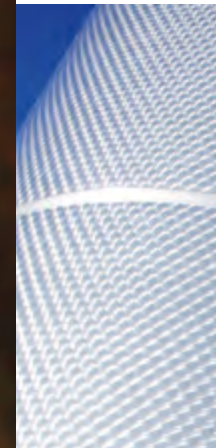
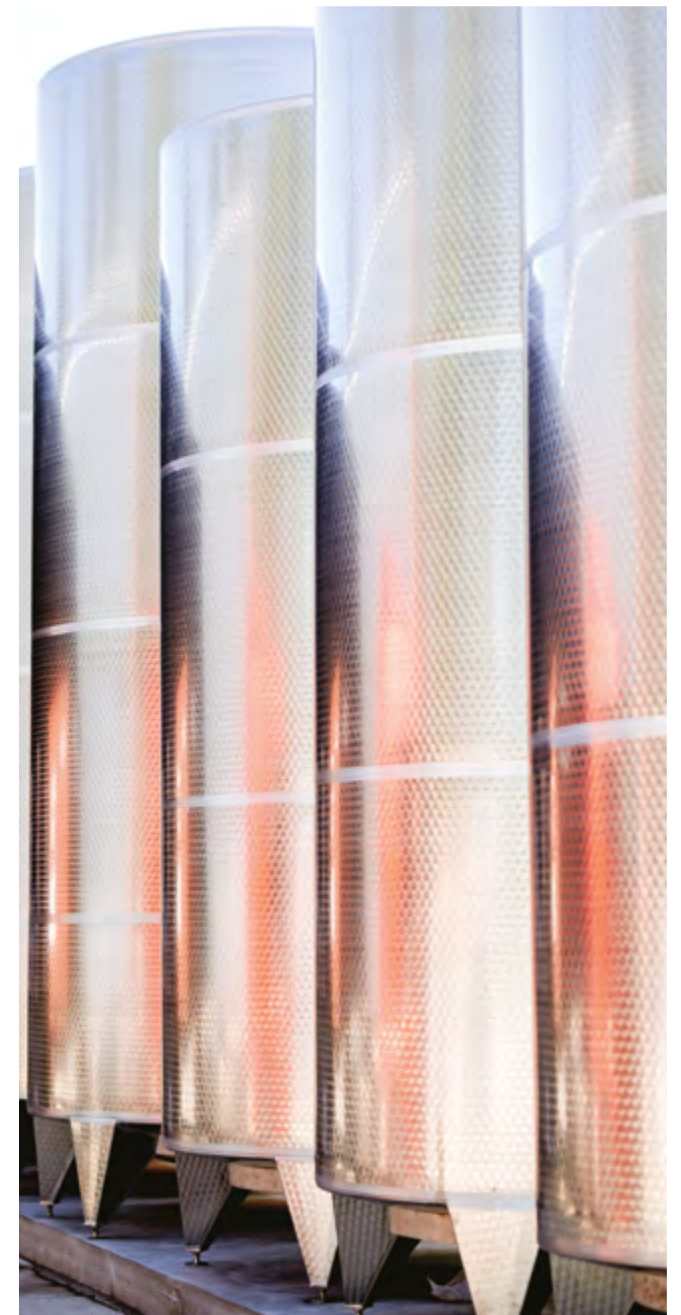
CATEGORY
RED
DRY

GRAPE
100%
SAPERAVI

GRW

What would you say about the geography of sales

We try to study the characteristics of different markets and taste of our potential consumers. We are represented in Russia, in Europe, Asia and America. I would like to highlight the Russian market, where the many consumers, acquired during years, repeatedly choose GRW. I am focusing on LLC "Firm" S-2 " which is the most historical partner of us and has made great contribution in development of our company. We are grateful to LLC Zeta 33, LLC Moro, LLC Priopimpex, and new partner LLC Globusis. All these companies are real proof of professionalism and efficiency.



Kindzmarauli



Tsinandali



Rkatsiteli



Saperavi



Our Mongol partners shall be mentioned separately, growing demand of which is of utmost importance for our company. The volume of sales is continuously growing with them. Their young collective is a real professional team.

Special thanks shall be sent to, maybe, the oldest partner of ours from Tajikistan. He was the first who ordered purchase of new goods under GRW brand.

We are grateful to European clients, representatives of Denmark, Switzerland, who introduced our product to their markets.

We have a good partner in Azerbaijan. Little by little, we develop on Azeri market too.

I shall also mention, that thanks to our partner Morelli Mashkaot, last year we managed to make wine of special quality – the so called ko-sher wine. Accordingly, we exported this product for the first time this year and expect feedback from new customers. We all know that the 26-century Hebrew-Georgian friendship includes many millions of toasts for each other. I am



happy that this tradition continues with Georgian Saperavi, Rkatsiteli and other wines of GRW brand.

I am sincerely grateful to all partners in different regions of the world as what we have achieved in wine-making is exactly the result of their support. I would also like to express appreciation to our local partners, they give me spiritual energy to stay competitive at all times. ■





**KAKO
IOBASHVILI**
GRW wine-
maker
of new
generation

What would you say about kvevri wine?

Making of kvevri wine in Georgia started 8 thousand years ago and this tradition is still maintained. Georgian traditional method of making kvevri wine was granted the UNESCO status of Intangible Monument of Cultural Herit-

age, indicating to uniqueness of this method and serving as a message for the world, that wine is the constituent part of Georgian culture. This recognition is important for raising of recognizability of kvevri wine and will facilitate global popularization of Georgian wine.

Kvevri is unique clay vessel for fermentation and storing of wine. The oldest vessel of kvevri type discovered in Georgia is dated back to VI-V millennia B.C. The presently existing shape of Georgian kvevri was formed in III-II millennia B.C.

Capacity of kvevri starts from several liters and reaches several tons.

Kvevri wine, in general, implies fermentation of sweet grape pulp with certain amount of chacha (skins and pips of grape), vinifying and further maturing. The first and important rule of making wine in kvevri is keeping wine in kvevri together with its own chacha during the period of alcohol fermentation as well as further period. Wine making technology is different in different regions of Georgia. In the case of white grape, wine is kept with chacha till the spring. Wine, kept with chacha for long time, acquires dark straw, golden or tea color, is transparent and clear, characterized by fruit notes and moderate content of tannins, and is naturally stable.

Clay, required for kvevri, contains clay-limestone and small amount of precious metals – gold, silver and copper. Lime, which enters into reaction with

wine acid, on the one hand, hardens kvevri walls, and, on the other hand, performs the role of natural antiseptic, which is very important in wine-making. In kvevri, buried in the ground, temperature doesn't change and it permanently maintains 13°-15°, required for wine fermentation. In it, naturally and chronologically occur the chemical processes, requiring special equipment and additions in factory-based manufacturing. Before completion of wine fermentation, it requires frequent stirring, 4-5 times per day. At the end of fermentation, wine pips, chacha and stems start to sink and accumulate on the bottom of kvevri. Under the impact of pressure, the pips will be covered with sediment, as a result of which pips and wine will be separated from each other.

GRW unit of kvevris have the capacity of 26200 liters. We produce kvevri wines like Rkatsiteli Kvevri, Kisi Kvevri, Khikhvi Kvevri. From red grapes we

produce Saperavi Kvevri wine. The capacity of our kvevris is up to 2 tons and they are buried in the ground. We have allocated special place, where kvevri unit is organized. It is at the depth of 7 meters below zero ground level. We use Kakhetian technology of wine aging. The wine-makers of three different generations are involved in wine-making in GRW and we are happy, that our product becomes more and more demanded.

I am happy, that I am engaged in this responsible job and have the opportunity to serve to wine-making technologies, coming from our ancestors. It shall be mentioned, that in recent years, more and more Georgian kvevri wine is exported, inter alia, to traditional wine-making countries like Italy and France.

Our kvevri wine is demanded in American and European restaurant chains. This demand is gradually growing. ■



Kosher (כשר) Wine



We first exported kosher (כשר) wine to Israel in 2021. It is the result of cooperation of the Director of Morelli Mashkaot – MorisK harazishvili and Director of GRW Revaz Karalashvili. Mutual cooperation on creation of kosher (כשר) wine started in 2020, before expected vintage at that time. Preparation of kosher wine began with the process of selection of grapes.

Grapes were selected together with the representatives of Jewish party. Grapes were processed with their participation and under their supervision. All further processes were implemented with their direct involvement. In the process of cooperation, we created kosher wine of the highest quality. We bottled kosher wine of 4 varieties, which are already in Israel and are sold successfully.



During this process, Jewish religious figures of various ranks visited us many times. Exactly their involvement provides the guarantee, that the kosher wine (כשר) produced by GRW

meets the standards, existing towards the wine of such category. This product has all the relevant certificates and documents, proving quality. It is one of the best specimen of wine of this class.

We extend thanks to Rabbi Iakob Gegulashvili and Rabbi Moshe David Hopman for fruitful cooperation. It was great pleasure for us to participate in this process. Professional team of GRW made maximum contribution in creation of the best product. In our opinion, this cooperation is the clear example, that 26-centuries'



long Georgian- Jewish friendly relations still continues. – We will implement many interesting projects in this direction – Moris Kharazishvili, Director of Morelli Mashkaot says. ■





**GIULI
KUPREISHVILI**
Partner of
„GRW“ Ltd

GRW – Brilliant Georgian Business

Being born in Georgia I, unfortunately, didn't live in Georgia for years. Nevertheless, I always tried to do Georgian business in remote foreign countries. The goals and objectives of my life were mainly oriented towards facilitation of everything Georgian and I had great desire to get involved, together with my family, in the business, which would take me back to Georgia.

The day, when our common friend arranged meeting of me

and Revaz Karalashvili, is really the happiest one in my life, as the opportunity appeared to get back to my native country and do the business that is the issue of dignity for each Georgian.

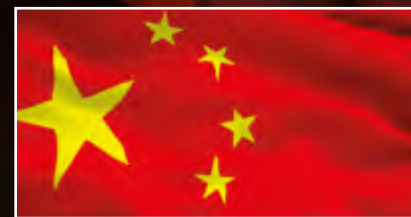
Since the first meeting, we have never abandoned that idea. Just Georgian traditions and roots brought us to this common business and connected the persons, brought up in the west and east part of this country.

Undoubtedly, I am happy, when

I see the product of our brand - GRW – in different parts of the world; and I am delighted with the positive comments, which I hear when our product is being assessed.

Our business is the proof that the Georgians can do Georgian business brilliantly and prove to everybody that we are one of the distinguished nations in the world!

I would also like to thank all our employees – the contribution of each of them in this business is huge. ■



During 10 years' history we exported Georgian wine to 15 countries. In 2021 we added countries like Israel, Switzerland; we have negotiations with wine distribution companies in England, Holland, Kazakhstan. Testing samples of wine are already sent to England and Holland. ■



Pirosmani



Tsinandali



Alazani Valley



GRW Classic



GRW – the Example of Sustainable Development of Business

KOBA KARTOZIA
Financial Director of
„GRW“ Ltd

How did you get into contact with GRD – we asked this question to Financial Manager of the Company: I think, I was very lucky to participate in important business like production of Georgian wine. I joined this team since the day of formation of new brand and I consider myself full-value participant of all the success of the Company.

Relations with dozens of farmers, vine-grower peasants and various organizations, selection of personnel and setting-implementation of common goals is significant part of my day-to-day activities.

During the existence of the Company, over 5 000 000 bottles of wine are exported, 250 tons of wine and also over 100 000 bottles of wine are sold on internal market of the country – and it proves that the brand is developing in the



Saperavi



GRAPE
100%
SAPERAVI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
RED
DRY

VOL
0,75 L

SERIES
GRW (C1)

GRW

Khvanchkara



GRAPE
50%
ALEKSANDROULI

MICROZONE
AMBROLAURI
RACHA, GEORGIA

CATEGORY
RED
SEMI SWEET

VOL
0,75 L

SERIES
GRW (C1)

GRW

Pirosmani



GRAPE
100%
SAPERAVI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
RED
SEMI DRY

VOL
0,75 L

SERIES
GRW (C1)

GRW

Kindzmarauli



GRAPE
100%
SAPERAVI

MICROZONE
KVARELI
KAKHETI, GEORGIA

CATEGORY
RED
SEMI SWEET

VOL
0,75 L

SERIES
GRW (C1)

GRW



right way! And the demand for GRW is growing. Participation in exhibitions in China, Hong Kong, London, Russia and other places provide additional impetus for investments.

New factory of GRW in Kvareli is the result of huge work, done by us during years.

What is your capacity?

Our production capacity allows us to process about 3 mln kg of grapes, also, we can store and take care of about 2 mln liters of wine material. We can pour 1 000 000 units of 0,75 l bottles of wine per year. We produce wines of 15 designations. We have kvevri wine of various designations. We have aged wine, matured in barrels. Last year we started to develop vine-growing in GRW too. To the vineyards, from where we get grapes for the purpose of further processing, we added 10 ha new vineyard in the so-called Kindzmarauli micro-zone.

How and from whom do you ensure purchase of grapes ?

In the course of our activities, our own base of farmers formed from different regions of Georgia. We also have our own vineyard. Total

area of vineyards, including the farmers, is 220 hectares.

And finally...What would you say?

I would like to thank the companies, which provide us with different goods, required for wine bottling and taking care of it. I would particularly mention:

- "Flexo Labels" Ltd – our partner for 9 years – thank you!
- Eurolex Ltd – similarly, our traditional supporter – thank you!
- Dachi-98 Ltd – historical supporter since 2012
- APROFI – GROUP Ltd – our another old supporter
- KMC Ltd – young team with great support – thank you!

Also, other companies, which support us in doing common national business – these are: David Machavariani Enologia Ltd, Fabrika 1900 Ltd, KMC Glass Ltd, Olan Ltd, Georgian Glass Market Ltd, and many others. ■



GEORGIAN ROYAL WINE



Chateau GRW



GRW

Mukuzani



GRAPE
100%
SAPERAVI

MICROZONE
MUKUZANI
KAKHETI, GEORGIA

CATEGORY
RED
DRY

VOL
0,75 L

SERIES
GRW (C1)

GRW

Khvanchkara



GRAPE
50%
ALEKSANDROULI

MICROZONE
AMBROLAURI
RACHA, GEORGIA

CATEGORY
RED
SEMI SWEET

VOL
0,75 L

SERIES
GRW (C1)

GRW

Alazani Valley



GRAPE
100%
SAPERAVI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
RED
SEMI SWEET

VOL
0,75 L

SERIES
GRW (C1)

GRW

Rkatsiteli



GRAPE
100%
RKATSITELI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
WHITE
DRY

VOL
0,75 L

SERIES
GRW (C1)

GRW

GRW – the Biggest Challenge of Distinguished Sommelier

**TAMAZ
KARALASHVILI**
Wine-maker
of „GRW“ Ltd,
Distinguished
Sommelier and
Great Wine
Expert

My son's decision – to connect his activities with wine-making, was quite big challenge for me. Revaz gave about ten years to studying medicine, but made unexpected decision – he put his profession aside and decided to continue important activities of our family – production of Georgian wine.

In general, wine making is quite familiar topic for me – I've been involved in these activities since 1968 in different positions: I was wine-maker, chief wine-maker, director of wine factory and sommelier, however, working together with my son was a whole new challenge for me.

To cut a long story short, we set goals and objectives; studied taste of residents of different

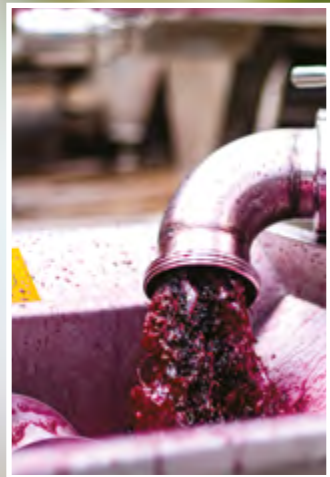
geographic locations and tried to satisfy their requirements.

We created kvevri wine. We purchased French oak barrels and started wine aging in barrels. By the way, we are going to produce cognac brandy.

GRW is distinguished in Georgian wine-making by perfect, permanently innovative system of quality monitoring and is a continuously growing company. New factory, built in such a beautiful place as Kvareli, also proves it.

I would like to take the opportunity and extend my thanks to our partner vine-growers, farmers, all members of our staff and, in general, all companies, who cooperates with us. ■





Alazani Valley



GRAPE
100%
RKATSITELI

MICROZONE
KAKHETI
GEORGIA

CATEGORY
WHITE
SEMI SWEET

VOL
0,75 L

SERIES
GRW (C1)

GRW

Tsinandali



GRAPE
85%
RKATSITELI
15%
MTSVANE

MICROZONE
TELAVI
KAKHETI, GEORGIA

CATEGORY
WHITE
DRY

VOL
0,75 L

SERIES
GRW (C1)

GRW

Saperavi



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

CATEGORY
RED
DRY

GRAPE
100%
SAPERAVI

GRW

Pirosmani



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

GRAPE
100%
SAPERAVI

CATEGORY
RED
SEMI DRY

GRW



GRW – Guaranteed High Standard and Quality

**INEZA
KARALASHVILI**
Head of
GRW Laboratory

In general, I related my activities to wine-making since my young years. The first vintage I participated in, was in 1964. Many decades passed since then and now, I still participate in vintage. My function is to take care of wine quality, observe it periodically and provide various analyses. This process is very pleasant. GRW products have guaranteed high standard and quality.

Working in GRW was very important decision for me, and here is why: I was going to go into well-deserved retirement, but my family members decided to continue family traditions

and it turned out to be so important for me that I changed my mind about retirement and for already 10 years, serve to this company with all my self. I see how the company is developing and the geography of sales is growing. I am happy that I am part of this success.

I am extremely happy that young people come to work in the company and demonstrate their abilities.

I believe that GRW will surprise its clients with the uniqueness of its product many times in the future too! ■

Alazani Valley



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

GRAPE
100%
SAPERAVI

CATEGORY
RED
SEMI SWEET

GRW

Mukuzani



MICROZONE
MUKUZANI
KAKHETI, GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

CATEGORY
RED
DRY

GRAPE
100%
SAPERAVI

GRW

Khvanchkara



MICROZONE
KVARELI
KAKHETI, GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

GRAPE
100%
SAPERAVI

CATEGORY
RED
SEMI SWEET

GRW

Tsinandali



MICROZONE
TELAVI
KAKHETI, GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

GRAPE
85%
RKATSITELI
15%
MTSVANE

CATEGORY
WHITE
DRY

GRW



20 Years of Devotion

2 decades passed since Revaz and I started cooperation. Everything started in Gremi. We first met each other on business in 1991, during vintage and have been together since then; and formation of new brand – GRW gave new goals and objectives to our cooperation.

As a result of many-years of work, we built a factory, equipped with modern technologies, in beautiful place like Kvareli and first received vintage in our new factory in 2020.

Meanwhile, we increased the assortment of products and started to bottle kvevri wines.

We staffed the team with professionals; and existing of reliable clients is the greatest impetus for each of us. ■

**ZURAB
MAMULASHVILI**
Manufacturing
Director of
„GRW“ Ltd,

Alazani Valley



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C2)

GRAPE
100%
RKATSITELI

CATEGORY
WHITE
SEMI SWEET

GRW

Saperavi



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C3)

CATEGORY
RED
DRY

GRAPE
100%
SAPERAVI

GRW

Alazani Valley



MICROZONE
KAKHETI
GEORGIA

VOL
0,75 L

SERIES
GRW (C3)

GRAPE
100%
SAPERAVI

CATEGORY
RED
SEMI SWEET

GRW

Khvanchkara



MICROZONE
KVARELI
KAKHETI, GEORGIA

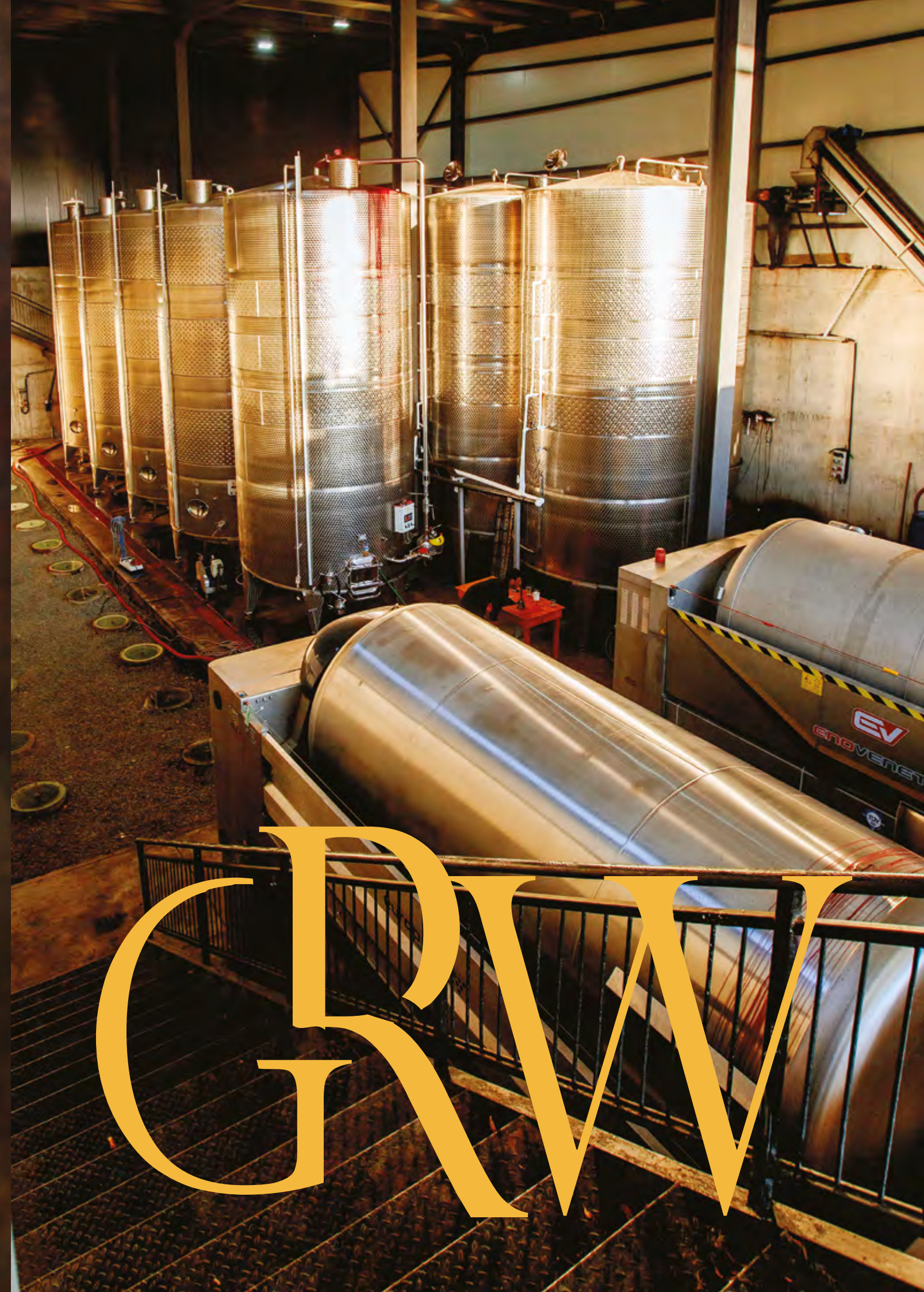
VOL
0,75 L

SERIES
GRW (C3)

GRAPE
100%
SAPERAVI

CATEGORY
RED
SEMI SWEET

GRW



GRW

Kindzmarauli



GRAPE

100%

SAPERAVI

MICROZONE

KVARELI

KAKHETI, GEORGIA

CATEGORY

RED

SEMI SWEET

VOL

0,75 L

SERIES

GRW (CH)

GRW