



Project funded by
EUROPEAN UNION

BSB831/HERiPRENEURSHIP "Establishing long-lasting partnerships to upgrade heritage-based offers and create new investment opportunities in tourism and the cultural and creative industries



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Qvevri

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National identity of the Georgians is closely linked to the cult of wine, which has a long and uninterrupted history in the region with 8000 years of winemaking history. Ancient people had discovered the mysterious transformation of wild grape juice into wine by leaving it in clay vessels called Qvevri, buried in the ground. This knowledge was then slightly developed and refined over the centuries. Qvevri is a special vessel for making wine. It still maintains the same importance in wine-making as ever before. Many Georgian families unchangeably and strongly follow the rich culture of making wine. They own special places called *Marani* (wine-cellar) at their houses, with different sizes of Qvevries buried in the ground. The knowledge and skills of wine-making in Georgia were widely acknowledged in the ancient world. Many outstanding figures of the antiquity mentioned Georgia as the land of the first known cultured grape varieties.



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The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument