

SHUMI WINERY

Historical Heritage and Origins

The history of **SHUMI Winery** began in 1997. The name itself, translated from ancient Georgian as "the best wine", determined the founders' uncompromising approach to product quality. The symbol of the brand is the mythical Griffin (Pascunji). According to an ancient legend, it was Pascunji who brought mankind the first bunch of grapes, which marked the beginning of viticulture on Earth.

SHUMI Winery & Estate are located in a unique historical area of Georgia, directly bordering the National Park and the House-Museum of Prince Alexander Chavchavadze in Tsinandali. In the past, the vast territories of the modern **SHUMI** Tourist Complex and the National Park formed a single, monumental estate.

This land has a huge cultural heritage: in different historical epochs it belonged to the Georgian and Kakhetian kings, before passing into the possession of the noble family of Prince Alexander Chavchavadze. Prince Chavchavadze made an invaluable contribution to the development of viticulture in the country and for the first time in the history of Georgia applied the European method of winemaking. Later, these lands served as the summer residence of Emperor Alexander III.

Terroirs and Production Standards

The Winery has strategically focused on vineyards characterized by a unique microclimate and centuries-old viticultural history. Today, the company's vineyards are fully integrated into the ecosystems of Georgia's key microzones: "Didkure" in Napareuli, "Nadarbazevi" in Mukuzani, "Nadolobari" in Kindzmarauli and "Rose Valley" in Tsinandali, among others.

In 2001, the company completed the construction of a state-of-the-art production facility, that provides a completely closed production cycle - from manual grape harvesting to bottling and final packaging under a single strict control. The highest standards of safety and process management are certified by international **ISO** and **HACCP** protocols, which guarantees the stable quality of each batch of products.

Innovation and Sustainable Practices

SHUMI Winery was the first in Georgia to introduce the "green harvest" method (restricting the yield of grapes to significantly improve the quality of berries). In addition, certified organic and biodynamic cultivation methods were implemented in selected vineyard areas, allowing the estate to produce the first officially certified organic wine in Georgia.

To precisely capture and express the true character of the terroir, the winery—in collaboration with the Free University of Brussels—isolated authentic strains of indigenous, "wild" yeasts directly from its own vineyards. **This is the first and only precedent of this kind in Georgian winemaking.** The fermentation caused by this unique, local microflora fully preserves the authentic flavor profile and specific features of the terroir itself in the finished wine.

IV. Ampelographic Heritage and Varietal Preservation

In addition to commercial vineyards located in Georgia's leading microzones, **SHUMI** is the creator and owner of a record-breaking collection vineyard – the largest private collection of vines on the planet.

The Genesis of the Project

In the late 1990s and early 2000s, economic hardship across the country threatened Georgian indigenous grape varieties with complete extinction. To save them, **SHUMI** gathered the few remaining samples from state collections and organized dedicated expeditions throughout Georgia. As a result, dozens of rare varieties were saved from extinction, and in 2003 the company created the country's first private collection of vineyards. The search for endangered varieties continues to this day, both inside and outside of Georgia.

Current Status and UN Recognition

Today, the manor's vine library includes 2003 grape varieties from 49 countries, officially registered as the largest private ampelographic collection in the world. The collection is integrated into the international registry of the Food and Agriculture Organization of the United Nations (FAO) with a dedicated individual code. This scientific repository remains open for collaborative research involving scientists from Georgia, France, Italy, and Japan.

Exclusive Creations and Technological Patents

The exceptional biodiversity of the vine library, combined with many years of dedicated scientific research, has served as the basis for the creation of unique drinks that have no analogues in world winemaking practice, many of which are protected by **SHUMI**'s own technological patents.

Lost Collection: Wines from Rare Indigenous Varieties

This series represents the company's fundamental contribution to the preservation of the world's vine genetic fund. As the custodian of the region's unique ampelographic heritage, **SHUMI** has successfully returned dozens of rare local varieties to commercial production. After the devastating phylloxera epidemic, these varieties were preserved only in limited scientific collections and were completely absent from the world market.

SHUMI was a pioneer in bringing the wines of these almost extinct endemic varieties to the international stage. Among them are Shavi Rkatsiteli and Simonaseuli (which have recently been cultivated by other wineries after the success of **SHUMI**), as well as the exceptionally rare Ubakluri variety, for which **SHUMI** is still the world's only producer. Currently, the collection includes 13 different wines. The project continues to develop dynamically, creating new vineyards dedicated to these genetic varieties, which allows the company to gradually expand this exclusive range of rare wines.

Ultra-Complex Assemblages and Patent Protection

- **LAZARE:** A dry red wine made using traditional methods inside Qvevri (clay amphorae). It is based on an extremely complex mixture of 450 different grape varieties, all harvested in the vineyard of the **SHUMI** collection vineyard.
- **ZIGU:** An exclusive beverage protected by the company's patent. Its formula represents a sophisticated technological marriage of science and nature,

bringing together an intricate blend of more than 350 rare collection grape varieties.

Technological Cellar Innovations

- **BARBALE:** The world's first and only *Qvevri* ice wine, made from 102 grape varieties from the collection. In this signature beverage, the demanding and delicate technology of natural ice wine (*icewine*) is successfully integrated with aging inside ancient Georgian clay amphorae.
- **SHOBILI:** A unique sparkling *Qvevri* wine protected by the company's patent. For this project, the Winery successfully linked the 400-year-old traditional French method of champagnization with the 8,000-year Georgian history of winemaking, using an ancient clay vessel *Qvevri* to ferment the wine.

Cuvée d'Exception

- **GENESIS:** An exclusive dry red wine produced from the harvest of a singular, 300-year-old living grapevine. This extraordinarily rare collector's release is produced solely in the specific years when this centuries-old vine bears fruit, resulting in a strictly limited, numbered bottling that serves as a living monument to the history of Georgian viticulture.

Global Recognition and Brand Authority

The premier status of **SHUMI Winery**, its technological maturity and exceptional quality of wines are confirmed by a strong global presence: today, **SHUMI** exports its products to 32 countries around the world, maintaining a collection of more than 900 top awards received at the world's most rigorous international wine competitions.

The official recognition of the global community of wine experts is confirmed by leading international institutions:

- **MUNDUS VINI (Germany):** In addition to being named "Georgia's Best Producer" multiple times, in 2026 the winery was awarded the unprecedented status of "**Georgia's Best Producer in a Quarter of a Century**".
- **Top 100 Premium Wine & Spirits Brands of the World:** Twice included in the final global index of luxury brands according to the Luxury Lifestyle Awards (2024, 2025).
- **The World's Best Sommeliers' Selection:** **SHUMI's** wines stand as the sole representatives from Georgia to be included in this prestigious, exclusive global guide. The final selection and blind testing were conducted personally by the world's leading sommeliers, serving as the ultimate endorsement of the estate's exceptional quality and gastronomic relevance.
- **Council of Europe Recognition:** **SHUMI's** project to restore endemic heritage varieties has been officially recognized by the Council of Europe as a benchmark practice in archaeobotany within the framework of developing European cultural routes.

Cultural Heritage and Destination Status

Today, the SHUMI estate spans 12 hectares of unified parkland featuring 41 conceptual locations, where the region's multi-millennial cultural heritage is presented through art forms. The destination's global standing is validated by systemic expert recognition and top international awards across key categories:

- **Must Visit**
- **Magnet of the Region**
- **Brand - The Visiting Card of the Country**
- **Cultural Mission**
- **Art & History Object**
- **The Best Wine Tourism Award**
- **The Best Location for Gastronomic Regional Tourism**

By uniting historical heritage, a solid scientific foundation, and patented technologies, **SHUMI** stands today as a recognized guardian of regional winemaking traditions and a key reference point for premium wine tourism enthusiasts worldwide.

Historical Heritage and Origins

SHUMI Winery and **Tourist Complex** are located in a unique historical area of Georgia, directly bordering the National Park and the House-museum of Prince Alexander Chavchavadze in Tsinandali. In the past, the extensive territories of the modern **SHUMI** Complex and the National Park formed a single, monumental estate.

This land has a huge cultural heritage: in different historical epochs it belonged to the Georgian and Kakhetian kings, before passing into the possession of the noble family of Prince Alexander Chavchavadze. Prince Chavchavadze made an invaluable contribution to the development of viticulture in the country and for the first time in the history of Georgia applied the European method of winemaking. Later, these lands served as the summer residence of Emperor Alexander III.

Today, **SHUMI** guests can experience living history while relaxing in an environment where the fates of monarchs and princes have intersected for centuries.

The Roots of Wine Hospitality and Global Recognition

SHUMI Winery opened a new chapter in the history of the region, laying the foundations of wine tourism in Georgia. In 2002, The Tourist Complex became the first in the country to welcome visitors, introducing a culture of professional tastings and culinary master classes.

Today, **SHUMI** Complex occupies **12 hectares of unified parkland featuring 41 conceptual locations**, where the region's millennia-old cultural heritage is presented through art forms. The global status of the industry is confirmed by the systematic recognition of experts and the highest international awards in key categories:

Must Visit

- **Magnet of the Region**
- **Brand - The Visiting Card of the Country**
- **Cultural Mission**
- **Art & History Object**
- **The Best Wine Tourism Award**
- **The Best Location for Gastronomic Regional Tourism**

The Cultural Mission of the Estate

The cultural mission of **SHUMI** is to present the ancient and exceptionally rich heritage developed by generations over millennia to the global stage. Showcasing Georgian culture, local vineyards and authentic wine, the estate shares and popularizes its historical heritage, while seamlessly integrating its own modern innovations.

The infrastructure of the Complex is very diverse and masterfully selected:

- **The First Wine Museum in Georgia:** an exclusive museum environment where rare, authentic archaeological artifacts are stored.
- **The First Collection Vineyard in Georgia:** officially recognized as the largest private ampelographic collection of vines on the planet.
- **GENESIS Sculpture:** symbolic monument and preferred landmark for wedding ceremonies.

- **VINOBIZA Pavilion:** a unique artistic space with historic wall frescoes entirely hand-painted with Saperavi natural wine.
- **The Georgian Ethnographic Pavilion:** a space designed for a deep immersion into the authentic lifestyle of the region.
- **The Marani and Enoteca:** active historic cellar and rich wine library.
- **ZIGU Grotto:** an underground place with a characteristic, controlled microclimate.
- **GESTALT Pavilion:** a secluded space created for reflection and mental balance.
- **Gastronomic Zones:** an exquisite network of restaurants, terraces, cozy cafes, verandas, and open-air tasting areas.
- **The Sculpture Park:** an outdoor landscape gallery decorated with impressive works by famous Georgian and international masters.
- **The Botanical Rose Garden:** a magnificent landscape object with several thousand roses in more than 700 different varieties.
- **The Orchard:** a curatorial botanical area where more than 400 varieties of fruit trees are grown.
- **The Petting Zoo:** an outdoor nature reserve, home to small animals and exotic birds.
- **The Wine Boutique:** a premium space showcasing the entire range of the company's products, as well as the rarest, exclusive **SHUMI** beverages which have no analogues in world.

Immersive Experiences and Regional Traditions

The grounds of the Tourist Complex and the surrounding vineyards are the perfect venue for corporate events, family celebrations and high-status weddings, all accompanied by live polyphonic vocal performances by the permanent own folklore ensemble **SHUMI**. During the seasons, **SHUMI** offers a wide range of selected services and unique interactive experiences:

- The interactive "**Initiation into Kakhetians**" cultural program;
- An exclusive opportunity **to plant a personalized named vine** in the world's largest collection vineyard;
- Specialized "**flower tours**" through the flowering gardens of the Estate in spring and "**rose tours**" through the vineyards;
- Authentic **truffle hunting** expeditions;
- Breathtaking **helicopter tours** offering panoramic views over the Caucasus Mountains and the Alazani Valley.

V. Exclusive Creations and Patented Gastronomy

The exceptional biodiversity of the Estate and many years of thorough research into winemaking have become the basis for unique, branded products – many of which are protected by **SHUMI**'s own technological patents and have no analogues in world practice.

The Estate provides visitors with a flawless, premium introduction to these rare creations:

- **LAZARE:** A dry red wine made using traditional methods inside Qvevri (clay amphorae). It is based on an extremely complex mixture of 450 different grape varieties, all harvested in the vineyard of the **SHUMI** collection vineyard.
- **ZIGU:** An exclusive beverage protected by the company's patent. Its formula represents a sophisticated technological marriage of science and nature, bringing together an intricate blend of more than 350 rare collection grape varieties.
- **BARBALE:** The world's first and only Qvevri ice wine, made from 102 grape varieties from the collection. In this signature beverage, the demanding and delicate technology of natural ice wine (*icewine*) is successfully integrated with aging inside ancient Georgian clay amphorae.
- **SHOBILI:** A unique sparkling Qvevri wine protected by the company's patent. For this project, the Winery successfully linked the 400-year-old traditional French method of champagnization with the 8,000-year Georgian history of winemaking, using an ancient clay vessel Qvevri to ferment the wine.
- **GENESIS:** An exclusive dry red wine produced from the harvest of a singular, 300-year-old living grapevine. This extraordinarily rare collector's release is produced solely in the specific years when this centuries-old vine bears fruit, resulting in a strictly limited, numbered bottling that serves as a living monument to the history of Georgian viticulture.
- **Artisanal Estate Gastronomy:** A selection of exclusive local delicacies produced exclusively on the Estate, including authentic bread made from the endemic Tsiteli Doli wheat variety and baked in a traditional clay oven (tone), signature aged Zigu cheese, Zigu ice cream and Tsinandali churchkhela made using the patented **SHUMI** technology.

Living Eco-Atmosphere and Global Standing

A special charm is given to **SHUMI** Complex by its unique, calm atmosphere of exquisite landscape art. According to the results of annual competitions, the territory of the Tourist Complex is consistently recognized as the most beautiful site in Georgia within the framework of the prestigious environmental initiative "**Clean Region**". This perfect harmony of nature and architecture makes a visit to **SHUMI** into a deeply multi-faceted sensory experience.

Having received the full range of possible national and global recognitions in the hospitality industry, **SHUMI** Estate today stands not just as a winery, but also as a landmark on the world tourist map. This is a place where grandiose historical heritage, unique cultural infrastructure, exquisite landscaping and impeccable service are harmoniously intertwined, offering every visitor an unforgettable immersion and making the complex the enogastronomical magnet and the pride of Georgia.

Historical Heritage and Origins

The history of **SHUMI Winery & Estate** began in 1997. The name itself, translated from ancient Georgian as "the best wine", determined the founders' uncompromising approach to product quality. The symbol of the brand is the mythical Griffin (Pascunji). According to an ancient legend, it was Pascunji who brought mankind the first bunch of grapes, which marked the beginning of viticulture on Earth.

SHUMI Winery & Estate are located in a unique historical area of Georgia, directly bordering the National Park and the House-Museum of Prince Alexander Chavchavadze in Tsinandali. In the past, the vast territories of the modern **SHUMI** Tourist Complex and the National Park formed a single, monumental estate.

This land has a huge cultural heritage: in different historical epochs it belonged to the Georgian and Kakhetian kings, before passing into the possession of the noble family of Prince Alexander Chavchavadze. Prince Chavchavadze made an invaluable contribution to the development of viticulture in the country and for the first time in the history of Georgia applied the European method of winemaking. Later, these lands served as the summer residence of Emperor Alexander III.

SHUMI Winery opened a new chapter in the history of the region, laying the foundations of wine tourism in Georgia. In 2002, The Tourist Complex became the first in the country to welcome visitors, introducing a culture of professional tastings and culinary master classes.

Expansion of the Complex and Transformation into a Cultural Center

Over time, continuous development has turned the Winery into a full-fledged world-class cultural and historical center. Today, the Estate Complex occupies 12 hectares of a single space and includes 41 original locations, where all forms are made exclusively of natural materials - river stone, wood and traditional Kakhetian bricks. The territory of the Estate is officially recognized as the most beautiful place in Georgia according to the results of the environmental competition "**Clean Region**".

Georgian Culture Expressed in the Form of Art

The Estate actively integrates the masterpieces of national culture included in the UNESCO lists, expressing them in a tangible form of art. Calligraphy of the unique Georgian alphabet adorns the walls of the basement, and the RUSTAVELI Pavilion is dedicated to the great epic poem of the XII century "Knight in the Tiger's Skin". To preserve the musical DNA of the nation, **SHUMI** created its own professional folklore ensemble performing polyphonic songs.

Art by SHUMI

The landscape of the Estate serves as an open art gallery with monumental sculptures by famous Georgian and foreign masters (p. 1). In the center of the Tourist Complex rises the sculpture of the Griffin - one of the last works of the great Georgian master Merab Merabishvili. The Complex is decorated with the VINOBIZA and TSITELI DOLI conceptual pavilions, as well as the GESTALT House, which are harmoniously integrated into the botanical surroundings of rose gardens and orchards.

Ampelographic Collection and Wine Museum

The company is especially proud of the world's largest vineyard with a record collection of vines and the first wine museum in Georgia, where some artifacts are 6000 years old.

In the late 1990s and early 2000s, economic hardship across the country threatened Georgian indigenous grape varieties with complete extinction. To save them, **SHUMI** gathered the few remaining samples from state collections and organized dedicated expeditions throughout Georgia. As a result, dozens of rare varieties were saved from extinction, and in 2003 the company created the country's first private collection of vineyards. The search for endangered varieties continues to this day, both inside and outside of Georgia.

Today, the manor's vine library includes **2003 grape varieties** from 49 countries, officially registered as the largest private ampelographic collection in the world. The collection is integrated into the international registry of the Food and Agriculture Organization of the United Nations (FAO) with a dedicated individual code. This scientific repository remains open for collaborative research involving scientists from Georgia, France, Italy, and Japan.

Exclusive Drinks and Technological Patents

The exceptional biodiversity of the vine library, combined with many years of dedicated scientific research, has served as the basis for the creation of unique drinks that have no analogues in world winemaking practice, many of which are protected by **SHUMI**'s own technological patents.

- **Lost Collection:** This series has become the company's fundamental contribution to the preservation of the world's vine genetic fund. **SHUMI** Winery is the custodian of the region's unique ampelographic heritage, in fact bringing back dozens of rare local grape varieties to production. After the phylloxera epidemic, they existed for a long time exclusively in closed scientific collections and were not used in commercial winemaking. **SHUMI** was the first company to introduce the world to wines from endemic varieties on the verge of extinction. Among them are Shavi Rkatsiteli and Simonaseuli (after the success of **SHUMI**, other wineries began to cultivate), as well as the extremely rare Ubakluri variety, for which the company is still the only wine producer. At the moment, the collection includes 13 wines. The project continues to develop: at the same time, new vineyards are planted for collection varieties, which allows to gradually expand this unique range of rare wines.

Ultra-Complex Assemblages and Patent Protection

- **LAZARE:** A dry red wine made using traditional methods inside Qvevri (clay amphorae). It is based on an extremely complex mixture of 450 different grape varieties, all harvested in the vineyard of the **SHUMI** collection vineyard.
- **ZIGU:** An exclusive beverage protected by the company's patent. Its formula represents a sophisticated technological marriage of science and nature, bringing together an intricate blend of more than 350 rare collection grape varieties.

Technological Cellar Innovations

- **BARBALE:** The world's first and only *Qvevri* ice wine, made from 102 grape varieties from the collection. In this signature beverage, the demanding and delicate technology of natural ice wine (*icewine*) is successfully integrated with aging inside ancient Georgian clay amphorae.
- **SHOBILI:** A unique sparkling *Qvevri* wine protected by the company's patent. For this project, the Winery successfully linked the 400-year-old traditional French method of champagnization with the 8,000-year Georgian history of winemaking, using an ancient clay vessel *Qvevri* to ferment the wine.

Exceptional Cuvée

- **GENESIS:** An exclusive dry red wine produced from the harvest of a singular, 300-year-old living grapevine. This extraordinarily rare collector's release is produced solely in the specific years when this centuries-old vine bears fruit, resulting in a strictly limited, numbered bottling that serves as a living monument to the history of Georgian viticulture.

Tourist Service

In addition to tasting, restaurant service and master classes, at different times of the year, **SHUMI** offers a wide range of services and unique entertainment: the ceremony "**Initiation into Kakhetians**"; an exclusive opportunity **to plant a personalized vine** in the Collection Vineyard; in spring, during the flowering period, there are "**flower tours**" in the gardens of **SHUMI** and "**rose tours**" in the vineyards; **truffle hunting; helicopter excursions** over the picturesque places of the Caucasus and the Alazani valley; and much more.

The harmony of nature and architecture makes staying at **SHUMI** a deep and multifaceted sensory experience.

International Recognition

The international status of the destinations is confirmed by the systematic recognition of experts and the world's highest awards in key categories:

- **Must Visit**
- **Magnet of the Region**
- **Brand - The Visiting Card of the Country**
- **Cultural Mission**
- **Art & History Object**
- **The Best Wine Tourism Award**
- **The Best Location for Gastronomic Regional Tourism.**

Having collected absolutely all possible international awards in the hospitality industry, **SHUMI Estate** today is not just a winery, but a benchmark destination on the tourist map of the world. This is a place where a great historical heritage, unique infrastructure, exquisite landscape design, and impeccable service come together as one, creating an unforgettable immersive experience for every traveler and making **SHUMI Winery& Estate** the main enogastronomical magnet and the pride of Georgia.

SHUMI Winery and Estate: A World-Class Vineyard Destination

Historical Heritage and Origins

SHUMI Winery and **Tourist Complex** are located in a unique historical area of Georgia, directly bordering the National Park and the House-museum of Prince Alexander Chavchavadze in Tsinandali. In the past, the extensive territories of the modern **SHUMI** Complex and the National Park formed a single monumental estate.

This land has a huge cultural heritage: in different historical epochs it belonged to the Georgian and Kakhetian kings, before passing into the possession of the noble family of Prince Alexander Chavchavadze. Prince Chavchavadze made an invaluable contribution to the development of viticulture in the country and for the first time in the history of Georgia applied the European method of winemaking. Later, these lands served as the summer residence of Emperor Alexander III.

Today, **SHUMI** guests can experience living history while relaxing in an environment where the fates of monarchs and princes have intersected for centuries.

The Roots of Wine Hospitality, Vineyard Excellence, and Global Recognition

SHUMI Winery opened a new chapter in the history of the region, laying the foundations of wine tourism in Georgia. In 2002, The Tourist Complex became the first in the country to welcome visitors, introducing a culture of professional tastings and culinary master classes.

Today, **SHUMI** Complex occupies 12 hectares of unified parkland featuring 41 conceptual locations, where the region's millennia-old cultural heritage is presented through art forms. This unique combination makes the estate a premier global Wine and Vineyard Destination. The global status of the industry is confirmed by the systematic recognition of experts and the highest international awards in key categories:

- **Must Visit**
- **Magnet of the Region**
- **Brand - The Visiting Card of the Country**
- **Cultural Mission**
- **Art & History Object**
- **The Best Wine Tourism Award**
- **The Best Location for Gastronomic Regional Tourism.**

The Great Rescue Mission and the Global Status of the Vine Library

- **The First Collection Vineyard in Georgia:** officially recognized as the largest private ampelographic collection of vines on the planet. The indescribable beauty is revealed right inside this vineyard collection, where more than 700 varieties of roses grow between the rows of vineyards.
- **Authentic Heritage of the Vineyard:** the historical authenticity is preserved in every detail: the wooden pillars of the vineyard are painted in a distinctive azure color. This recreates the ancient Georgian tradition of treating the wood with copper sulfate to naturally protect the vines from fungal diseases.
- **The Magic of the Autumn Harvest:** the vineyard offers a breathtaking sensory spectacle, especially in autumn. During this season, the leaves of different grape varieties simultaneously turn into a brilliant kaleidoscope of diverse colors and gradients, and the ripening berries show an amazing variety of unique shapes, sizes and colors.

In addition to these deep tourist and aesthetic purposes, this vineyard collection serves important scientific and practical applications.

The company is especially proud of the world's largest vineyard with a record collection of vines. In the late 1990s and early 2000s, economic hardship across the country threatened Georgian indigenous grape varieties with complete extinction. To save them, **SHUMI** gathered the few remaining samples from state collections and organized dedicated expeditions throughout Georgia. As a result, dozens of rare varieties were saved from extinction, and in 2003 the company created the country's first private collection of vineyards. The search for endangered varieties continues to this day, both inside and outside of Georgia.

Today, the manor's vine library includes 2003 grape varieties from 49 countries, officially registered as the largest private ampelographic collection in the world. The collection is integrated into the international registry of the Food and Agriculture Organization of the United Nations (FAO) with a dedicated individual code. This scientific repository remains open for collaborative research involving scientists from Georgia, France, Italy, and Japan.

Exclusive Drinks, Technological Patents, and Ampelographic Legacy

The exceptional biodiversity of the vine library, combined with many years of dedicated scientific research, has served as the basis for the creation of unique drinks that have no analogues in world winemaking practice, many of which are protected by **SHUMI**'s own technological patents.

- **Lost Collection:** This series has become the company's fundamental contribution to the preservation of the world's vine genetic fund. **SHUMI Winery** is the custodian of the region's unique ampelographic heritage, in fact bringing back dozens of rare local grape varieties to production. After the phylloxera epidemic, they existed for a long time exclusively in closed scientific collections and were not used in commercial winemaking. **SHUMI** was the first company to introduce the world to wines from endemic varieties on the verge of extinction. Among them are Shavi Rkatsiteli and Simonaseuli (after the success of **SHUMI**, other wineries began to cultivate), as well as the extremely rare Ubakluri variety, for which the company is still the only wine producer. At the moment, the collection includes 13 wines. The project continues to develop: at the same time, new vineyards are planted for collection varieties, which allows to gradually expand this unique range of rare wines.

Ultra-Complex Assemblages and Patent Protection

- **LAZARE:** a dry red wine made using traditional methods inside Qvevri (clay amphorae). It is based on an extremely complex mixture of 450 different grape varieties, all harvested in the vineyard of **SHUMI** collection vineyard.
- **ZIGU:** an exclusive beverage protected by the company's patent. Its formula represents a sophisticated technological marriage of science and nature, bringing together an intricate blend of more than 350 rare collection grape varieties.

Technological Cellar Innovations

- **BARBALE:** the world's first and only Qvevri ice wine, made from 102 grape varieties from the collection. In this signature beverage, the demanding and delicate technology of natural ice wine (icewine) is successfully integrated with aging inside ancient Georgian clay amphorae.
- **SHOBILI:** a unique sparkling Qvevri wine protected by the company's patent. For this project, the Winery successfully linked the 400-year-old traditional French method of champagnization with the 8,000-year Georgian history of winemaking, using an ancient clay vessel Qvevri to ferment the wine.

Exceptional Cuvée

- **GENESIS:** an exclusive dry red wine produced from the harvest of a singular, 300-year-old living grapevine. This extraordinarily rare collector's release is produced solely in the specific years when this centuries-old vine bears fruit, resulting in a strictly limited, numbered bottling that serves as a living monument to the history of Georgian viticulture.

Cultural, Historical, and Immersive Infrastructure

The estate's liquid heritage is directly reflected in its rich physical infrastructure and masterfully arranged parks. Visitors can explore the deep roots of this heritage in the following conceptual locations:

- **The First Wine Museum in Georgia:** an exclusive museum environment where rare, authentic archaeological artifacts are stored.
- **GENESIS Sculpture:** symbolic monument and preferred landmark for wedding ceremonies.
- **VINOBIZA Pavilion:** a unique artistic space with historic wall frescoes entirely hand-painted with Saperavi natural wine.
- **The Georgian Ethnographic Pavilion:** a space designed for a deep immersion into the authentic lifestyle of the region.
- **The Marani and Enoteca:** active historic cellar and rich wine library.
- **ZIGU Grotto:** an underground place with a characteristic, controlled microclimate.
- **GESTALT Pavilion:** a secluded space created for reflection and mental balance.
- **The Sculpture Park:** an outdoor landscape gallery decorated with impressive works by famous Georgian and international masters.
- **The Orchard:** a curatorial botanical area where more than 400 varieties of fruit trees are grown.
- **The Petting Zoo:** an outdoor nature reserve, home to small animals and exotic birds.
- **The Wine Boutique:** a premium space showcasing the entire range of the company's products, as well as the rarest, exclusive **SHUMI** beverages which have no analogues in the world.

Exclusive Terroir Tasting Packages

To highlight the scientific and cultural richness of the vineyard, **SHUMI** has developed exclusive tasting programs for wine lovers and experts:

1. **"One Variety, One Vineyard — Different Technologies":** an educational tasting demonstrating how the ancient traditional Qvevri method completely transforms the organoleptic characteristics, aromas, and structure of the wine compared to European methods.
2. **Advanced Vertical Tastings:** specially designed deep dive sessions for professional wine tasters, sommeliers, and experts to analyze the aging potential and vintage variations of **SHUMI**'s finest wines.
3. **The Rare Collection Tasting:** an exclusive opportunity to taste **SHUMI**'s signature limited beverages, which are not available anywhere else in the world and are available exclusively inside the tourist complex.
4. **Lost Collection Wines Tasting:** a specialized flight exploring the unique organoleptic profiles of saved, almost extinct endemic grape varieties.

Gastronomic Zones and Estate-to-Table Gastronomy

SHUMI offers an exquisite network of restaurants, terraces, cozy cafes, verandas and open-air tasting areas. The culinary experience is deeply integrated into the vineyard ecosystem, offering unique gastronomic highlights:

- Seasonal dishes made entirely from the estate's own organic bio-garden;
- The author's signature dishes, prepared with the creative use and infuse of **SHUMI**'s patented alcoholic beverages;
- Artisanal Estate Gastronomy: a selection of exclusive local delicacies produced exclusively on the Estate, including authentic bread made from the endemic Tsiteli Doli wheat variety and baked in a traditional clay oven (*tone*), signature aged Zigu cheese, Zigu ice cream, and Tsinandali churchkhela made using patented **SHUMI** technology.

Immersive Experiences and Regional Traditions

The grounds of the Tourist Complex and the surrounding vineyards are the perfect venue for corporate events, family celebrations, and high-status weddings, all accompanied by live polyphonic vocal performances by the permanent own folklore ensemble **SHUMI**. During the seasons, **SHUMI** offers a wide range of selected services and unique interactive experiences:

- The interactive "Initiation into Kakhetians" cultural program;
- An exclusive opportunity to plant a personalized named vine in the world's largest collection vineyard;
- Specialized "flower tours" through the flowering gardens of the Estate in spring and "rose tours" through the vineyards;
- Authentic truffle hunting expeditions;
- Breathtaking helicopter tours offering panoramic views over the Caucasus Mountains and the Alazani Valley.

Living Eco-Atmosphere and Global Standing

A special charm is given to **SHUMI** Estate by its unique, calm atmosphere of exquisite landscape art. According to the results of annual competitions, the territory of the Tourist Complex is consistently recognized as the most beautiful site in Georgia within the framework of the prestigious environmental initiative "**Clean Region**". This perfect harmony of nature and architecture makes a visit to **SHUMI** into a deeply multi-faceted sensory experience.

Having received the full range of possible national and global recognitions in the hospitality industry, **SHUMI** Estate today stands not just as a winery, but also as a top-tier vineyard destination on the world tourist map. This is a place where grandiose historical heritage, unique cultural infrastructure, exquisite landscaping, and impeccable service are harmoniously intertwined, offering every visitor an unforgettable immersion and making the complex the enogastronomical magnet and the pride of Georgia.

SHUMI Winery and Estate: Art and Culture Experience

SHUMI Winery & Tourist Complex is a synergy of thousand-year-old traditions, art and innovation, with an infrastructure and content unparalleled anywhere in the world. Located in the historic village of Tsinandali in Kakheti, the complex borders the National Park and the house-museum of Prince Alexander Chavchavadze. Previously, the territories of **SHUMI** and the national park were one property, which at different times belonged to the kings of Georgia and Kakheti, prince Alexander Chavchavadze, Georgia's national poet, and served as the summer residence of the Russian Emperor Alexander III.

Tsinandali has always attracted famous people: Alexandre Dumas, père, called it a "magical place," and Alexander Griboyedov dreamed of living here as a hermit.

Founded in 1997, **SHUMI** cleared and drained the flooded lands that had turned into a rocky riverbank after the flood of 1865. The construction of the winery was completed in 2001, and in 2002 the first Ethnographic Pavilion in the history of Georgia was created, marking the beginning of wine tourism development in the country. Today, the complex covers an area of more than 12 hectares and includes 41 locations where works of art and cultural heritage meet at every step.

Cultural Mission and Globally Recognized Heritage

The cultural mission of **SHUMI** is to present to the world the ancient and rich historical heritage of Georgia, created by its ancestors over thousands of years, as well as to popularize Georgian culture, vines and wine, while introducing its unique innovations. Georgia is recognized as the cradle of winemaking with an 8,000-year unbroken tradition. It is precisely from the Georgian language that the word "wine" itself entered many European languages.

In 2013, the traditional Georgian method of making wine in Qvevri (clay vessels buried in the ground) was included in the **UNESCO** Representative List of the Intangible Cultural Heritage of Humanity. **SHUMI** company actively collects masterpieces of Georgian culture inscribed on UNESCO lists, expressing them in artistic form:

- **The Georgian Alphabet:** One of the 14 unique alphabets in the world, recognized by UNESCO. Its letters are engraved on the cellar walls and carved into the keys of the marble sculpture "The Typewriter" by the famous master Gela Durudzheli in the Decorative Garden.
- **The Poem "The Knight in the Tiger's Skin":** Written by the great 12th-century poet Shota Rustaveli, it is included in the UNESCO Memory of the World Register. A special **RUSTAVELI Pavilion** has been created in the complex, decorated with a stained-glass window where the poet presents the poem to Queen Tamar, as well as frescoes with aphorisms in many languages.
- **Endemic Wheat "Tsiteli Doli":** Traditional Georgian wheat, inscribed on the UNESCO Intangible Heritage List in 2025. When **SHUMI** decided to use flour from this variety, no seeds were available on the open market. The company found the seeds and now grows biodynamic wheat on its lands, offering guests historical bread from a "tone" clay oven, churchkhela, and khachapuri.
- **Georgian Polyphony:** The musical DNA of the nation and a UNESCO masterpiece. In 1977, NASA sent the Georgian song "Chakrulo" into space on the Voyager spacecraft. In order for guests to experience this live connection in time, **SHUMI** has created its own folklore ensemble of local professional performers who regularly perform on the stage of the complex.
- **Art Objects, Mythology, and Landscape Design**
The territory of **SHUMI** is officially recognized as "the most beautiful place in Georgia" on the basis of the annual "Clean Region" competition. Hundreds of art objects that enliven Georgian and world mythology are collected in the Decorative Garden and pavilions:
- **Griffin Sculptures (Paskunji):** Symbol of **SHUMI**. According to legend, it was the Griffin that brought the first bunch of grapes to people, which marked the beginning of winemaking on Earth. A majestic bronze Griffin is installed on the vineyard terrace, and in the center of the complex stands a stone statue of Griffin is one of the last masterpieces of the outstanding animal sculptor Merab Merabishvili.

- **The "Gatekeeper" Sculpture (Meezove):** A bronze statue welcoming guests at the entrance with the greeting "Gamarjoba". It was created on the model of the painting of the great Georgian primitivist Niko Pirosmiani.
- **"The Source of Beauty", Waiting Area:** A stone fountain with a bronze statue of birds, surrounded by a small lotus pond.
- **The Lazare Installation and Devi the Giant:** On the way to the center of the Tourist Complex, there is an installation of the ancient Georgian deity Lazar, where the ritual of the same name is held. In the wine cellar (Marani), the world of wines in Qvevri is guarded by a bas-relief of Devi – a giant – a mythical creature that **SHUMI** has "tamed" and treats with wine as a sign of gratitude.
- **VINOBIZA and Argonauts Pavilion:** Named after the ancient Georgian grape harvest month (September-October). The walls of the pavilion are painted with unique frescoes using premium Saperavi wine. The frescoes reflect the story of the arrival of the Argonauts for the Golden Fleece 33 centuries ago, scenes of ancient harvesting, as well as the Minotaur, who, according to Greek mythology, had Georgian roots through his mother Pasiphae (sister of the Georgian king Aeetes and aunt of Medea).
- **Gestalt House:** A space to restore mental and physical harmony. An open fire burns in the center, recreating the traditions of old Georgian houses. There is a stone sculpture of Amirani (the prototype of Prometheus) and a bronze statue of Hercules strangling Cerberus. Nearby is the "Sculpture of Mixed Roots", where soil samples from the best microzones of **SHUMI** (Mukuzani, Tsinandali, Napareuli, Kindzmarauli) are collected at the base; in the center, a chacha fountain flows, and the composition is crowned with a bronze vine.
- **Marble Installation of Quotations:** Next to the Gestalt House, an installation has been erected with engraved quotes about Georgia and Tsinandali said by Chardin, Byron, Steinbeck, Tchaikovsky, Pushkin, Mastroianni, and other figures.
- **Painting & Gallery:** At the entrance to the museum building there is a unique copy of Rubens' painting "Adam and Eve", made using the technique of hot enamel on copper using engraving. The plot is reimagined: the action takes place in **SHUMI** vineyard, Eve holds a bunch of grapes instead of an apple, and covers herself with a grape leaf. In the dining area, there is a gallery where masterpieces by Merab Merabishvili, Gia Japaridze, Zurab Tsereteli, Lado Gudiashvili, David Gelashvili and others are presented.

The First Wine Museum in Georgia and Archaeobotanics

The particular pride of **SHUMI** Tourist Complex is the **First Wine Museum in Georgia**, founded in 2005. Most of its exhibits are authentic artifacts discovered during excavations in Kakheti, whose age exceeds **6,000** years.

Among them:

- A 3,300-year-old clay Qvevri, richly decorated with ornaments.
- A silver-plated wine bowl from the 7th century, found in the Nadarbazevi vineyard, which once belonged to the royal family. A copy of the bowl under its historical name "Ilerko" (which means a chalice made of precious metal in ancient Georgian) is exhibited in the museum, while the original bowl itself has been transferred to the National Museum of Georgia. An exclusive **SHUMI** wine is named in its honor.
- A bronze figurine of the "Deity of Fertility" from the 11th–10th centuries BC, combining patriarchal features: welcoming friends with a horn of wine and meeting enemies with a dagger.
- The Trialeti Fresco, reproducing a ritual procession of priests from a silver chalice of the Trialeti culture of the Bronze Age (the first half of the 2nd millennium BC).

For its scientific achievements, **SHUMI** became the first company in the history of Georgia to win the nomination for **"Best Practice in Archaeobotanics in Wine Tourism"** at an international competition in Sicily, organized by the Council of Europe.

Ampelographic Collection and Exclusive Winemaking

In 2003, **SHUMI** created a unique collection vineyard to save endangered indigenous Georgian grape varieties. In 2025, the company set a **WORLD RECORD**, receiving an official certificate as the owner

of the largest private ampelographic collection on the planet. The collection includes **2003 grape varieties** from 49 countries and is registered with the FAO for the United Nations under its own code. Thanks to this, scientists from all over the world conduct research here, and **SHUMI** has revived the Ubakluri, Simonaseuli and Shavi Rkatsiteli varieties from oblivion, creating the "Lost Collection" wine line. The unique gene pool allows for the production of exclusive drinks that have no analogues in the world:

- **GENESIS:** A dry red wine made from the grapes of a unique 300-year-old vine growing in Tsinandali. In its honor, architect Georgy Khizanishvili installed a monument-sculpture on the territory of the complex. Each bottle is decorated with unique hand-painting by an artist.
- **LAZARE:** A dry red wine produced in Qvevri from more than 450 grape varieties of the ampelographic collection.
- **ZIGU:** An exclusive beverage made using patented **SHUMI** technology, aged for several years in the underground grotto "ZIGU" grotto and created from more than 350 rare aromatic varieties.
- **BARBALE:** The first and only Ice Wine in the world produced in Qvevri.
- **SHOBILI:** Sparkling wine from Qvevri, made using the company's own patented technology.

Exclusive bottles for **SHUMI** brandy are cast in the shape of a gilded porcelain griffon based on sketches by Merab Merabishvili, and Lazare and Genesis bottles are hand-painted by famous modern craftsmen, including Sergo Tbileli.

Gastronomy, Infrastructure, and Global Recognition

SHUMI Winery & Estate is a multiple winner of the national "Welcome to Georgia" award in the category "The Best Location for Gastronomic Regional Tourism".

The gastronomic area of the complex features a restaurant, the SAPERAVI cafe (with a terrace and a tower offering views of the Caucasus Mountains), tasting rooms, and a picturesque Watermill with a barbecue zone. Traditional dishes are cooked over an open fire using the patented **SHUMI** technology integrated with the watermill. The architectural forms are built exclusively from natural materials: stone, wood, iron, and Georgian brick with blue enamel-covered tiles.

Guests are offered unique year-round activities: the "Initiation into Kakhetians" ceremony, planting a personalized vine in the collection vineyard, spring flower and rose tours, truffle hunting, and helicopter excursions over the Alazani Valley.

SHUMI's World Awards and Records:

- More than **900** top awards at prestigious international competitions.
- In 2024 and 2025, **SHUMI Winery** was included in the **Top 100 Premium Wine & Spirits Brands of the World**.
- Regularly recognized as the "**Best Producer of Georgia**" at Mundus Vini and the Asia Wine Trophy, and in 2026 received a special award – "**Best Producer of Georgia for a Quarter of a Century!**"
- The only Georgian company whose wines are included in **The World's Best Sommeliers' Selection**.
- **Absolute record-holder** of the **Wine Travel Awards (WTA)**: in addition to the Grand Prix and 10 trophies in London, **SHUMI** twice won in all categories of the public vote, including Must Visit, Brand - Visiting card of the country, Progressive approach, Authentic location, Object d'Art, Unique program, Cultural mission, Magnet of the region, An effective event, and Art & History Object.
- Multiple winner of the national "Welcome to Georgia" award in the category "**The Best Wine Tourism Award**", "**The Best Location for Gastronomic Regional Tourism**", as well as a recipient of TripAdvisor's "Travelers' Choice" awards.