

KW

KULA WINE

WINE OF GEORGIA

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SUPER PREMIUM RESERVE

8000 YEARS OF WINEMAKING HISTORY

Recognized by **UNESCO** to be listed
as an intangible cultural heritage.

GEORGIAN WINEMAKING AND THE ORIGIN OF CONCEPT KULA WINE



GEORGIA IS THE HOMELAND OF WINE AND A HISTORICAL COUNTRY OF WINEMAKING AND VITICULTURE. HERE THE ROOTS OF CULTURAL VITICULTURE CAN BE TRACED BACK TO THE EARLIEST OF HUMAN CIVILIZATIONS. GRAPE VINES HAVE ALWAYS BEEN AND CONTINUE TO PLAY AN IMPORTANT ROLE IN GEORGIAN CULTURE.



THE HARD-WORKING PROCESS OF WINEMAKING HAS SPANNED COUNTLESS CENTURIES AND EVEN MILLENNIA, WHICH IS WHY TO THIS DAY, EVERY GEORGIAN FAMILY CRAFTS THEIR OWN WINE, ESTABLISHING IT AS A CHERISHED TRADITION IN GEORGIAN CULTURE.



THE ART OF GRAPE GROWING

GEORGIAN WINEMAKERS HAVE TAKEN THE ART OF GRAPE GROWING AND WINEMAKING (IN PARTICULAR, THE TECHNOLOGY OF WINE FERMENTATION) TO NEW HEIGHTS FROM THE VERY BEGINNING.

THE EXCEPTIONAL QUALITY AND RENOWNED REPUTATION OF GEORGIAN WINE ARE ATTRIBUTED TO THE DISTINCTIVE REGIONS DESIGNATED FOR VITICULTURE, WHERE SPECIFIC GRAPE VARIETIES FLOURISH. THE GRAPES CULTIVATED IN THESE AREAS POSSESS DISTINCT FLAVORS, CONTRIBUTING TO THEIR SUPERIOR TASTE AND CHARACTERISTICS.



GEORGIANS, VITICULTURE AND WINE

BASED ON ARCHAEOLOGICAL EVIDENCE, THE CONNECTION BETWEEN GEORGIANS, THE CULTIVATION OF GRAPES AND THE PRODUCTION OF WINE CAN BE TRACED BACK TO ANCIENT TIMES. THE WIDELY USED TRADITIONAL GEORGIAN WINE VESSEL, KNOWN AS QVEVRI, SHOWS SIMILAR CHARACTERISTICS TO VESSELS FROM THE NEOLITHIC ERA. THIS SERVES AS FURTHER EVIDENCE OF THE REGION'S LONG-STANDING WINE CULTURE WITH DEEP HISTORICAL ROOTS.



THE MODERN SCIENTIFIC COMMUNITY IS INCREASINGLY ACKNOWLEDGING GEORGIA AS THE BIRTHPLACE OF WINE. THIS IS EVIDENCED BY TWO KEY FACTORS: FIRSTLY, THE PRESENCE OF ANCIENT ARCHAEOLOGICAL ARTIFACTS ASSOCIATED WITH VINE AND WINE CULTURE, AND SECONDLY, THE WEALTH OF ARCHAEOBOTANICAL DATA. THE GLOBAL SCIENTIFIC COMMUNITY UNANIMOUSLY ACKNOWLEDGES THAT THE OLDEST EVIDENCE OF WINEMAKING ORIGINATED IN GEORGIA, FROM WHERE IT WAS SUBSEQUENTLY SPREAD WORLDWIDE, PROFOUNDLY INFLUENCING THE DEVELOPMENT OF AGRICULTURE, CULTURAL PRACTICES, BIOLOGY, MEDICINE AND OVERALL FORMATION OF HUMAN CIVILIZATIONS.

GEORGIA STANDS AS AN EXCEPTIONAL COUNTRY WITH A REMARKABLE DIVERSITY OF INDIGENOUS GRAPE VARIETIES, BOASTING OVER 525 DISTINCT VARIETIES. THIS IMPRESSIVE DIVERSITY OF GRAPES IS INDICATIVE OF GEORGIA'S SIGNIFICANT VITICULTURAL HISTORY, AS IT REPRESENTS ONE OF THE WORLD'S MOST EXTENSIVE GENE POOLS IN THE WORLD.

8000 YEARS OF WINEMAKING AND GEORGIAN QVEVRI

ONE OF THE MOST IMPORTANT ARCHAEOLOGICAL ACHIEVEMENTS IS THE DISCOVERY OF CERAMIC AMPHORAE USED FOR WINE STORAGE, FOUND IN THE VILLAGE OF SHULAVERI, GEORGIA. DATING BACK TO 6000 BC, THESE AMPHORAE REPRESENT SOME OF THE OLDEST EXAMPLES EVER DISCOVERED AND ARE CONSIDERED AMONG THE MOST ANCIENT WORLDWIDE. FURTHERMORE, THE DISCOVERY OF ANCIENT VINES AND THEIR GRAPES IN GEORGIA SERVES AS ANOTHER COMPELLING TESTAMENT TO THE LONGSTANDING TRADITION OF WINEMAKING AND VITICULTURE IN THE REGION. THESE FACTS CONFIRM THAT WINEMAKING IN GEORGIA DATES BACK AS FAR AS 8000 YEARS AGO, POSITIONING GEORGIAN WINEMAKING AS ONE OF THE MOST ANCIENT AND DISTINCT PRACTICES IN THE WORLD.

GEORGIAN TRADITIONAL WINEMAKING TECHNIQUES ARE OUTSTANDING AND UNIQUE IN THE WORLD. WHEN TALKING ABOUT GEORGIAN WINEMAKING, THE FIRST THING THAT COMES TO MIND IS GEORGIAN QVEVRI. AS ANCIENT AS THE HISTORY OF GEORGIA ITSELF, THE QVEVRI IS A CLAY VESSEL DEEPLY ROOTED IN THE CLAY SOIL, SERVING AS BOTH A STORAGE AND FERMENTATION VESSEL FOR WINE. THE QVEVRI, AS AN AGRICULTURAL VESSEL, HAS BEEN RECOGNIZED SINCE THE EARLY BRONZE AGE, AND ITS REMARKABLE CRAFTSMANSHIP HAS ENDURED THROUGH THE CENTURIES, REMAINING UNCHANGED FROM ITS INCEPTION TO THE PRESENT DAY. THE QVEVRI, COMPOSED OF CLAY LIMESTONE AND INFUSED WITH SMALL AMOUNTS OF PRECIOUS METALS, IMPARTS DISTINCTIVE TASTE PROPERTIES TO THE WINE, CREATING A TRULY UNIQUE FLAVOR PROFILE.




*PDO – PROTECTED DESIGNATION OF ORIGIN

NOWADAYS, THE TRADITION OF WINE PRODUCTION IN QVEVRI IS ACTIVELY MAINTAINED ACROSS THE COUNTRY. AS THE RESULT OF THE INTERNATIONAL QVEVRI WINE SYMPOSIUM, HELD IN 2013, GEORGIAN QVEVRI WINEMAKING METHOD WAS RECOGNIZED AND LISTED IN INTANGIBLE CULTURAL HERITAGE MONUMENTS BY THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (UNESCO), WHICH INDICATES THE EXCEPTIONAL NATURE OF THIS WINEMAKING METHOD AND SERVES AS A RESOUNDING MESSAGE TO THE GLOBAL COMMUNITY, EMPHASIZING THE PARAMOUNT SIGNIFICANCE OF WINE WITHIN ANCIENT GEORGIAN CULTURE.

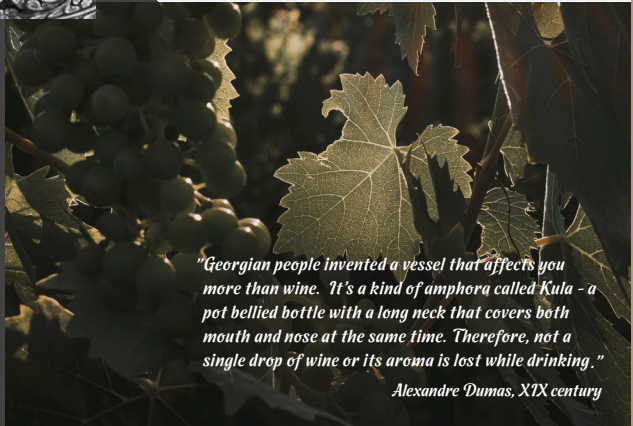


GEORGIAN TRADITIONAL VESSEL — KULA

KULA, CRAFTED FROM WOOD, STANDS AS ONE OF THE OLDEST AND MOST DISTINCTIVE WINE VESSELS. WHEN ENJOYING WINE FROM A KULA, DELIGHTFUL RATTLING SOUNDS ACCOMPANY THE EXPERIENCE, MAKING TASTING PROCESS TWICE AS PLEASANT.



IT IS BELIEVED THAT THE CREATION OF THE KULA DATES BACK TO THE 16TH CENTURY. DURING ANCIENT TIMES, KULA WAS TYPICALLY CRAFTED FROM WOOD, FEATURING A SUBSTANTIAL OVAL BODY AND AN ELONGATED NECK. IT IS WORTH MENTIONING THAT KULAS WERE OFTEN ADORNED WITH INTRICATE SILVER EMBELLISHMENTS, PRECIOUS STONES, INSCRIPTIONS AND ORNAMENTS. KULA HELD A PROMINENT ROLE AT THE GEORGIAN KINGS' COURT, SERVING AS ONE OF THE MAIN VESSELS FOR WINE, PARTICULARLY RESERVED FOR THE MOST HONORABLE GUESTS.



"Georgian people invented a vessel that affects you more than wine. It's a kind of amphora called Kula - a pot bellied bottle with a long neck that covers both mouth and nose at the same time. Therefore, not a single drop of wine or its aroma is lost while drinking."

Alexandre Dumas, XIX century

THE HISTORY OF THE ESTABLISHMENT OF VILLAGE KULASHI

THE CONCEPT OF KULA WINE DRAWS INSPIRATION FROM THE HISTORICAL BACKGROUND OF THE VILLAGE KULASHI AND THE EARLY JEWISH SETTLERS WHO FIRST SETTLED IN THE REGION. BASED ON THE RECORDS DISCOVERED IN DIVERSE HISTORICAL ARCHIVES, AN INTRIGUING HISTORICAL LEGEND SURROUNDS THE FOUNDING OF THE VILLAGE KULASHI, SERVING AS THE INSPIRING STORY BEHIND THE CONCEPT OF KULA WINE.



19TH CENTURY, CENTRAL SYNAGOGUE OF KULASHI THAT STILL EXISTS



IN ANCIENT TIMES, A YOUNG MECHONGURE (MUSICIAN PLAYING GEORGIAN FOLK STRINGED INSTRUMENT) NAMED MIKELA, WHO, ALONG WITH MANY OTHER TALENTS, WAS ALSO GIFTED WITH A REMARKABLE VOICE, VISITED THE PALACE OF THE KING OF IMERETI. HOWEVER, COMING TO THE KING'S COURT, MIKELA WAS NOT ABLE TO ENTER THE PALACE AND MEET THE KING IN PERSON. ONCE, WHILE WALKING NEAR THE PALACE, MIKELA ACCIDENTALLY FOUND A BEAUTIFUL, SILVER-PLATED KULA AND WITHOUT HESITATION TOOK IT TO THE KING'S PALACE,

SETTLED HIMSELF IN A CORNER AND BEGAN TO SING A BEAUTIFUL, MELANCHOLIC SONG TO THE ENCHANTING SOUNDS OF CHONGURI (GEORGIAN MUSICAL INSTRUMENT). THE SAD MELODY REACHED THE EAR OF THE KING, PIQUING HIS CURIOSITY. THE COURTIER'S TOLD THE CURIOUS KING THAT THIS POOR MAN OFTEN WENT TO THE KING'S COURT, BROUGHT VARIOUS GIFTS AND PERSISTENTLY ASKED TO MEET THE KING. AT LAST, THE VIZIERS PRESENTED THE KING A SILVER KULA, BROUGHT BY MIKELA TO THE KING'S COURT.

ASTONISHED WITH THIS INFORMATION, THE KING IMMEDIATELY ORDERED TO BRING MIKELA INTO THE HALL. IMPRESSED BY THE GIFTS AND DEEPLY MOVED BY MIKELA'S MELANCHOLIC PERFORMANCE ON CHONGURI, THE KING ISSUED A DECREE FOR MIKELA TO TAKE THE INSTRUMENT AND VISIT THE TSKHENISTSKALI LANDMARKS. WITH A FINAL DECREE, THE KING EXCLAIMED, "I GRANT YOU THESE ESTATES AND THE SURROUNDINGS, MIKELADZE!"

THE NOBLEMAN MIKELA SETTLED ON THE LAND GIVEN TO HIM BY THE KING AND AS A SYMBOL OF THE KULA WHICH HE SERVED TO THE KING, HE NAMED THE PLACE KULASHI. IT WAS MIKELADZE WHO SETTLED THE FIRST 7 FAMILIES OF GEORGIAN JEWS IN THE VILLAGE KULASHI AND PLACED THEM UNDER THE AUTHORITY OF THE NOBLEMAN MIKELADZE.

HISTORY OF GEORGIAN JEWS LIVING IN THE VILLAGE KULASHI

THE EARLIEST HISTORICAL REFERENCES TO THE KULASHI VILLAGE CAN BE TRACED BACK TO THE 16TH CENTURY IN ANCIENT SOURCES, SUGGESTING THAT THE VILLAGE'S ESTABLISHMENT AND SUBSEQUENT RECONSTRUCTION LIKELY COMMENCED DURING THIS PERIOD. HISTORICAL RECORDS INDICATE A SUBSTANTIAL INCREASE IN THE POPULATION OF GEORGIAN JEWS SETTLING IN THE VILLAGE KULASHI DURING THE 19TH CENTURY. ACROSS THE RICH HISTORY OF KULASHI VILLAGE, THE MIGRATION AND SETTLEMENT OF GEORGIAN JEWS FROM VARIOUS REGIONS OF GEORGIA OCCURRED CONTINUOUSLY. ONE NOTABLE FACTOR THAT ACCELERATED THIS PROCESS WAS THE RAPID CONSTRUCTION OF SACRED PLACES WITHIN NEWLY DEVELOPED RESIDENTIAL AREAS.

AS JEWS FROM DIVERSE REGIONS OF GEORGIA SETTLED IN KULASHI, THEY BROUGHT WITH THEM A WEALTH OF TORAH KNOWLEDGE, TRADITIONS AND A UNIQUE CULTURAL ENRICHMENT. THIS FOSTERED A DEEPENED RESPECT AND DEVOTION TO THE LORD, INTENSIVE STUDY OF THE TANAKH (HEBREW BIBLE) AND THE PURSUIT OF ADVANCED RELIGIOUS EDUCATION WITHIN THE VILLAGE.

ON THE BASIS OF CONTINUOUS MIGRATIONS, THE POPULATION OF GEORGIAN JEWS RESIDING IN THE TERRITORY OF THE VILLAGE KULASHI GREW TO REACH 10,000 INDIVIDUALS. THIS SIGNIFICANT PRESENCE LED PEOPLE TO REFER TO THE VILLAGE AS "LITTLE JERUSALEM", HIGHLIGHTING ITS RESEMBLANCE TO THE RENOWNED HOLY CITY.



Georgian Jews

**COLLECTION:
SUPER PREMIUM RESERVE 2020**

Kindzmarauli

SEMI-SWEET RED WINE

GRAPE VARIETY: SAPERAVI

RECOMMENDED:

WITH SALADS, CHEESE, SWEETS AND FRUIT.

SERVING TEMPERATURE: +16°C +18°C

STORAGE TEMPERATURE: + 5°C +20°C

QUANTITY: 3900

ALC. BY VOL.: 11,0%



Rkatsiteli

DRY AMBER

GRAPE VARIETY: RKATSITELI

RECOMMENDED:

WITH SALADS, CHEESE, POULTRY AND FISH.

SERVING TEMPERATURE: +12°C +14°C

STORAGE TEMPERATURE: + 5°C +20°C

QUANTITY: 3200

ALC. BY VOL.: 12,0%



Mukuzani

DRY RED WINE

GRAPE VARIETY: MUKUZANI

RECOMMENDED:

WITH STEAK, LAMB, VEAL, BARBECUE
OR CHEESE.

SERVING TEMPERATURE: +16°C +18°C

STORAGE TEMPERATURE: + 5°C +20°C

QUANTITY: 3700

ALC. BY VOL.: 12,5%



Saperavi Rosé

DRY ROSE WINE

GRAPE VARIETY: SAPERAVI

RECOMMENDED:

WITH SALADS, CHEESE, SWEETS AND FRUIT.

SERVING TEMPERATURE: +6°C +10°C

STORAGE TEMPERATURE: +5°C +20°C

QUANTITY: 3500

ALC. BY VOL.: 12,0%

**COLLECTION:
SPECIAL COLLECTION 2021**

Alazani Valley

SEMI-SWEET RED WINE

GRAPE VARIETY: SAPERAVI

**RECOMMENDED:
WITH SALADS, CHEESE, SWEETS AND FRUIT.**

SERVING TEMPERATURE: +16°C +18°C

STORAGE TEMPERATURE: + 5°C +20°C

ALC. BY VOL.: 11,5%



Tsinandali

WHITE DRY WINE

GRAPE VARIETY: RKATSITELI, KAKHURI MTSVANE

**RECOMMENDED:
WITH SALADS, CHEESE, POULTRY AND FISH.**

SERVING TEMPERATURE: +10°C +14°C

STORAGE TEMPERATURE: + 5°C +20°C

ALC. BY VOL.: 12,0%



Saperavi

DRY RED WINE

GRAPE VARIETY: SAPERAVI

**RECOMMENDED:
WITH STEAK, LAMB, VEAL, BARBECUE
OR CHEESE.**

SERVING TEMPERATURE: +16°C +18°C

STORAGE TEMPERATURE: + 5°C +20°C

ALC. BY VOL.: 13,5%



Rosé

SEMI-SWEET ROSE WINE

GRAPE VARIETY: SAPERAVI

**RECOMMENDED:
WITH SALADS, CHEESE, POULTRY AND FISH.**

SERVING TEMPERATURE: +6°C +10°C

STORAGE TEMPERATURE: +5°C +20°C

ALC. BY VOL.: 12,0%

COLLECTION

SUPER PREMIUM

KINDZMARAULI
MUKUZANI
RKATSITELI
SAPERAVI ROSÉ

SUPER PREMIUM MAGNUM (1.5 L)

KINDZMARAULI
MUKUZANI
RKATSITELI
SAPERAVI ROSÉ

SPECIAL COLLECTION

ALAZANI VALLEY
SAPERAVI
TSINANDALI
ROSÉ

**KOSHER FOR PASSOVER * PARVE - MEHADRIN -
BADATZ * NON-MEVUSHAL.
APPROVAL OF CHIEF RABBINATE ISRAEL.
OU CERTIFIED ONLY WHEN BEARING OU HOLOGRAM**

כשר לפסח פרווה למהדרין בהשגחת בד"ץ
ובאישור הרבנות הראשית לישראל לא מבוסל. כשרות
OU תקף רק בצירוף הולוגרמה.



KW

KULA WINE

WINE OF GEORGIA

**PRODUCED AND BOTTLED
BY LTD "GRW"**

4800, Kvareli, Matikashvili str.
№55, Georgia.

THE COMPANY IS CERTIFIED ACCORDING
TO ISO 22000 BY TÜV SÜD

Imported by **Elison Imoport&Export**
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Winemaker:

ME

Elashvili Family