

# GEORGIA'S

EXPORT OPPORTUNITIES

IN THE BEVERAGE SECTOR

Non-alcoholic Beverages Catalogue



**INVEST IN GEORGIA**  
NATIONAL INVESTMENT AGENCY

MINISTRY OF ECONOMY AND SUSTAINABLE  
DEVELOPMENT OF GEORGIA



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Georgian Trade Portal and Export Catalogue  
[www.TradeWithGeorgia.com](http://www.TradeWithGeorgia.com)







Mtiral National Park, Georgia

# Water and Mineral Water in Georgia

## Sector overview

HS Code: 2201

Georgia is home to over 2000 mineral water springs and several (Nabeglavi, Sairme, Borjomi, Rachis Tsklebi, etc.) are bottled for domestic consumption and export.

Georgian mineral waters have exceptional and interesting tastes - very different from French and Italian varieties. The most famous Georgian mineral waters - Nabeglavi and Borjomi are protected Geographic Indications, but there are many less known springs worth sampling located in small towns and alongside roads throughout the country.

The mineral springs were discovered over one thousand years ago in the country and the use of Georgian mineral waters has been suggested by the Georgian and foreign researchers for complex treatment of several digestive diseases and diabetes mellitus. Traditionally, Georgians consume sparkling mineral waters as an extremely effective antioxidant during food poisoning and especially as a natural hangover remedy. Despite the loss of the Russian market (Embargo in 2006) there is the steady growth of the export of sparkling mineral and still water.

The mineral water sector in Georgia had an approximately GEL 126 million output in 2010, 40% of which was exported.

Mineral water production (2010): 155,380,000 liters = 126,244,100 GEL  
(Average 2010 Exchange Rate 1USD=1.8GEL).

### Competitive advantages

- High Water quality
- Room for expansion (capacity of existing bottlers can more than double)
- National pride, part of the Georgian culture, tradition
- Certified curative properties
- Well protected from forgery
- Vast export experience
- High recognition in former Soviet countries and rising popularity in US, UAE, EU

### Georgia as a Trading Partner

**0% entry tariff for Georgian water and mineral water in** - Armenia, Austria, Azerbaijan, Belarus, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Ireland, Italy, Japan, Kazakhstan, Kiribati, Kyrgyzstan, Latvia, Lichtenstein, Lithuania, Luxemburg, Macao, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Tonga, Turkey, Ukraine, United Kingdom, Uzbekistan, USA

**0%-5% entry tariff for Georgian water and mineral water in** - Canada, New Zealand, Israel

**5%-10% entry tariff for Georgian water and mineral water in** - Bahrain, Haiti, Indonesia, Kuwait, Mongolia, New Zealand, Qatar, Saudi Arabia, United Arab Emirates, Chile, Republic of Korea, Peru

**10%-15% entry tariff for Georgian water and mineral water in** - Kosovo, Philippines, Bolivia, Panama, Iceland, Costa Rica, French Polynesia, Honduras, Albania, Yemen



# Soft Drinks Lemonade

## Sector overview

HS Code: 2202

Soft drinks are very popular in Georgia, and beverages are important part of Georgian culture and history. With genuine Georgian water taste, soft drinks are prepared using classic recipes and high technology. Georgian soft drinks with unforgettable taste and flavor meet all modern standards.

Georgian carbonated soft drinks - lemonades, are flavored with cream, grape, peach, pear, lemon and tarragon. Tarragon (woodruff) is traditionally dyed green. Tarragon lemonade was invented in 19th century by a Georgian pharmacist Mitrofan Lagidze, who started adding carbonated water to his tarragon syrup mixes. It went into mass production in the Soviet Union in 1981 and gained exceptional popularity among all republics.

Today, there is tremendous expansion potential in the industry in Georgia. There are one billion potential customers within the range in the Caucasus, the Black Sea region, Central Asia, the Balkans and the EU and Georgia has beneficial trade regimes with most of the countries.

Georgian soft drinks production (2010): 153,200,000 liters = 134,642,900 GEL  
(Average 2010 Exchange Rate 1USD=1.8GEL).

### Competitive advantages

- Long Tradition and Experience
- High quality water
- Extraordinary, original taste
- Flavor-rich fruit concentrates
- Advanced technological production processes
- Attractive packaging

### Georgia as a Trading Partner

**0% Entry tariff for Soft Drinks in** - Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Macao, Moldova, Tajikistan, Turkey, Ukraine, Uzbekistan,

**0%-5% Entry tariff for Soft Drinks in** - Austria, Belgium, Bulgaria, Cyprus, Czech republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK, Norway

**5%-10% - Entry tariff for Soft Drinks in** – Australia, Haiti, Indonesia, Kuwait, Mongolia, New Zealand, Oman, Qatar, Saudi Arabia, United Arab Emirates, Bahrain, USA, Chile, Mauritius, Republic of Korea, Philippines, Peru, Yemen, Croatia, Bolivia, Kosovo

**10%-15% Entry tariff for Soft Drinks in** – Israel, Japan, Costa Rica, Guatemala, Albania, Tonga, Panama





e-mail:info@healthywater.ge



სს ნაბელი მარბეზელი



JSC HEALTHY WATER

Company

## JSC HEALTHY WATER

Registration Date - 1997

Activity

Production of Sparkling Natural Mineral and Spring Waters

Certification/Standard

ISO 9001:2000

EU Certificate

Export Product

Sparkling Mineral Water, Spring Water

Sale Terms

EXW Factory

Address

Lot 034/546 Didi Dighomi, 0131, Tbilisi, Georgia

Contact Person: Levan Chikovani

E-mail: lchikovani@healthywater.ge; info@healthywater.ge;

Tel: + (995-599) 76-90-04; + (995-32) 2-24-23-24

### NABEGHLAVI

Production Capacity	Capacity per unit (ml)	Gross Weight ( per box)	Units per box
10,000 Bottles/Per Hour	200	8.9 kg	24
10,000 Bottles/Per Hour	500	9.8 kg	12
20,000 Bottles/Per Hour	500	6.46 kg	12
20,000 Bottles/Per Hour	1,000	9.56 kg	9

### BAKHMARO

Production Capacity	Capacity per unit (ml)	Gross Weight ( per box)	Units per box
20,000 Bottles/Per Hour	500	6.46 kg	12
20,000 Bottles/Per Hour	1,500	9.5 kg	6

### Description

#### Nabeghlavi

Mineralization g/l 3-5-5-9 Major Ions: Cations mg/l Ca<sup>2+</sup> 36-112

Mg<sup>2+</sup> 36-140 Na<sup>+</sup>+K<sup>+</sup> 930-1270 Anions mg/l

HCO<sub>3</sub><sup>-</sup> 2400-4400 Cl<sup>-</sup> 42-95 So<sub>2</sub><sup>-</sup> 4 70-244

#### Bakhmaro

Mineralization g/l 0-07-0-22 Major Ions: Cations mg/l Ca<sup>2+</sup> 10-40

Mg<sup>2+</sup> 2-0-9-0 Na<sup>+</sup> 2-5-12-0 Anions mg/l

HCO<sub>3</sub><sup>-</sup> 40-77 Cl<sup>-</sup> 2-0-12-0 So<sub>2</sub><sup>-</sup> 4 <40



JSC HEALTHY WATER





**Company**

**SAIRME MINERAL WATERS LTD**

**Registration Date - 2003**

**Activity**

Production of Sparkling Natural Mineral and Spring Waters

**Certification/Standard**

HACCP In Process

**Export Product**

Sparkling Natural Mineral Water, Spring water

**Production Capacity**

10,000 Bottles/Per Hour

**Sale Terms**

EXW Factory

**Address**

4-4A, Gagarini Str., 0160, Tbilisi, Georgia

Contact Person: Maka Chachibaia

E-mail: m\_chachibaia@yahoo.com ; info@sairme.ge

Tel: +(995-577) 500-617; +(995-32) 2-144-884

**SAIRME**

Capacity per unit (ml)	Gross Weight ( per box)	Units per box
1,000 (PET)	9.7 kg	9
500 (PET)	6.5 kg	12
500 (Glass)	10.45 kg	12
300 (Glass)	11.1 kg	20

**SAIRME SPRINGS**

Capacity per unit (ml)	Gross Weight ( per box)	Units per box
1,500 (PET)	9.3 kg	6
500 (PET)	6.5 kg	12
500 (Glass)	10.45 kg	12

**Description**

**Sairme**

Mineralization g/l: 3.0 - 5.0, major ions mg/l; cations: Ca<sup>2+</sup> - 150-270; Mg<sup>2+</sup> - 80-130; Na<sup>+</sup> - 550 - 930, anions: HCO<sub>3</sub><sup>-</sup> -2000 - 3000; Cl<sup>-</sup> - 220-360; SO<sub>4</sub><sup>2-</sup> - 50 - 115

**Sairme Springs**

Mineralization g/l: 0.1 - 0.2, major ions mg/l; cations: Ca<sup>2+</sup> - 15-40; Mg<sup>2+</sup> - <15; Na<sup>+</sup> - <10, anions: HCO<sub>3</sub><sup>-</sup> 70-115; Cl<sup>-</sup> - <10; SO<sub>4</sub><sup>2-</sup> <15



SAIRME MINERAL WATERS LTD





**Company**

**JSC LOMISI**

**Registration Date 1991**

**Activity**

Beer and carbonated soft drinks production

**Certification/Standard**

ISO 9001:2008

**Export Product**

Carbonated Soft Drink (Lemonade)

**Sale Terms**

EXW Factory

**Address**

87 A, Tsereteli Ave., 0119, Tbilisi, Georgia  
 Contact Person: Malkhaz Chakaberia  
 Email: malkhaz.chakaberia@efes.ge  
 Tel: + (995-577) 18-88-90; + (995-32) 2-35-59-25

**LEMONADE**

Capacity per unit (ml)	Gross Weight ( per box)	Units per box	Minimum Order (# of bottles )
500 ml (Glass)	17 kg	20	5,000
1,000 ml (PET)	6.6 kg	6	4,400
2,000 ml (PET)	13.4 kg	6	3,000

**Description**

**Soft Drink "Natakhtari" Pear**

Nutritional value per 100 ml:  
 Energy - 45 kcal; Protein - 0 g;  
 Carbohydrates - 12 g ; fat - 0g;  
 Brix° :12.00 ±0.2 ; pH : 3.59 ± 0.01; Carbon dioxide (glass): 5.9 ± 0.4 gr/lit;  
 Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

**Soft Drink "Natakhtari" Cream**

Nutritional value per 100 ml:  
 Energy - 45 kcal; Protein - 0 g;  
 Carbohydrates - 12 g ; fat - 0g;  
 Brix° :12.00 ±0.2 ; pH : 3.59 ± 0.01;  
 Carbon dioxide (glass): 5.9 ± 0.4 gr/lit;  
 Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

**Soft Drink "Natakhtari" Tarragon**

Nutritional value per 100 ml:  
 Energy - 45 kcal; Protein - 0 g;  
 Carbohydrates - 12 g ; fat - 0g;  
 Brix° :12.00 ±0.2 ; pH : 3.59 ± 0.01;  
 Carbon dioxide (glass): 5.9 ± 0.4 gr/lit;  
 Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

**Soft Drink "Natakhtari" Saperavi (Red Grape)**

Nutritional value per 100 ml:  
 Energy: 48.3 kcal; Protein - 0 g;  
 Carbohydrates - 13 g; Brix°: 13.00 ±0.2; pH: 3.28 ± 0.05;  
 Carbon dioxide (glass): 5.9 ± 0.4 gr/lit; Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

**Soft Drink "Natakhtari" Peach**

Nutritional value per 100 ml:  
 Energy - 45 kcal; Protein - 0 g;  
 Carbohydrates - 12 g ; fat - 0g;  
 Brix° :12.00 ±0.2; pH : 3.59 ± 0.01; Carbon dioxide (glass): 5.9 ± 0.4 gr/lit;  
 Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

**Soft Drink "Natakhtari" Lemon**

Nutritional value per 100 ml: Energy - 45 kcal; Protein - 0 g;  
 Carbohydrates - 12 g ; fat - 0g;  
 Brix° :12.00 ±0.2; pH : 3.59 ± 0.01; Carbon dioxide (glass): 5.9 ± 0.4 gr/lit;  
 Carbon dioxide (PET): 6.7 ± 0.4 gr/lit

JSC LOMISI





**Company**

**CASTEL-SAKARTVELO LTD**

**Registration Date - 1997**

**Activity**

Beer and Carbonated Soft Drinks Production

**Certification/Standard**

ISO 9001

HACCP

**Export Product**

Carbonated Soft Drink (Lemonade)

**Production Capacity (bottles per annum)**

150 mln and above

**Minimum Order (# of bottles)**

15,000 - 20,000

**Sale Terms**

EXW Factory

**Address**

Kakheti Highway, 0151, Tbilisi, Georgia

Contact Person: Zurab Gambashidze

E-mail: export@castel.ge

Tel: +(995-595) 588-009

**LEMONADE**

Capacity per unit (ml)	Gross Weight ( per box)	Units per box
500 (Glass)	17kg	20
1,000 (PET)	13.2 kg	12

**Description**

**Zandukeli - Pear**

Water - 88%, Sugar - 11%, Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers

**Zandukeli - Tarragon**

Water - 88%, Sugar - 11%,  
Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers

**Zandukeli - Cream-Soda**

Water - 88%, Sugar - 11%,  
Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers

**Zandukeli - Orange**

Water - 88%, Sugar - 11%, Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers

**Zandukeli - Saperavi (Red Grape)**

Water - 88%, Sugar - 11%,  
Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers

**Zandukeli - Lemon**

Water - 88%, Sugar - 11%,  
Carbon Dioxide - not less than 0,4%,  
Natural Flavour Aromatizers



CASTEL-SAKARTVELO LTD

## WWW.TRADEWITHGEORGIA.COM

**W**ho? The Export Support Service of the National Investment Agency was set up

**W**hy? for promotion of export of Georgian products

**W**here? Worldwide



**T**he wide range of preferential trade agreements,

**R**ich diversity of high quality products,

**A**s well as the liberal tax policy, allows international traders to benefit from

**D**oing business with Georgia.

**E**njoying liberal trade regimes with half of the world, Georgia is a

**W**TO Member under MFN treatment from all member countries and is

**I**n Free Trade Agreement with CIS and Turkey.

**T**he other natural advantage of Georgia is, that it is the

**H**ub for Europe, Asia, CIS - having excellent

**G**eo-Political and Geo-Strategic location.

**E**U imports 7200 Georgian products tax free under GSP+ trade scheme and

**O**ver 3400 export products are within the US's GSP scheme.

**R**educed cost of products due to tax free exports make Georgia a competitive trader.

**G**ot

**I**nterested

**A**bout Georgia?



**C**ome to find

**O**ut

**M**ore!



