A ‘New’ Wine World: The Historic World
A new regional concept and its marketing implications

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New World or Old World

- Market Entry strategies for different Caucasian Countries
- New World or Old World?
- Historic World

Where is the ‘cradle of wine production’

- Georgia oldest ongoing wine production
- Armenia oldest winery
- .....
- Black Sea to Iran
Aim

- share some insights on the historic world of wine production
- suitable for generic marketing
-> is there the space for a new regional concept?
Fertile Crescent

- Includes Mesopotamia and the Levant
- region is often called the cradle of civilization
- Technological advances: e.g
  - development of writing, glass, the wheel
  - and the use of irrigation
Origins of Wine
- Neolithic Period: 10,200 BC – 4,500 BC
- Cultivation and domestication of grapevine 7,000 – 4,000 BC

Black Sea to Northern Iran
- Origin of Vitis Vinifera is assumed to be in Fertile Crescent incl:
  - Armenia, Georgia, Azerbaijan, Iran
  - Turkey, Greece, Syria,
  - Israel, Lebanon, Palestine, Egypt, ...
What do these countries have in common:

- uncountable number of indigenous grape varieties
- great Terroirs
- good climate for wine production

- a long, long history of wine making and consumption
Impressions of Areni Cave-1:
Marketing approaches incl. territory:

- Nation branding
- Geographical indication
- Generic Marketing (e.g. German Wine Institute)

What do they have in common:

- all include one nation / country
Regional marketing approach

Difficulties for Historic World:
- No property rights
- Huge tensions
- Wine is ‘the’ pride of the different nations

Why is it needed:
- minimum scope to gain attention
- reduction of confusion
- offering an interesting story
  -> “Wines That tell a Story”