

LOST EDEN

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The Country of Georgia is regarded as the **birthplace of wine**. Winemaking is a countrywide endeavor in this lush, green garden nation nestled between the Black Sea and Caucasus Mountains, bordering with Russia. And yet, this garden of Eden has remained a mystery to most of the wine drinking world... until now.

Georgia has a documented tradition of winemaking, dating back 8,000 years. Wine is an intimate endeavor at the heart of Georgia's history, deeply intertwined with religion, family traditions, hospitality and everyday life. However, 70 years of forced dependence on the Soviet economy led to a majority (60%) of Georgian wine being exported to Russia, giving the country huge economic power over Georgia's wine industry. At will, the Russian government has placed embargos on Georgian wine, destroying the industry in a matter of weeks. To break free from Russia's grasp and its economic whims, the country's visionary wine project was born.



Enter **Lost Eden**, an exquisite red blend created to showcase Georgia's unique winemaking traditions while conquering the hearts of US consumers. Partnering with Georgia's Ministry of Agriculture, Levan Gachechiladze, who leveraged the fall of the Soviet Union to establish a successful Georgian wine joint venture with the drinks giant Pernod Ricard, Lado Uzunashvili, an 11th generation prominent Georgian winemaker, and Taniel Chichua, a young and motivated Cornell MBA graduate launched Lost Eden in the US to forever pivot Georgia's winemaking industry towards the West.



Vinification: Made with the traditional Saperavi grape, the fruit is crushed, de-stemmed and transferred into separate vats. Throughout fermentation it is handled gently to ensure soft extraction to retain the suppleness and smoothness of the finished wine. The fermentation is stopped early to retain some natural residual sweetness – at an optimal level – for the final style requirements.

The most authentic part of the blend comes from the wine that is made in traditional Georgian Qvevris (pronounced kewv-rees), which is added to the main blend towards the end of fermentation. The two unique components marry in harmony until bottling.

