

A bottle of Sarajishvili VSOP wine is tilted, pouring the liquid into a glass. The bottle has a dark label with gold lettering that reads "SARAJISHVILI VSOP". The background is dark and out of focus, showing other glasses and warm, bokeh-style lights.

SARAJISHVILI

HISTORY



Late 19th century

Sarajishvili brandy gained international recognition, winning awards at global exhibitions.



1991

After Georgia's independence from the Soviet Union, Sarajishvili resumed full production



2010

Sarajishvili's unique line was created. It unites special products, drinks, which embody the idea of its creation.



1884

David Sarajishvili founded the Sarajishvili brand in Georgia



1910s-1920s

The brand continued to expand despite political and economic challenges.



2006

made complete re-branding and implementation of International Classification of brandy (cognac)



2018

Sarajishvili brandy is being sold in 20 countries of the world

Mission Statement

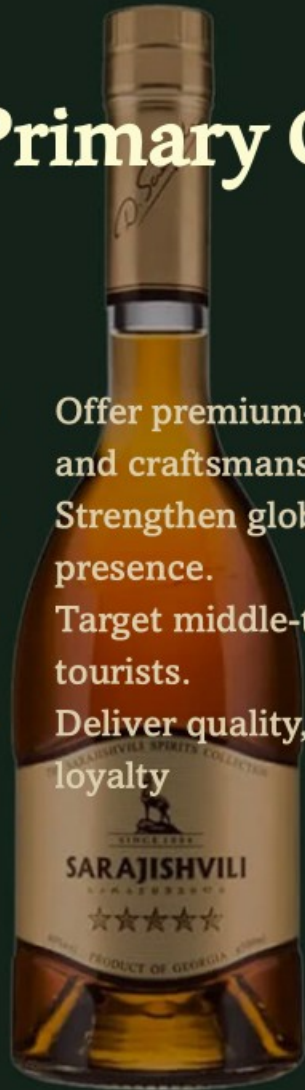
- **Global Ambassadors:** Sarajishvili aims to promote Georgian craftsmanship worldwide.
- **Heritage**
- **High-Quality Products**
- **Connection to Nature and Culture**
- **Passion for Excellence**
- **Future Vision:** Each bottle stands as a testament to the art of winemaking and distillation, preserving traditional methods.
- **Encouragement of New Ideas**
- **Cultural Experiences:** Their goal is to create experiences that celebrate life and bring people together.
- **Tradition of Hospitality**
- **Connection and Memory:** They aim to connect people and create joyful moments that are cherished.

Product/Service Statement

- **Curated Selection**
- **Georgian Terroir:** Each product is deeply rooted in Georgia's diverse landscapes.
- **Indigenous Grapes:** Their wines are made from local grape varieties.
- **Authentic Taste**
- **Skilled Craftsmanship**
- **Aging Process:** They are carefully aged in oak barrels to develop smooth, complex flavors.
- **Storytelling:** Each bottle tells a story of hard work and skill, balancing tradition with modern practices.
- **Commitment to Heritage**
- **Modern Standards**
- **Broad Appeal:** Sarajishvili's offerings cater to experts, collectors, and new enthusiasts.
- **Cultural Journey.**
- **Sustainability**
- **Future Generations:** They ensure that the land continues to thrive for future generations.

Primary Objectives and Goals

- Offer premium-quality brandy that reflects Georgia's cultural heritage and craftsmanship.
- Strengthen global brand recognition while ensuring a strong domestic presence.
- Target middle-to-high-income consumers and culture-interested tourists.
- Deliver quality, prestige, and authenticity to build customer trust and loyalty



SARAJISHVILI

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Business Portfolio Overview

- Unique collection crafted by master blenders, focusing on excellence.
- Three main lines:
 - **Classical**: International standard classification
 - **Unique**: Special products with distinct concepts
 - **Vintage**: Blends of spirits from one age
- Core product: aged brandy (V.S., V.S.O.P., XO) with expanded offerings in cocktails, vodka, liqueurs, and limited-edition wines.



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Company Market

Description:

- Premium Georgian wine and brandy producer.
- Benefits from global demand for organic, traditional wines.
- Targets high-end consumers valuing heritage and quality.



SARAJISHVILI

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Product/Service Review:

- Produces wines and brandies with traditional Georgian methods.
- Known for rich flavors and unique aging techniques.
- Combines tradition with modern branding for global appeal.

Competitive Environment

- Main competitors: *Tbilvino, Telavi Wine Cellar, Badagoni.*
- Focuses on premium quality and long history.
- Competes with global brands, uses high-end, niche marketing.



STRENGTHS

- **Heritage and Brand Recognition:** one of the most recognized Brandy producers.
- **Quality:** High-quality ensures loyal customers.
- **Product Range:** Premium and vintage brandies, cognac, and vodka

WEAKNESSES

- **Limited Global Reach:** Niche presence.
- **Dependence on Traditional Products:** Reliance on traditional methods limits innovation.
- **Cost of Production:** Craft methods increase costs, affecting price.

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OPPORTUNITIES

- **Growing Global Interest in Premium beverages:** Global interest in luxury drinks.
- **Wine Tourism:** Tourism can boost brand visibility
- **Innovative Product Lines:** Potential to introduce brandy cocktails

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THREATS

- **Increasing Competition:** Larger global brands pose a competitive threat.
- **Changing Consumer Preferences:** Demand for low-alcohol, health-conscious beverages may rise.
- **Economic Instability:** Global downturns or supply chain issues could impact sales.

Segmentation and Targeting

A hand holding a glass of red wine in a dimly lit setting. The background is dark and out of focus, showing what appears to be a bar or restaurant interior with warm lighting. The hand is positioned in the center-right of the frame, holding the stem of a wine glass filled with a dark liquid. The lighting is soft and focused on the hand and the glass, creating a sophisticated and elegant atmosphere.

- **Geographic:** Targets domestic and international markets, including Russia, Ukraine, Europe, and duty-free stores for global travelers.
- **Demographic:** Middle- and upper-class consumers aged 30+, valuing premium products.
- **Psychographic:** Appeals to those who appreciate tradition, luxury, and craftsmanship.
- **Behavioral:** Focus on special occasions, gifting, and luxury experiences as a status symbol.

Targeting Strategy

Sarajishvili employs a **differentiated marketing strategy**, tailoring its approach to distinct markets:

- **Domestic**
- **International**

Differentiation Strategies of Sarajishvili

· Heritage and Innovation

- o Founded in 1884, pioneer of Georgian wine brandy production.
- o Combines traditional Georgian methods with modern French Charente distillation technology

· Unique Ingredients

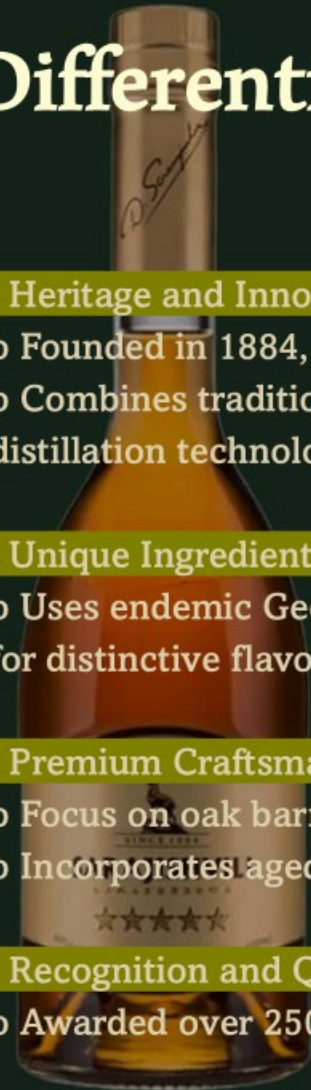
- o Uses endemic Georgian grape varieties like Tsiska, Tsolikauri, and Rkatsiteli for distinctive flavor profiles

· Premium Craftsmanship

- o Focus on oak barrel aging and expert blending techniques.
- o Incorporates aged spirits for complex and harmonious flavors

· Recognition and Quality

- o Awarded over 250 international prizes, ensuring premium status globally



Positioning Strategies of Sarajishvili

- **Cultural Ambassador**

- o Represents Georgia's rich winemaking tradition and culture
- o Promotes Georgian heritage through branding and storytelling.

- **Luxury and Sophistication**

- o Focus on exclusive products, including vintage and limited-edition lines
- o Appeals to high-income consumers seeking luxury and refinement.

- **Global Appeal**

- o Exports to over 20 countries, blending local authenticity with international prestige
- o Highlights Georgian roots to stand out in competitive global markets.



Marketing Mix of Sarajishvili

Product

- High-quality aged brandies: Classical, Unique, and Vintage lines
- Luxury packaging highlighting Georgian heritage
- Offers an authentic Georgian experience

Price

- Premium pricing strategy targeting middle-to-high-income customers
- Seasonal promotions and discounts to boost accessibility without losing prestige

Place

- Distributed via direct sales, local/international retailers, and online platforms
- Efficient logistics for seamless delivery in domestic and global markets



SINCE 1884

SARAJISHVILI

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Sarajishvili Marketing Communication Strategy Overview

Advertising Strategy

- Traditional Media
- Digital Media
- Content Marketing

Personal Selling Strategy

- Tastings & Brand Presentations
- Trained Sales Representatives
- Retail Partnerships

Sales Promotion Strategy

- Discounts & Bundles
- Limited Editions
- Loyalty Rewards

Public Relations Strategy

- Cultural & Historical Emphasis:
- Event Participation:
- Sponsorships:
- Media Engagement

Direct and Digital Marketing Strategy

- Email Marketing:
- E-commerce & Website:
- Social Media Engagement:
- Influencer Collaborations:

Recommendations:

1. Innovate Product Offerings

- Launch limited-edition products or collaborations.
- Introduce smaller, affordable sizes for accessibility.

2. Enhance Product Experience

- Offer personalized labels for gifts.
- Create tasting kits with miniatures of the product range.

3. Increase Accessibility

- Expand online sales platforms and enable global shipping.

4. Strengthen Cultural Association

- Design limited-edition bottles inspired by Georgian art.
- Host cultural events to reinforce national authenticity.

5. Develop a Loyalty Program

- Reward repeat customers with perks like early access or personalized labels.

6. Implement Sustainable Practices

- Use eco-friendly packaging to attract conscious consumers.

7. Customer Feedback Integration

- Use surveys to align products, packaging, and marketing with customer preferences.



THANK YOU FOR YOUR ATTENTION!

MARIAM
BARBAKADZE
MEGI
SAVOYAN
NATALI
BAGHATURIA
MARIAM
MIKADZE

REFERENCE

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