



THE SEA OF WINE

35 wine routes to plan a trip around the Black Sea

PROJECT TITLE	The Sea of Wine – Promoting the Black Sea region as a wine tourism destination
IMPLEMENTATION PERIOD	21.07.2020 – 20.12.2022
ORGANISATIONS INVOLVED	International Center for Agribusiness Research and Education Foundation (AM); Georgian Center for Agribusiness Development (GE); Aristotle University of Thessaloniki (GR); Odessa National Academy of Food Technologies (UA)
PROGRAMME	Black Sea Basin ENI CBC 2014-2020
TOTAL BUDGET	550.168,00 €



The Black Sea region is known for its ingenious grape varieties and special wines whose share is growing from year to year in the mainstream wine market. The common cultural heritage of viticulture – wine-making, wine trade and unique wine production practices – represents a great opportunity for a holistic promotion of the Black Sea region as a global destination for wine tourism. The Sea of Wine project aimed to promote the positioning of the Black Sea region as an important wine tourism destination, and to help wine tourism stakeholders develop common approaches for the promotion of their travel products. Using the existing resources and expertise, the project partners have developed country-level thematic wine routes – 6 for Armenia (21 wineries), 6 for Georgia (25 wineries), 10 for Ukraine (49 wineries), and 13 for Greece (60 wineries). These routes were incorporated into a single comprehensive Black Sea Wine Route available on the project ICT platform. Various dedicated events and the establishment of “The Black Sea Wine Glass Member” label, have helped to make the wine tourism products in the Black Sea region more recognizable and better known.



BUSINESS

ECONOMIC DEVELOPMENT



Project co-funded by the European Union



The information provided is subject to changes during the project's lifetime. Please refer to the project's website for the latest updates.