



**Report mission Georgia 8.12.2019-21.12.2019, 3.02.2020-19.02.2020**

**Purpose of the mission: Dairy Market research focusing on cheese specifically in regard to the varieties and access to market**

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**Introduction:**

Georgia is considered to be one of the main consumers of cheese as a commodity according to Georgians, fresh and soft varieties such as Sulguni, Imeruli that is used in Georgian Khachapuri, Gouda – a hard mountain cheese made with sheep’s milk, traditionally aged in sheepskin is a must dish on every table for festivities. A lot of cheese varieties were lost during industrialization period of Soviet times. However after Georgian Independence revival of Georgian traditions and national identity have returned according to Anna Mikadze-Chikvaidze who is a chairwoman of the Georgian Cheese Makers’ Association.

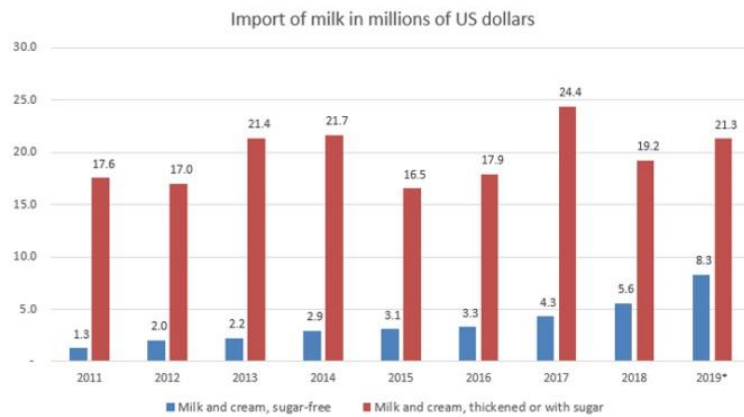


With her efforts and enthusiasm, she has personally found 60 varieties that are made all across Georgia. Beside production of cheese, Georgians also make and consume other dairy products such as traditional matsoni, tvorog/curd and sour cream, cottage-cheese, cream, nadughi, yogurt and other.

In general the main problem remains high usage of dry powder milk for production of dairy products including cheese. Figures from National Statistical Office of Georgia show that Georgia imported USD 29.6 million in milk in 2019, out of which the import of thickened or sugar added

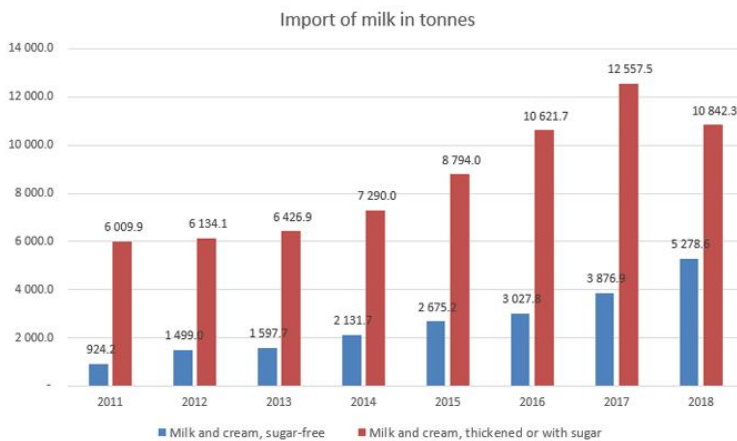


milk amounted to USD 21.3 million, while the value of sugar-free milk import came to USD 8.3 million.



The share of milk import was only 0.33 per cent of the total imports of Georgia in 2019.

In January-November 2019, the top three countries from where Georgia imported milk and cream with no sugar were: Ukraine - 3,221.5 tons, Iran - 816.4 tons, Turkey - 508.2 tons.





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National Statistical Office of Georgia reports that Georgian family farmers produced 555.3 million litres of milk in 2018 which is an increase of 5.1 % in comparison to 2017. Middle scale processors who own their own pastures have an excellent opportunity to develop cluster of farmers who can produce small scale high value-added semi hard and hard cheeses from natural milk for which there is an increasing demand from local population as well as from tourists. Georgia has taken a step forward in promoting products made from natural milk. Products made from natural or raw milk and not containing milk powder or any other vegetable oil are marked as “Georgian



Milk” to give informative choice to consumers who purchase natural milk products. More and more consumers are becoming aware and make conscious choice in purchasing cheese from natural milk. Rule of food labelling is followed by companies, retailers (without proper labelling the cheese products are not allowed to be sold), sectoral associations and is actively used as a marketing approach for small and big cheese producers in Georgia.

Consumers’ attitude towards cheese in Georgia:

Cheese is for the family: people rarely buy it for themselves, as individuals (Guda (sheep) cheese is an exception because of its specific taste/smell). Producers should consider this while planning advertising campaign – they should focus on families and not individuals. Consumers have positive attitude towards Georgian produced cheese from natural milk. Quality and purity are priorities.

Cheese is a widely consumed commodity among dairy products in Georgia and it is steadily rising. In 2016, average consumption of cheese amounted to 12.7 kg per capita. Next come milk and matsoni with an average consumption of 11.7 liters and 8.3 liters per capita, correspondingly.

### General findings:



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In order to assess the opportunities the project consultants have visited the biggest retailers in the country such as: Agrohub, Carrefour and Goodwill, also they have visited traditional markets, Saturday cheese market, medium-size retailers such as “Libre”, “Spar”, “Nikora” and “Two steps” minimarket retail chains. Consultants have also visited local dairy shops to assess available products and understand the market. To meet and assess the milk production the pilot farmers Zurab from Dedoplistskaro, and another big dairy products and table cheese producer from Kakheti Region, Dedoplistskaro, Arkhiloskalo Nikoloz’s farm and his production site in Tbilisi were visited. Cooperative in Adigeni which owns its small-scale processing plant was also part of the assessment to understand their needs and possibilities. Visits to supermarkets were organized systematically with prepared questionnaires.

The visits to supermarkets were aimed at identifying what kind of cheese is sold, which brands, reasons for selling specific varieties in larger quantity, if they understand their competitors, do they have contracts with distributors, return policies, do they have need for more cheese and if yes what type of cheese they demand, all together 10-15 questions per sales person at the counter where surveys were conducted.

Visits to Agrohub revealed that they use cheese as a commodity and they produce their own cheese and promise to provide higher quality of Sulguni and Imeruli cheese for their customers and are not looking to purchase cheese from others. However they purchase milk from big farmers for their cheese and dairy products. Sante GMT Products satisfies the need for semi hard cheese and Agrohub has all varieties of Sante GMT Products, their produced cheese is sold under the brand names of Santino and Sanebo. From imported cheese we can find products of Lactalis International (the mother company of Sante GMT) with their famous brands President, Galbani, of semi hard and hard cheeses, more French varieties such as Roquefort, Reblochon, Tomme de Savoie, Mimolette Vieille, Rambol fourre noix cheese and a few varieties of Italian, Swiss cheeses are available for consumers.



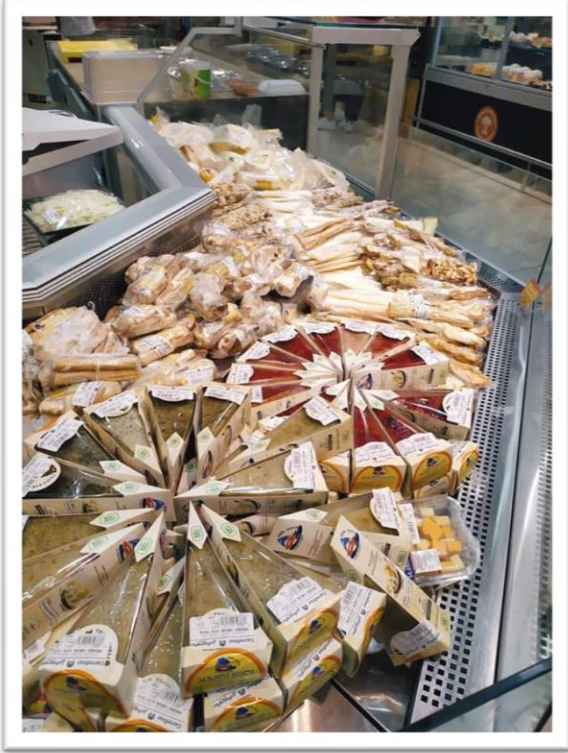
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Carrefour's main supplier in cheese is Shiraki+, they provide Sulguni, smoked Sulguni, Emeruli.





The brand is widely known all over Georgia and sold not only in Carrefour but also in other retail shops such as Goodwill, Nikora, Smart, Libre, Foodmart as well as in their own small dairy selling points. The company has 5 branches in Tbilisi and has strongly established distributor services that works also with restaurants and cafes. Another branded cheese that is sold the most is Sagamo from I.E Marieta Ovsepian. This producer makes Sulguni and smoked Sulguni cheeses. We also find the brands such as Tsezari from Dairy Products Company Tsezari Ltd, Akhaltsikhuri from Georgian Business Zone LLC, Akhali Meskheti from Akhali Meskheti Ltd. Among all of the brands the most interesting approach of packaging was done by Tsviv Kveli from producer I.E Gocha Gagashvili.



Factory “Tsviv Kveli Idquo” also works very closely with Carrefour chains and sells their 11 kinds of 70 varieties of cheese, sulguni, cottage cheese, ricotta and butter. Tsviv Kveli Idquo factory produces different kinds of smoked sulguni, varieties of Georgian traditional cheese, different assortments and Georgian Sulgunella (Mozzarella) produced with Italian technologies.



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Products of Lactalis International with their brands President, Galbani, of semi hard and hard cheeses, more French varieties such as Roquefort, Fromage St Albray, Reblochon, Tomme de Savoie, Mimolette Vieille, Rambol fourre noix, Gruyere Français, Pur Brebis are available for consumers of Carrefour since the same distributors such as Lactalis Georgia LLC, Europroduct LTD, Euro Invest work with big retail companies. On the other hand Carrefour is interested to widen its range of locally produced cheese in case the producers are able to meet consistent quality, volumes and standard requirements. Moreover local varieties of semi hard and hard cheeses made from Georgian natural milk with European technologies are more than welcome and there is a huge potential for middle-scale producers to tap into this market. The idea of regional cheese stalls/shelves was also welcomed to be established in Carrefour.

Goodwill has a similar situation with cheese and positions itself as a company exercising continuous control over the quality of its products. Goodwill shops have a wide range of locally made Sulguni and Imeruli cheese as well as smoked Sulguni and confirmed that most consumers purchase these varieties. Per week they sell a total of 400 kg of Imeruli and 200-300 kg of Sulguni. From the most sold cheese the sales manager surveyed mentioned company Alpia's cheese. Imported cheese is from Germany, Holland, Italy and France. They provide to their customers wide variety of 61 kinds of fresh, soft, hard and semi hard varieties of cheese. Goodwill's managers has showed their interest to widen their range of cheese from Georgian producers with conditions that the consistent taste, quality standards, and proper labeling are strictly followed.



Visit to traditional market called **Dezertir Bazaar** has showed that there are mainly locally produced cheese of Sulguni, Imeruli, Guda and one kind of Armenian semi-hard cheese imported from Armenia.







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Prices vary depending on what kind of quality people would like to purchase. To the question why the price of Imeruli cheese is so cheap in some selling points and almost double in others, some sellers openly explained that it is not from natural milk and some prefer the cheaper version. The main clients of such selling points in the market are tourists (who search information online, or directed by hotels' personnel), locals who prefer to purchase from the market and small cafes and small restaurants. These selling points are direct distributors and give competitive prices for Imeruli and Sulguni cheese that are mainly used for Khachapuri, in locally made dishes and to some extent for cheese plates. Most restaurants that are in the center of Tbilisi know the seasonality of their business and how many clients to expect. They mainly work with confirmed and established producers such as Shiraki+ and purchase directly from the producer/distributor because they expect cheese to be delivered from the producer on a daily basis during the season and 2 times a week during a low season. Building trustful relationship is vital to do business in Georgia, which means consistent quality, good prices, convenient delivery terms and taste. Most distributors use smart marketing and provide their samples directly to the chef of the restaurants and cafés and after probing they may change the supplier in case all terms with delivery, prices and quality match the needs of the restaurant. Surveyed cafes that prefer market cheese explained that the volumes they get are quite small and it is more convenient to work with prices that the market distributors offer. The sellers of the selling point of the bazaar were not happy and comfortable to answer who is the producer of their cheese, except the location, afraid of competition or checks, however with strict labelling regulations they would need to provide more information and follow all the sanitary and regulatory rules in 2020. To the question “would they like to have more varieties or more producers to work with?” none of questioned sales people in the bazaar responded positively referring to the fact that they have enough cheese and enough producers and enough varieties.





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This is a new developing trend in Georgia and still there is a gap to be filled by dairy products and cheese, fruits and vegetables that now retailers are trying to fulfill by working with farmers and producers.

Visits to Libre, Spar, Nikora, 2 steps chains revealed that there are only a few certain brands that are sold there. These chains look for right volumes and price, whoever gives better price and the right volume can bring their products there. However there is an entrance fee for display of their products for newcomers. The selling clerks explained that the owners make direct negotiations with producers and their needs are met by them and are not looking for more supply of cheese, since whatever they have is enough. Most of produced brands presented in the shops have been in the market for many years and the chains built their supply together with the producers and for the new comer with the same kind of product without differentiation it would be impossible to enter these chains. Among analyzed brands, we could find Shiraki+, Akhaltsikhuri, Akhali Meskheti brand producers in Nikora that provide Imeruli and Sulguni cheeses, Sante LTD brands Sanebo in all chains, Kargi brand for factory cheese in Nikora and Libre, Milkeni brand for Smoked and braided Sulguni in Nikora and Smart, and MM brand from I.E Mikheil Matiashvili producer for production of Sulguni, rolls, Sulguni with Mint flavored with different Spices; smoked braided Sulguni and smoked Sulguni sticks in Libre. More vigorous distributors could find a way to these retailers by paying entrance fee and promising better prices, however they must be able to provide the required volumes, for examples Spar that had opened its first store in Georgia in 2014



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by September 2019 opened its 150th shop and plans to expand to have a presence in almost all regions of the country. Another chain is Nikora which is represented on the Georgian market by having the largest chain of over 250 of its own supermarkets, where customers can find over 8,000 sorts of products currently in circulation. So the option for middle scale producers to go by volume is not possible. Therefore we suggest for the middle scale producers to find their niche product in cheese making and use the approach of using natural milk and going by value added cheese production using European technologies and produce semi hard, hard or even fresh cheese such as Tenili with high quality since the market is open for any kind of product made from natural milk and consumers are curious to try something new and delicious.

Our visit to local dairy shops revealed that these shops are located in very convenient locations close to customers in residential buildings and whoever trusts and prefers local butter, nadughi, Guda, Sulguni and Imeruli cheese and other dairy products prefers these local shops. Prices are usually a little lower than in supermarkets and equal to bazaar and owners of small hostels and hotels with small capacity and local Georgians with moderate income prefer to purchase from these dairy shops. They usually work with their known farmers in regions and get their products from the regions directly from them. Equipped with modern refrigerators and better sanitary conditions and convenient working hours makes it more credible to purchase dairy products from such dairy shop.





In our meeting with Anna Mikadze, she told us that she personally interviewed elderly residents and searched for cheesemakers still carrying out the ancient processes. She learned how the different types of cheeses were made and promoted varieties such as Tenili, Guda, Narchvi, Dambalkhacho.

Tenili: A cow cheese from the Samtskhe-Javakheti region, with a fresh and somewhat salty taste, tenili is unique to Georgia and is made by hand pulling warm curds into long strings.

Guda: While most Georgians know the factory version of this cheese, this artisanal variation is made following traditional methods in the Tusheti region where it is aged for six months. It's very salty and flavorful.

Narchvi: Made in the alpine Svaneti region where it is placed in a small wooden “tower” and pressed over three months by stones, this is a soft cheese with a buttery texture and surprisingly strong taste.

Dambalkhacho: This dry mould cheese is made in the Mtskheta-Mtianeti region north of Tbilisi from cows' milk and has mild, somewhat tart-sour flavour.

She also mentioned that there are different niches that are still empty, restaurants, supermarkets; retailers are all looking for nicely made varieties of cheese with consistent quality and taste. She has been building up the market already for many years and to date it is not easy to provide and maintain the quality and consistency because of many reasons: Quality and quantity of milk, credibility- when the demand is low the farmers are able to meet it and as soon as the market demands more, some farmers added additives which in return lowered the quality of the product and they lose the market. This has been confirmed by owners of cheese shops in the center such as Cheese House in Paliashvili, and Cheese house on Kote Aphkhazi Aristaeus. This challenge made the Cheese house owners very alert and prompt. Therefore they are curious to know about newcomers in the market with new varieties of cheese and test the producers with quality and taste.



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Cheese house owner David Gognadze told us that he works very closely with Anna and has established many linkages with farmers via her and works with the ones who have established trust and follow a strict technological process in cheese making. He loved to hear that there is a cooperative in Adigeni that has pastures and will be able to produce hard cheese or semi hard cheese with European technology with Georgian natural milk. He mentioned that the demand is growing and his customers are curious to try something new and every time they come to purchase cheese and he suggests something new it is welcomed and that he is interested to sell quality cheese coming from Georgian producers. The process of selection will be based on taste and quality and every batch will have to be tested for quality assurance, since over the years this particular shop owner has built trust of his customers and prefers to check everything himself before selling to his customers.



The cheese festivals that are organized in Georgian since 2015 have raised awareness about cheese and opened up curiosity of Georgians to rich varieties of cheese that are possible to make in Georgia. This trend is going to grow since both the Government and local artisans are willing



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to expand production and promote on larger scale. Every year beside regular festivals before New Year Christmas markets are organized in parks in Tbilisi to gather Georgians for festivities, cheese makers do not stand-by and also come and bring what they made over the season to sell to Tbilisi guests and residents.



During our assessment we have visited a few Cheese houses that specialize in Georgian Cheese, Sweets and Wine that predict that their customers are not only tourists who are seasonal but also local Georgians who are hungry for more flavors and new experiences. For example, the “Aristaeus Georgian Cheese and more” Boutique shop for Georgian Spices and Cheese provides exclusive cheese from every corner of Georgia as well as Georgian traditional cheese and is quite famous among tourists. It is also well known in the internet forums where tourists usually search for different places to visit and try traditional products. We can find there matured cheese made in wooden presses, different varieties of goat cheese, there are cheese with spices, pepper, honey, matured cheese of 6 month, 1 year, Georgian made Tomme, different varieties of soft cheese, cheese with mold, cheese with dried spices, monastery beef curd cheese, blue cheese, cheese with nuts from Telavi, white and red cheese from Abuli with 2 year maturation and many more new cheeses that are experimenting the market. They look for farmers who make products exclusively for them.



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The Aristaeus Georgian Cheese shop works together with many small cheese producers who are artisans in their work and are not afraid to experiment in making hard cheese with sweet pepper or nettle or French smelling goat cheeses. Among them the most innovative whose example could be followed by others is blue cheese from Phoka village where cheese making is a passionate art for nuns, where they add honey and other herbs. The monastery first started to broaden its activities in 2001, producing a greater variety of products, the leading field being cheese-making. The nuns produce 16 different types of cheese with European technology. They initially started by producing Georgian cheese, however, the harsh winter and closed roads made selling cheese very difficult, and it often became spoiled. The nuns were especially interested in Blue Cheese culture, first brought to the region by Catholic missionaries in the 18th century, where the older the cheese is, the more precious it becomes. Mother Rakil and Mother Shushanik visited a nunnery in France to learn this particular cheese-making method and when they returned, they started experimenting. Five years later, they started producing it themselves. The sales person in Aristaeus Georgian Cheese shop mentioned that during the high peak tourist season they are in need of such kind of unique cheese and they are always looking for something new and unique to cover demand. January to March are idle months and their farmers take this time to prepare the necessary stock of products and it also works well for them, however embassies and government officials pay a visit to their shop and might purchase big bulk of cheese for delegations and guests which means there is always demand for quality value added products even in the winter.

To the question if they need special branding and packaging the sales person in the Aristaeus Georgian Cheese shop said the farmer can work on quality and taste, and the shop does selling and packaging. For the new products they use such marketing tools as promotions and tasting and so far they rip the benefit of this marketing activity quite well. Another cheese house organizes cheese and wine tasting days where they lay the table and bring whatever available in the store and charge entrance fee for customer to come and taste both wine and cheese and promote these events on social media which is very much appreciated by the visitors. It has a cultural dimension and a socializing effect which bring together cheese and wine lovers.





## Pilots

We visited a modern farm located in Dedoplistskharo municipality village Arkhikloskalo that owns 200 Holstein cows imported from Estonia. Owned by Shiraki + Farm has a milking station with a capacity of 14 cows. On average cows give 25 liters of milk per day. Shiraki+ has developed organic production of milk and cheese, with organic certification. But it plans to reduce this organic component because Shiraki+ has not made money on organic products as they have projected even with the certificate, to meet organic demands and quality they had high cost and selling was not profitable anymore. The company also owns large amount of land, where part of it is used to plant feed for cattle. Milk is sold to Agrohub (one of the largest and known hypermarkets in Georgia) and they also collect milk from other farmers to process their own cheese. Cheese is processed in Tbilisi and other organic dairy products are sold to Carrefour Group, Santé Products, Fresco Retail Stores, Nikora supermarkets and others. According to the farmer, at the moment accounts receivable from these networks are about one million GEL per year. Large supermarket chains impose a large deferred payment.

Market Assessment has showed that consumers are more satisfied by their system of distributorship which is fast and reliable and they use means such as Viber and Whatsapp for restaurant owners to place an order and the next morning are delivered in the restaurants. For



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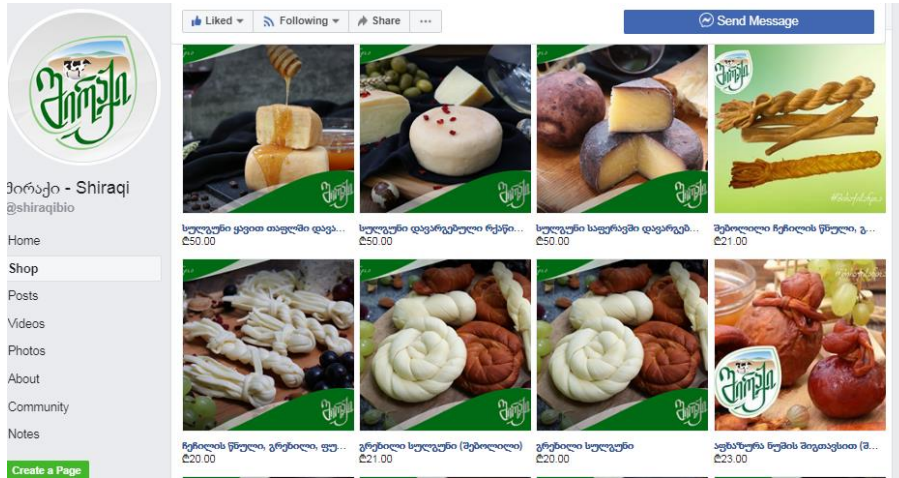


supermarkets they use another system which is satisfying for the retail stores. However there is weak brand recognition among the customers. Established restaurants with 3-5 years of existence in the market prefer such distributors due to reliability and trust built in the market, however the quality of cheese is only satisfactory according to few restaurant owners. The main problem is with being salty which is easy to eliminate and they have discussed it with Shiraki+, but the fact that cheese is watery while cooked from time to time still remains as an issue. The restaurant owner admitted that most cheese makers have this problem and they have tried to change the supplier but the other producer had it worse, so they returned back to Shiraki+. Owners of small businesses such as Boombully boutique hotel or Renaissance Hotel prefer to go to nearby supermarkets and small cheese shops because they think for purchasing from established distributor they need to provide volumes and it is more convenient to work with nearby stores with convenient payment plans and purchasing on the need basis. Small business owners and bigger businesses all prefer Sulguni, Smoked Sulguni, Imeruli cheeses because guests both local and international prefer these varieties of cheese which is also available among products produced by Shiraki+. For middle scale restaurants and bigger hotels there is demand for more varieties of hard and matured European cheese which again confirmed the need to develop this niche and Shiraki+ can take the lead in developing value added cheese products and with developed marketing strategy bring it to the market. We have met with Kopala restaurant in Tbilisi, Orbi Palace hotel's chef in Bakuriani and they raised the interest in promoting such value added cheese in their hotels. Shiraki+ would need to develop the line of products, to come up with a marketing strategy mixing Georgian cheese varieties with European technology and to create brand names similar to Tomme de Kakheti, Tomme de Shiraki, Kakheti Tenili, or Shiraki Tenili and so on. FinExCoop can support Shiraki+ in bringing the technologist from France to focus on higher value-added processed products and support develop marketing strategy for direct marketing to middle scale clients as well as hotel chains, niche restaurants. Shiraki+ website is not operational, but they have well established facebook page, where they have all the products and needed information and well established communication channels via Viber and WhatsApp. However newly established company such as Milk factory has 3 times more customers subscribed to their Facebook page than Shiraki+.



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Their current marketing strategy is working quite well, with using social media as a tool to promote their products and vision, through posts, videos the company regularly communicates with their customers and it created a positive image of the company. They also have strong distribution channels via which they have timely delivery and organized logistics. However there is not a special differentiation strategy. Differentiation strategy is a way for a business to distinguish itself from the competition. There are many other producers who market themselves using the same tool. Georgian market has a lot of milk products producers and Shiraki+ brand has already established its strong identity as trusted producer and they could use this strength to market themselves and position as people’s brand and increase their product line and quality and come up with more and more advertisements using their customers as a promotional tool. For obtaining the people’s brand status they could organize online survey or in store surveys and by this means raise their visibility to catch customer’s attention on the brand’s name.

We have also visited Cooperative “Imedi”, Adigeni Municipality, Village Mokhe. Cooperative “Imedi” was established in 2017 with 17 members and started operating in 2018.

The cooperative owns a cheese plant, land and 165 milking cows. The cooperative received a grant from cooperative agency ACDA of 150K GEL to buy equipment for cheese processing. Cooperative has two loans: 100K GEL from VTB bank with 2% interest rate and another 50K GEL for 4% both with ARDA’s preferential agro credit project help. They buy milk from 0.8 to 1.20 GEL depending on the season. They sell 1-1.5 ton of cheese to small supermarkets that are usually located in small or medium size neighborhoods every week. The cooperative only makes Imeruli



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and Sulguni cheese. Price for Imeruli cheese is 7-8 GEL per kilo, and for Sulguni 8-9 GEL per kilo. They use 6 liters of milk to make 1 kilo Imeruli, for Sulguni they need 8-9 liter of milk for 1 kilogram of cheese. There is problem with fresh milk analyses; Milk scanner showed inconsistent results



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because probably it does not work properly or calibration needs to be adjusted. They have branding but it needs to be developed more.



One of the issues is limited access to markets. They work through a distributor who purchases their cheese in bulk. During summer prices go down and the distributor purchases more volume cheaper.



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The cooperative can take advantage of their pasture feeding and increased volume of milk to invest their milk in producing other semi-hard matured varieties of cheese such as cheddar, Gouda, Emmental Cantal, Tomme and using pasturized milk utilize European technology and brand it accordingly: Adigeni cheddar, Adigeni Emmental, Adigeni Cantal, Tomme de Adigeni. The cooperative has a very good location which is its strength, plus they have cheese production equipment, have some years of experience which means they can be easily trained. During summer pasturing when yields are high and the price of cheese is cheaper they can invest milk in producing semi-hard cheese and sell in late fall when the cheese will be prepared. For the purpose of finding potential buyers we made need assessment of cheese shops and owners of cheese shop shared their acquired experience that their customers always look for new varieties made in Georgia and can support farmers in selling quality products. While cheese is made they can invest in preparing Facebook pages and share the stories how milk is obtained in colorful pictures and how cheese is prepared and stored. Most cheese shop owners informed us that quality and taste of cheese is a big marketing advantage and for the most they do not require special packaging, however it is a big plus when the producer invests in quality, unique packaging,



branding and standard labeling according to standards. As shared by cheese shop owners in Tbilisi, quality products create new markets and demand.

When products are ready the project can organize linkages between the producers and cheese shop owners and/or hotels.

Visited businesses were chosen randomly based on available contacts. Sales assistants, shop owners, chefs were interviewed to find out their potential interest when cheese is ready. It is recommended that producers prepare the ground, bring the product for sampling, provide all needed documentation (certificate, marketing materials- website, Facebook page, contact information) with them, when sampling is successful the business will be ready to work together with the producers.

#		Location	Organization	Address	Contact details	purchases from distributor	Interested in semi hard cheese
1	Mongiri "there is cheese in Georgia"- Cheese House, ყველის სახლი	Tbilisi, Georgia	cheese shop	Amiran Verkua	+995 599 31 65 89		yes
2	ყველის სახლი	Tbilisi, Georgia	cheese shop	Freedom Square,	+995 593 46 99 90		yes
3	არისტოკრატ / Aristaeus	Tbilisi, Georgia	cheese shop	Pushkini Str. 19	+995 32 292 00 37		yes
4	ყველის სახლი	Tbilisi, Georgia	cheese shop	20A, Kazbegi str, www.cheesehouse.g	+995 32 02394059		yes
5	Georgian Cheese house	Tbilisi, Georgia	cheese shop	vake faliashvilis 7 nomeri	gate_an@yahoo.com		
6	Garnet Hotel	Tbilisi, Georgia	Hotel	10 Giga Lortkifanidze St, Tbilisi 0114	+995 32 222 14 04	yes	
7	Hotel Brigitte Tbilisi	Tbilisi, Georgia	Hotel	18 Paolo Iashvili St, Tbilisi 0105,	+995 32 230 54 74	no	
8	Batesta hotel	Tbilisi, Georgia	Hotel	52 Sulkhan Tsintsadze St, Tbilisi	+995 32 239 73 34	yes	
9	Rennasaunce	Tbilisi, Georgia	Hotel	5 Viktor Gabeskiria St, Tbilisi 0103	+995 32 245 93 71		yes
10	Boombully hotel	Tbilisi, Georgia	Hotel	22 Shota Rustaveli Ave, Tbilisi	+995 599 99 17 71		yes
11	Kopala hotel	Tbilisi, Georgia	Hotel & restaurant	Chekhov street 8/10, Tbilisi 0103	+995 32 277 55 20		yes
12	SA,AMD restaurant	Tbilisi, Georgia	Restaurant			yes	
13	Terrace restaurant	Tbilisi, Georgia	Restaurant	118 Akaki Tsereteli Ave, Tbilisi 0119	+995 32 234 18 38		yes
14	Carrefour	Tbilisi, Georgia	Retail chain				yes
15	Anga restaurant	Bakuryani	Restaurant	88 Borjomi-Bakuriani-		yes	
16	Crystalville hotel	Bakuryani	Hotel	Bakuriani-Akhalkalaki DIDVELI agmashenebeli street, 1204	995 591501310	yes	
17	Vartskhe Marani restaurant	Bakuryani	Restaurant	Tsakadze street 2, Mgzabevi	995 591 686060	yes	
18	Orbi Hotel	Bakuryani	Hotel	Borjomi-Bakuriani-Akhalkalaki, Bakuriani 1274,	995 558333345	yes	yes