

Annex 1

TERMS OF REFERENCE

Required service	Marketing and Sales Development Support for Kvemo Kartli Wine Union
Contract type	Service Contract
Duration	May-November 2026

1. BACKGROUND

The Local Economic Development Project (LEDP) in Georgia aims to strengthen regional collaboration and promote sustainable economic growth by developing high-potential sectors in targeted regions. The project supports municipalities in enhancing coordination mechanisms and fostering joint economic initiatives that contribute to regional competitiveness.

Within this framework, the wine sector has been identified as a strategic priority in Kvemo Kartli due to its growing production potential, increasing number of small and medium-scale enterprises, and opportunities for collective branding and market access. Strengthening cooperation among wine processors and associations through a structured Common Marketing Organisation (CMO) model is seen as a key pathway to achieving collaboration with municipalities, coordinated marketing, regional branding, and long-term financial sustainability. To support this objective, the project facilitated to establish regional platform – Kvemo Kartli Wine Union.

As an eye-opening experience for the union, the project organized a study visit to Germany earlier this spring, where participants gained practical insights into well-established CMO models, governance structure, service delivery approaches, and collective marketing practices in the wine sector. Germany's experience with structured wine unions and coordinated marketing and branding systems provided a relevant and transferable model for the newly established Kvemo Kartli Wine Union.

The wine sector in Kvemo Kartli is gradually developing as an emerging area of local economic growth. The Kvemo Kartli Wine Union (KKWU) seeks targeted marketing and sales development support to strengthen the commercial positioning of member wine processors (or potential members¹), improve market access, and establish structured communication with domestic and international buyers. In the long run, this is expected to motivate other value chain actors, including vine growers and local producers in the region, to improve the quality of their products.

To support these objectives, KKWU intends to engage a marketing and sales development consultancy to lead the classification, positioning, marketing preparation, buyer outreach, and promotional coordination processes for the union and its member (or potential members) wine processors.

2. OBJECTIVES OF THE CONSULTANCY

The objective of the assignment is to strengthen the market readiness and commercial outreach

¹ Wine processors operating in Kvemo Kartli might not be yet the members of the KKWU, however are commercial processors. And later, they can be interested to become the members of the union

capacity of KKWU and its member or potential member-wine processors through a multi-task process encompassing structured product classification, identification of target buyers and engagement with, development of marketing and sales materials, and coordination of promotional and sales activities in domestic and export markets

3. EXPECTED RESULTS (OR OUTPUT)

The expected result of the assignment is that the wines produced by KKWU members, as well as potential member wineries operating in Kvemo Kartli with commercial production potential, are professionally assessed through degustation and classification processes.

Classification and assessment will be conducted for approximately 50–70 wine processors producing bottled wine in Kvemo Kartli. The process includes evaluation of wine quality, varieties, production volumes, pricing potential, and market readiness. Through this process, at least 20–30 wine producers with wines assessed and classified as marketable and commercially viable are identified based on quality, pricing, and market-readiness parameters established during the classification exercise. The classification process will be based on an estimated volume of approximately 200,000 bottles of various wine varieties produced by participating wine processors.

Written confirmations of participation and willingness to engage in collective marketing and sales activities are secured from participating wine processors through email communication or other formal written arrangements.

At this stage, the contractor conducts quality monitoring visits to the wine cellars of those wine processors whose wines raise quality concerns during the degustation process conducted as part of the classification. And based on the recommendations prepared for each wine processor, the project facilitates access to the state finance programmes.

Based on the classification results, the contractor is expected to identify potential domestic and export markets, including but not limited to Germany and other European countries, Japan, China, and the USA, as well as relevant buyers, distributors, intermediaries, and sales outlets. The assignment is expected to result in the identification of no less than 10 export market representatives and 10 domestic market representatives. The contractor shall facilitate collective negotiation processes with market actors on behalf of KKWU and support the positioning of Kvemo Kartli wines through a collective marketing approach.

The “Kvemo Kartli Wine Collections” concept is expected to be developed in line with market requirements and buyer preferences. The contractor shall support the establishment of collective sales and marketing concepts and facilitate negotiations with at least 5 export and 5 domestic sales outlets, resulting in engagement with a minimum of 10 in total and above targeted commercial partners.

The contractor is expected to support the continuation and strengthening of communication with already established export market contacts (German study tour, Japan partner). This process shall be implemented in consultation with and under the supervision of the contractor, including guidance on wine selection, grape varieties, quality standards, volumes, and other commercial parameters relevant for negotiations with export market actors.

Marketing and promotional materials are expected to be developed in close coordination with KKWU and the LEDP project. In parallel, KKWU, with project support, is expected to establish an online promotional platform. Within this process, the contractor shall contribute to the development of visual and promotional materials necessary for the platform, including guidance on visual identity,

portfolio presentation, and communication approaches. Based on this coordination process, comprehensive domestic and export-oriented sales kits shall be developed.

The assignment is also expected to establish communication and cooperation with wine guides, influencers, promotional platforms, and other actors engaged in wine promotion at local and international levels. Facilitation of linkages and communication channels between these stakeholders and the KKWU board is considered an important result of the assignment.

Throughout the implementation period, the contractor is expected to strengthen the capacities of the KKWU board through delivery methods focused on practical guidance and coaching. By the completion of the assignment, the union is expected to demonstrate improved understanding of market requirements, negotiation processes, communication with buyers, and collective marketing practices. In the beginning of the assignment, the contractor should identify and agree a person (or persons) within the KKWU with the aptitude and (potential) capacity to continue the basic functions of marketing specialist as assistants/supporters in the process.

Following the completion of the wine classification process and negotiation of prices and sales conditions with participating wineries, degustation and promotional events are expected to be organized regularly throughout the remaining implementation period. Wine processors represented on the KKWU board are expected to actively participate in these events. Prior to participation, the contractor shall provide guidance and preparation support to the participating wine processors on presentation delivery, pitching techniques, and communication with market actors, potential buyers and audience.

As the Kvemo Kartli Wine Union represents the region, particularly the municipalities where viticulture and grape production are developing, close collaboration with local self-government representatives is essential. Since local authorities are developing medium- and long-term plans to support local economic development sectors, it is important for the union to align its activities and co-develop marketing approaches that are consistent with local government priorities, development plans, and regional promotion strategies.

As a final result of the assignment, the union is expected to possess stronger institutional and marketing capacities, improved representation within the regional wine sector, enhanced communication and negotiation skills, and improved ability to manage collective marketing tools and promotional platforms independently.

4. MAIN TASKS AND ACTIVITIES OF THE CONSULTANCY

The contractor will be responsible for the following tasks:

Tasks	Activities
I. Classification	<p>The contractor shall conduct a comprehensive classification of wines produced by KKWU member wine processors, including potential members, through categorization by quality level, bottle and litre volume, SKU structure, and company portfolio. Based on the initial classification, the contractor shall further analyse and categorize wines according to quality and price margins in relation to production costs and market positioning.</p> <p>Following the classification process, the contractor is expected to engage with wine processors whose products demonstrate commercial</p>

	<p>and market potential in order to negotiate indicative pricing approaches and secure their participation in the collective marketing and sales activities planned under the assignment.</p> <p>Written confirmations of participation and willingness to engage in collective marketing and sales activities are secured from participating wine processors through email communication or other formal written arrangements.</p> <p>Following classification, conduct quality monitoring visits in wine cellars to provide brief recommendations, as appropriate, to individual wine processors to improve capacity and required production facility improvement. If there is need to invest in production facility and capacity increase, then provide recommendations/guidance on financial products in coordination with LEDP and KKWU (state finance programmes: EG-GH or RDA).</p>
II. Preparation/review of the marketing material	<p>The contractor shall review the existing marketing materials of KKWU member wine processors and support the union in developing standardized promotional materials, including wine catalogues, price lists, tap sheets, brochures, and other communication materials suitable for both domestic and export promotion purposes. The contractor shall also be responsible for developing communication and sales kit packages for KKWU and participating wine processors.</p> <p><i>Photographs, video materials, and other visual marketing content shall be developed by a separate group of specialists contracted specifically for the development of the online platform by the LEDP project in coordination with KKWU. The contractor is expected to coordinate with the respective specialists and provide guidance on the overall communication and visual presentation approach, while also utilizing the produced visual materials for promotional and marketing purposes. In cases where the existing visual materials are assessed as insufficient for effective promotion and additional budget is identified and agreed upon by the parties, the contractor may assume responsibility for the development or commissioning of supplementary promotional materials.</i></p>
III. Identification of target markets	<p>The contractor shall identify priority target markets and establish a database of relevant buyers, importers, distributors, and intermediaries. This shall include the use of international wine importer databases, including the “Best Wine Importers” platform or similar resources. The contractor shall initiate communication with identified buyers and define market-specific communication approaches and outreach strategies. A domestic market sales kit should also be developed for KKWU and its member wine processors.</p>
IV. Support in engagement with existing buyers (German, Japanese, etc)	<p>In addition to identifying potential exporters and domestic market actors, the contractor shall provide strategic support to KKWU in maintaining and strengthening relationships with existing buyers, including current partners in Germany and Japan, as well as reactivating inactive contacts where relevant. The contractor shall also advise on communication management with these partners. In parallel, the contractor shall develop an export-oriented sales kit tailored to international buyers and oversee</p>

	communication and coordination activities with domestic market actors throughout the implementation period.
V. Prepare the concepts of Kvemo Kartli Collections	The contractor shall support the preparation and conceptualization of the “Kvemo Kartli Collections” initiative, including consultation on wine selection and thematic positioning.
VI. Identification and negotiation with influencers/state agencies	The contractor shall establish communication with influencers, wine guides, the National Wine Agency, tourism stakeholders, and other relevant promotional actors to increase visibility of Kvemo Kartli wines.
VII. Run targeted marketing	<p>The contractor shall coordinate and support the organization of promotional tastings and events, including activities in venues such as Prego and 8000 Vintages, as well as other wine-related promotional national or regional platforms. Approximately two to three tasting events shall be facilitated during each month of the assignment period.</p> <p>Throughout the assignment, the contractor shall also provide ongoing coaching and practical guidance to KKWU personnel to strengthen internal marketing and communication capacities.</p>
VIII. Prepare the marketing plan in coordination with Local Self Governments (LSGs)	Facilitate coordination between KKWU, local self-government representatives, and wine processors in order to support the development of a marketing plan that is aligned with local economic development priorities, regional promotion strategies, and the operational action plan/needs of wine processors in Kvemo Kartli.

5. WORKING METHODOLOGY

The assignment will follow a participatory and collaborative working methodology, ensuring strong engagement of the Kvemo Kartli Wine Union (KKWU) Board, participating of wine processors, and alignment with the Local Economic Development Project (LEDP). The implementation approach will be directly linked to the objectives and activities defined under these Terms of Reference for marketing and sales support.

The six-month implementation period will focus on strengthening the market positioning and commercial readiness of KKWU and its member wine processors through practical implementation of the marketing, communication, and sales-related activities envisaged under the assignment. The contractor shall implement and operationalize the marketing activities prescribed in the KKWU marketing plan and integrated into the union’s action plan.

Throughout the assignment, the contractor shall provide structured guidance, regular follow-up, coaching, and practical support tailored to the evolving needs of the union and participating wine processors. This includes support in wine classification, buyer engagement, collective negotiations, sales kit development, promotional coordination, and communication with domestic and export market actors.

Progress shall be monitored against agreed target areas and expected results, with adjustments introduced where necessary to ensure effective implementation and responsiveness to market opportunities. The assignment shall conclude with a concise final report summarizing implemented activities, achieved results, lessons learned, recommendations for further strengthening the union’s marketing and sales functions, and proposals to support the long-term sustainability and operational effectiveness of KKWU.

6. CONSULTANCY TEAM / RESPONSIBILITIES

See Section 4 above.

7. QUALIFICATIONS AND EXPERIENCE

The Contractor shall demonstrate the following qualifications and experience for eligibility:

- Proven experience in wine marketing, sales development, export promotion, and buyer engagement, preferably within the wine or agri-food sector.
- Demonstrated experience in facilitating stakeholder coordination processes and working collaboratively with wine processors, associations, buyers, distributors, and public sector representatives.
- Strong understanding of wine market dynamics, collective marketing approaches, branding, and sales positioning in both domestic and international markets.
- Experience in developing marketing and promotional materials, sales kits, communication strategies, and market outreach activities for wine or related products.
- Familiarity with international wine promotion practices, export market requirements, and collective regional branding approaches, including exposure to EU or similar wine sector models, will be considered an asset.
- Proven ability to provide practical coaching and capacity-building support to producer groups, associations, or sectoral unions.
- Excellent analytical, communication, negotiation, and report-writing skills in English.
- Ability to deliver high-quality outputs within agreed timelines and to work collaboratively with project teams, KKWU representatives, wine processors, and other stakeholders

8. TIME FRAME OF THE ASSIGNMENT

The Contract period will be up to a maximum of 6 calendar months from the commencement of the assignment and as outlined in this Terms of Reference.

Payment shall be made upon submission of acceptance of the respective deliverables related to the Assignment Schedule.

9. ASSIGNMENT SCHEDULE

Due Date	Activity	Output/Deliverables
25.06.2026	I. Classification	<ul style="list-style-type: none"> - Classification report (according to the parameters and methods used for the classification; list of wine processors) and including recommendations on production facility improvement - Written confirmations of participation and willingness to engage in collective marketing and sales activities through email - communication or other formal written arrangements.
31.07.2026	II. Review/support in preparing marketing material	<ul style="list-style-type: none"> - Sales kits for wine processors selected through the classification including visual material
30.08.2026	III. Identification of target markets	<ul style="list-style-type: none"> - Communication notes report
	IV. Support in engagement with existing	<ul style="list-style-type: none"> - Communication notes report

	buyers (German, Japanese, etc)	<ul style="list-style-type: none"> - Collections for Kvemo Kartli wine - presentation for KKWU - Agreements with the buyers (Written confirmations)
30.09.2026	V. Identification and negotiation with influencers/state agencies	<ul style="list-style-type: none"> - Agreements with the buyers (Written confirmations)
31.07 - 20.09.2026	VI. Run targeted marketing	<ul style="list-style-type: none"> - Report on the events (photos and short descriptions of the events)
31.10.2026	VII. Prepare the marketing plan in coordination with LSGs	<ul style="list-style-type: none"> - Plan

10. LOGISTICS

Catering for the workshop or service fees for the degustation events will be provided with the financial support of the Project, if necessary.

All other logistical expenses, if applicable, shall be covered by the selected contractor. Therefore, such costs are encouraged to be included in the pricing of the respective deliverable(s) in the Financial Offer.

11. REPORTING / DEBRIEFING

Reporting schedule and format are outlined in the table above.