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DEVELOPMENT OF TOURISTIC ROUTES

IN THE SOUTH-EAST REGION

Project “Development of Sustainable Cultural Tourism
in the Black Sea Basin - CULTOUR-BSB”, eMS code BSB -117

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02



Georgian gastronomy - gamma of taste and pleasure

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Introduction

During the gastronomic tour visitor will experience:

- Different regions of Georgia with their signature dishes and unique twists on established “classics”;
- Master class on cooking Georgian traditional dishes and their quirks;
- Dishes that are made in their traditional place of cooking (Bonfire barbeque) or done in house by warm and hospitable families;
- World-famous assortment of Georgian wines, of course with proper dishes that would best accompany the wine;
- “Gastronomical souvenirs”, which would consist of them taking a piece of traditional Georgian cooking with them home for example: Churchkhela, spices, adjika, cheese, dried fruits, tklap, chacha, wine, honey and last but not least gozinaki;
- Historical monuments, learn about the rich cultural heritage of Georgia and the day to day being of the locals;
- World-famous Georgian hospitality.

The tour is designated for everyone to a gastronomic culture lover who wants to experience world-renowned dishes, observe local food markets, experience culture of local farmers; Chefs who want to broaden their horizons with dishes unknown, learn new techniques and skills; Foodies who care less about the culture behind the food but are in love with gorgeous presentation and rich aromas of dishes that they get to experience first-hand; Or just any ordinary tourist who just values good food.

The tour includes 7 regions, each with a distinct atmosphere, characteristics, long history, and fascinating nature.

Technical features

Administrative geography/counties included:

Different parts/regions of Georgia: Central (Kartli), Eastern (Kakheti), Western (Imereti and Samegrelo, mountainous regions of Racha, Guria, and Adjara).

Tour starts from Tbilisi and ends in Batumi.

Seasonality: All seasons (in winter Gombori, Nakherala, and Jvari mountain passes might be excluded, some restrictions might apply during heavy snow/blizzard.)

Transport accessibility: Auto-tour, with any type of vehicle (Sedan, minivan, minibus and etc.)

Types of tourists: Gen X + Gen Y + BB Gen

Group structure: **Any:** Solo travelers, couples, groups and etc.

Tourist profile: Cultural - Educational, Commercial.

Duration of the tourist route: 9 days (number of days can be changed according to the travelers' preferences)

Main goals:

- Interlinking ancient cultural heritage of the country with wine culture and gastronomical routes, combining the unique heritage of each region with national values.
- Strengthening the image of the identity and visibility of each region.
- Setting a framework for long term cooperation of various stakeholders.

The tour includes the following gastronomic activities:

Introduction to Georgian cuisine through restaurants and family kitchens; Visiting local food markets and learning about local produce; degustation of new dishes and masterclass in cooking in every region of Georgia; visits to local families learning about their traditional cooking methods and their everyday lives; visiting wine cellars; different components of our gastronomic culture.

Gastronomic tour is divided into 2 parts:

1. Tbilisi - Stepantsminda - Telavi - Tbilisi (5 days, overnight: Tbilisi 2 nights; Stepantsminda 2 nights, Telavi 1 night).
2. Tbilisi - Kutaisi - Martvili - Racha - Guria - Adjara (4 days, overnight: Kutaisi 2 nights; Racha 1 night, Adjara 1 night)

Useful information:

- Necessary documents: passport and travel insurance, if required a valid visa;
- Free WIFI is provided at the hotels, bars, and restaurants, even in the streets of Tbilisi (Tbilisi Loves You);
- The currency of the country is the GEL, Georgian Lari. Exchange rate for 2020: 3.00 GEL=\$1.00 (needs to be double-checked, since the rates often change);
- Exchange: at the airports, border checkpoints, banks, and in the cities, at the exchange points;
- WC Stops - at the petrol stations (approximately in every 50 km);
- The tour won't cause any hardships for people with any kind of disability, some additional points of interest might be inaccessible depending on the tourist and the terrain.

Transport

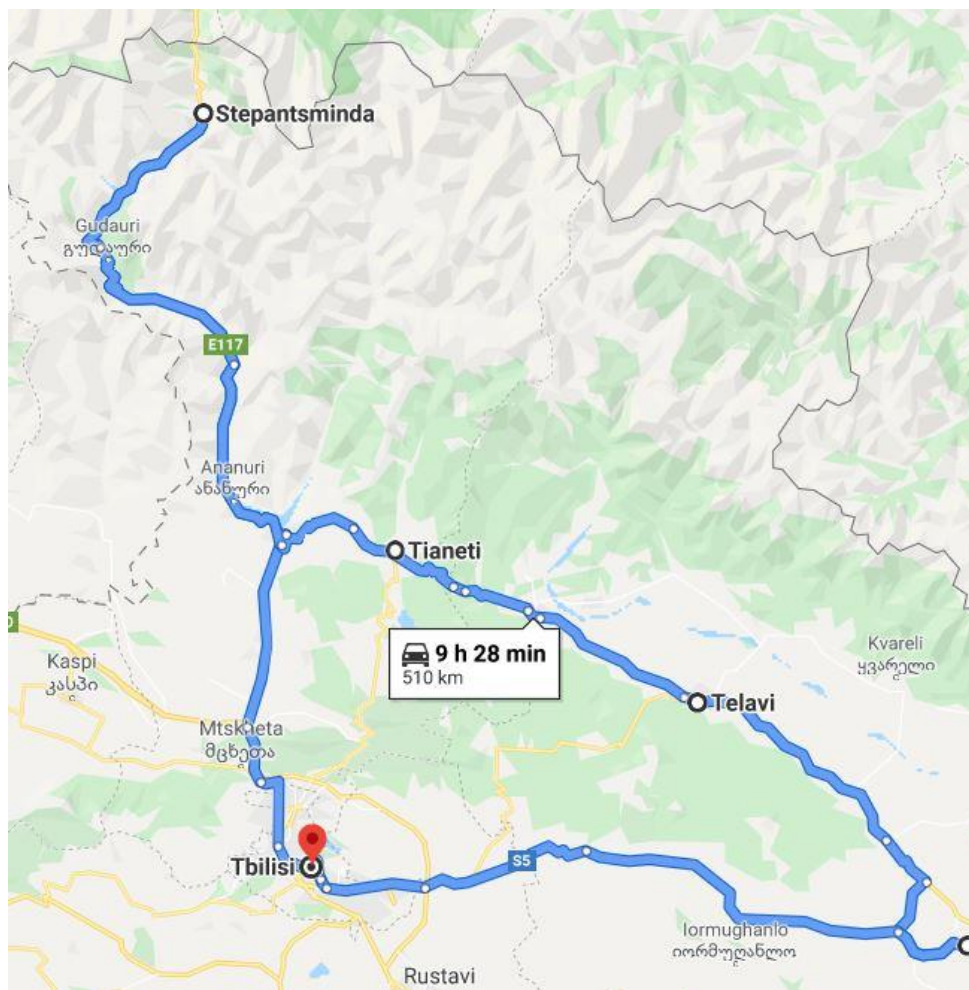
- Car rentals: transportation and private companies offer leases/rentals on cars.

Hotels

- 2,3,4,5* hotels, boutique hotels, guest houses, hostels.
- In provinces guest houses are recommended, to learn about the lifestyle of each region.
- Many wine cellars provide overnights for guests. It is quite easy to find guest houses close to the wine cellars and wineries.
- You can find the detailed information on the following websites: www.booking.com www.tripadvisor.com

Part I

The route consists of Tbilisi (capital of Georgia), Stepantsminda (mountainous region) and Kakheti (eastern Georgia). You'll experience breathtaking nature, local cuisine, wine, historical monuments, many sightseeing spots and points of interest, local traditions, and day to day living of the lifeblood of the country.



Tour begins in Tbilisi traveling to Stepantsminda, after that visiting Kakheti and finally passing through Signaghi getting back to Tbilisi.

Tour length (In days) - 5

Road quality/Notes:

Asphalt paved roads.

Passovers

Serpentine roads.

Jvari overpass height 2379 Meters.

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Day I – Tbilisi



Tbilisi, the capital of Georgia, river Mtkvari passes through the city. 380-600 Meters above the sea level, Situated over area of 502 km²
Population: 1.152 Million
Established: 455 AD; Time zone: UTC+4 (Georgian Time)

Points of interest.



Narikhala fortress - Ancient fortress which overlooks Tbilisi and Mtkvari river, It was built in the 4th century and still stands tall over Tbilisi, reminding everyone of the will and perseverance of Georgian people.



Monument - Sakartvelos Matiane (Chronicles of Georgia) - Its located near the Tbilisi sea and was envisioned by Zurab Tsereteli (1985), some say it was never finished.

Tbilisi tour enables every tourist to visit all the points of interest and sightseeing spots, we advise each tourist to stroll along the streets of the city, starting at Metekhi Church, located in one of the oldest parts of the city and offering mesmerizing views of Tbilisi. From Metekhi Church one can take a cable car to Narikala fortress and to the famous statue of the Mother of Georgia, holding a cup of wine to greet guests and a sword to greet enemies with. We recommend walking down to Abanotubani, the oldest part of the city, from here the history of Tbilisi begins. Tourists can visit Sulphur Bath Houses, Mosque, Botanical Garden, and a picturesque waterfall near the river Legvtakhevi. This neighborhood offers many beautiful narrow cobbled streets, churches, a synagogue, shardeni str, historical monuments, and a big variety of restaurants, cafes, and bakeries. Here are restaurant chains, like: Machakhela and Pasanauri, small pubs and thematic cafes.

After this pleasant excursion, each tourist can choose either to have lunch in the neighborhood, choose a restaurant to dine in, or take a masterclass in cooking.

Note: During the day Tourists can also either drive to The Ethnographic Museum or take a Funicular to Mtatsminda Park.

Tbilisi gastronomy points of interest:

Restaurants, “Sakhinkle”, “Sakhachapure”

There are a lot of restaurants in Tbilisi, especially in historically significant parts of the city, we recommend eating Khinkali, khachapuri and kababi there.

Chain restaurants

Popular chains consist of: “Machakhela”, “Pasanauri”, “Tghlaura”, “Shemoikhede Genatsvale” (Which oddly enough translates to “Come on in darling”). They are mostly mid-range restaurants with a wide assortment of Georgian dishes.

Wine Cellars: They offer wine degustation and traditional Georgian dishes; they are scattered all over Tbilisi but mainly they appear in tourist hotspots.

Restaurants with pleasant interior a good view over Tbilisi:

“Old Kopala” which offers a magnificent view of Old Tbilisi, restaurants on Mtatsminda which offer breathtaking panoramic views of the whole Tbilisi or last but not least “Purpuri” which captivates their guests with the modern interior design fused with traditional Georgian fine dining.

Five-star restaurants:

This is Georgian fine dining at its best, sophisticated interior, individual and high-class service: “Barbarestan”, “Vinotel”. (Prior reservation might be needed and they have a dress code to adhere to).

Restaurants with ethnic themes

“Tsiskvili”, “Puris Sakhli”, prior reservation is needed, there's a dress code to adhere to.

It's important to note, small family-run restaurants, privately owned dining establishments and master class studios (Here tourists can experience cooking a dish from scratch and history behind the food).

All the information can be looked upon internet for example: www.tripadvisor.com

5-star restaurant*, This is Georgian fine dining at its best, sophisticated interior, individual and high-class service.



Restaurant “Vinotel” Services: Hotel, fine dining, cooking masterclass and wine tasting.

Address: Old Tbilisi, 4 Elene Akhvlediani ascent (Agmarti)

Tel: (+995) 322 555 888; (+995) 596 555 885

Web-page: www.vinotel.ge

Open: Everyday: 12.00 - 00.00



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This is Georgian fine dining at its best, sophisticated interior, individual and high-class service:
 “Barbarestan”, “Vinotel” (Prior reservation might be needed and they have a dress code to adhere to).

Address: Old Tbilisi, 4 Elene Akhvlediani ascent
Phone: (+995) 322 555 888; (+995) 596 555 885
Web-site: www.vinotel.ge



Tsiskvili group restaurant chain consists of: Ethno Tsiskvili (Windmill), Wine yard, Beer square, Tsiskvili in Vake, "Ariqa", Ethno jazz band "Stumrebi" and food masterclasses.

Address.: Beliashvili Street 99, Tbilisi Georgia

Tel: +995322005555

Web-page: tsiskvili.ge

Open: every day 12.00 - 00.00



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Tbilisi Dishes

Dishes Tbilisi are mixes of all Georgian regions sometimes with Asian and European twists.



Chakhokhbili - tomato-based soup with poultry meat



Shkmeruli - chicken in a sauce made of cream (sometimes milk) and garlic, its exquisite dish from misty mountains of Racha



Kharcho (The recipe was awarded with the status of Georgian non-material cultural heritage, by Georgian National Agency of Cultural Heritage Protection) - the traditional Georgian soup, with the main ingredients: beef, tkemali and rice, which you cannot forget.



Chanakhi - one of the piquant dishes of Eastern Georgia with the main ingredients: lamb, potatoes, eggplant and tomatoes



Elarji - (The recipe was awarded with the status of Georgian non-material cultural heritage, by Georgian National Agency of Cultural Heritage Protection) - An appetizing dish from the Samegrelo region, it is made from coarse cornmeal, cornflour and Sulguni cheese - ingredients are boiled together. Elarji was considered a special dish for the guest of honor

Khinkali - originated in the Georgian mountain regions.

It looks like a pastry bun in which meat is placed (maybe with cheese, potatoes or mushrooms). A good khinkali should have juice inside some people even add vinegar after the first bite to enhance the flavor of khinkali. Khinkali is eaten by hand, in most parts of Georgia it's offensive/frowned upon to eat khinkali with utensils.



Khachapuri (The recipe was awarded with the status of Georgian non-material cultural heritage, by Georgian National Agency of Cultural Heritage Protection) - It's prepared differently based on region but the main ingredients are cheese and bread dough. Khachapuri is also eaten by hand.



Milk-based produce:

Cheese platter "Caucasian" - **Georgian** cuisine is unique thanks to the variety of Georgian cheeses, the most common of which are: tushuri guda-cheese, cow's, lamb's, goat's and buffalo's cheeses, Mingrelian, Svan and smoked suluguni, Imeretian, Meskhetian winders and chechili, factory cheese and others.





Cold Dishes:

Pkhali Platter - Pkhali is a Georgian traditional dish. Its most common option is made from spinach and beets. Pkhali is definitely on the list of tasty dishes for vegetarians. Pkhali is a cold appetizer, consisting of chopped vegetables mixed with walnuts, herbs, onions and garlic. Eggplant with nats is also brought to the table.

Eggplant with walnut - Cold appetizer where they fry the eggplant and roll it with walnut sauce.

Salads:



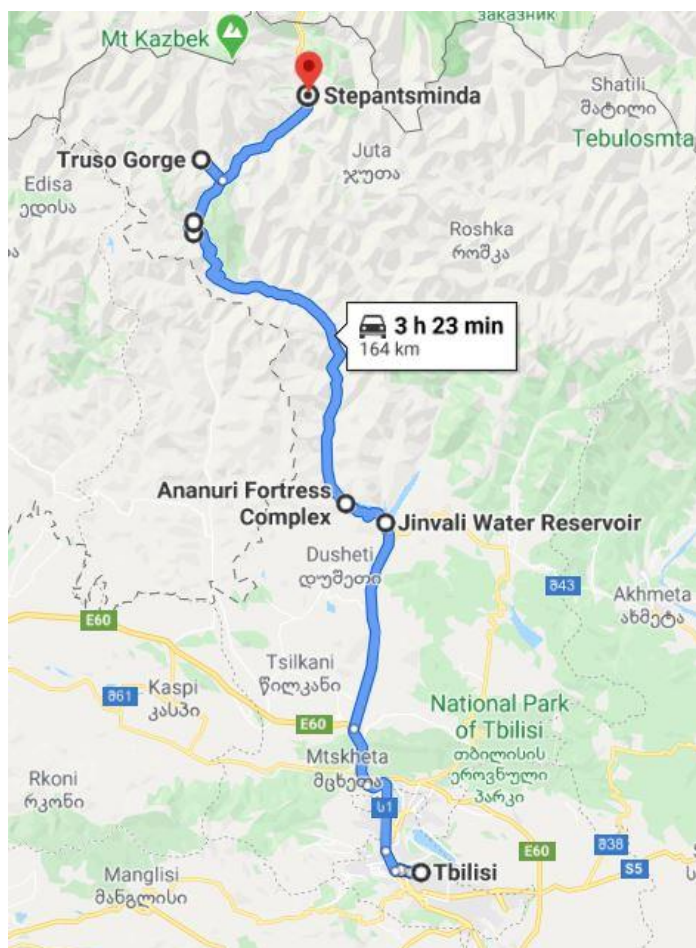
Cucumber-Tomato Salad with walnuts - Georgian Traditional Dish with Main Ingredients: Cucumber-Tomato Salad, the walnut sauce is blended with spices and it gives the salad an unforgettable taste.

Condiments:

Ajika - a mixture of spicy spices (originating from Samegrelo or Abkhazia), which is used in Georgian cuisine to prepare dishes, eaten with meat, made with hot peppers, garlic, spices and herbs.



Map of route day II to Tbilisi – Stepantsminda



Northern border of Georgia

East of Georgia, Mtskheta Mtianeti municipality.

Region center Stepantsminda.

From Tbilisi 164 km

Population - 1326 (2014)

Height from sea. - 1570 m

Height from sea- 380 - 550m from the sea (Tbilisi) - 2379 M from (Jvari mountain pass)

WC stops - Petrol stations (free) - Gudauri, Stepantsminda

Road to Stepantsminda



Points of interest



Jvari Monastery (VI c.)



Jinvali water resort



Ananuri Fortress (XVI-XVII c.)



Merging point of white and black Aragvi

In the morning tourists will travel by car. On the road from Tbilisi is about 30 km (on the right side of the road) tourists will be able to see the magnificent, landmark of the 6th-century Monastery of Jvari and on the left church of Mtskheta Svetitskoveli built in the 11th century.

The route will get off from the highway and go up north from river Aragvi, in a few kilometers the road will get narrow, there will be an uphill ascent and the mesmerizing views of Jinvali water resort will unfold before you.

On the road and overlooking the water resort is Ananuri fortress (60 km from Tbilisi) built in the 16-17th century (Open 9AM - 8PM).

The road follows along Aragvi ravine.

There's a lot of restaurants on the side of the road. It must be noted that a lot of dishes will taste different than in Tbilisi because of fresher produce/different cooking techniques.

Some of the restaurants have trout farms, because of the mountains' cold oxygen-rich water gives the fish their significant taste, they are mostly cooked on an open-flame grill.

You will never forget the taste of the sheep, the herds will be seen near the mountain pass, the alpine grass gives the meat distinct flavor, the meat goes straight from farm to table, they are mostly cooked on an open-flame grill.

On Pasanauri lowland tourists can stop to observe the coalescence of white and black Aragvi rivers.

After 42 km the road will cross over river Aragvi. Now the uphill ascent begins. Through the serpentine road the whole ravine unfolds before you, the Rocky Mountains and the beautiful nature will take your breath away. It should be noted that there's a famous ski resort Gudauri on the road. A bit down the road we'll come across Jvari mountain pass.



Memorial "Gudauri Overlook"

Tourists can: do some paragliding, ride on horseback or take an off-road car tour in Trusos ravine.



Colorful travertines



Gergeti

There's a lot of points of interest for tourists, for example: colorful travertines, which have been awarded the status of a natural monument. The road follows down river Tergi (Which has huge historical significance to Georgia, especially during the 19th century) and we finally arrive at Stepantsminda.

Stepantsminda is located at the bottom of Kazbegi summit, which is a tourist hotspot.

This region is very interesting in a gastronomy sense, because of the harsh climate, the only viable solution is to farm animals, local dishes have their own peculiarities and cooking methods because of this. Noteworthy dishes are: Khinkali, Pkhali and Khabidzgina. You can taste them in the city or small family-owned diners, cooking masterclasses will be provided with prior bookings in a family kitchen environment.

Now tourists have 2 options: Either go back to Tbilisi or go on travelling on the same day, visit Gergeti Holy Trinity church, take a car sightseeing trip in Dariali ravine and stay overnight in Stepantsminda.

Notes about staying overnight:

There are a lot of places where you can stay at night but it's better to book a room beforehand. Places could be separated in three main categories:

- Guest houses 1-3 stars.
- Hotels 2-4 stars.
- 5 star hotels like "Rooms"
-

1-3* Guesthouse



3* Hotel



5* Hotel



For reservations everything can be looked up on the internet prior to the visit on websites like : www.booking.com.

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Gastronomy ways of the mountain folk

Kazbegi is a mountainous region. The climate is harsh here, which makes farming hard for the locals so they utilize what small products they have very optimally in the dishes they cook. The food mainly consists of meat-based dishes, also they have a lot of milk products like cottage cheese and Ghee ("Erbo"), potatoes and various herbs are also included in the dishes. They use the limited combinations of available products to craft mouthwatering marvels of cooking and leave every guest wanting for more.

Khinkali - originated in the [Georgian](#) mountain regions. It looks like a pastry bun in which meat is placed (maybe with cheese, potatoes or mushrooms). A good khinkali should have juice inside. Khinkali is eaten by hand, first you need to knead the dough on a small one and squeeze the juice, and then eat it. Even though the dish is simple the aroma is unforgettable and keeps you wanting more.



Pkhlovani - Its made with a lot of ghee and herbs wrapped in the dough.



Khabidzgina - It's like Khachapuri but it has an extra ingredient. It is made by wrapping a mix of potatoes and cheese in dough and a lot of Ghee.



Sheep barbeque (Mtsvadi) - Fed on alpine fields the sheep's meat takes on a different new flavor, it's cooked very simply over the charcoal.



Mountain trout barbeque - mountains' cold oxygen-rich water gives the fish their significant taste, they are mostly cooked on an open-flame grill.



“Dambalkhacho” (dry-aged cottage cheese) - Chunks of cottage cheese are dry-aged for 1-2 months.

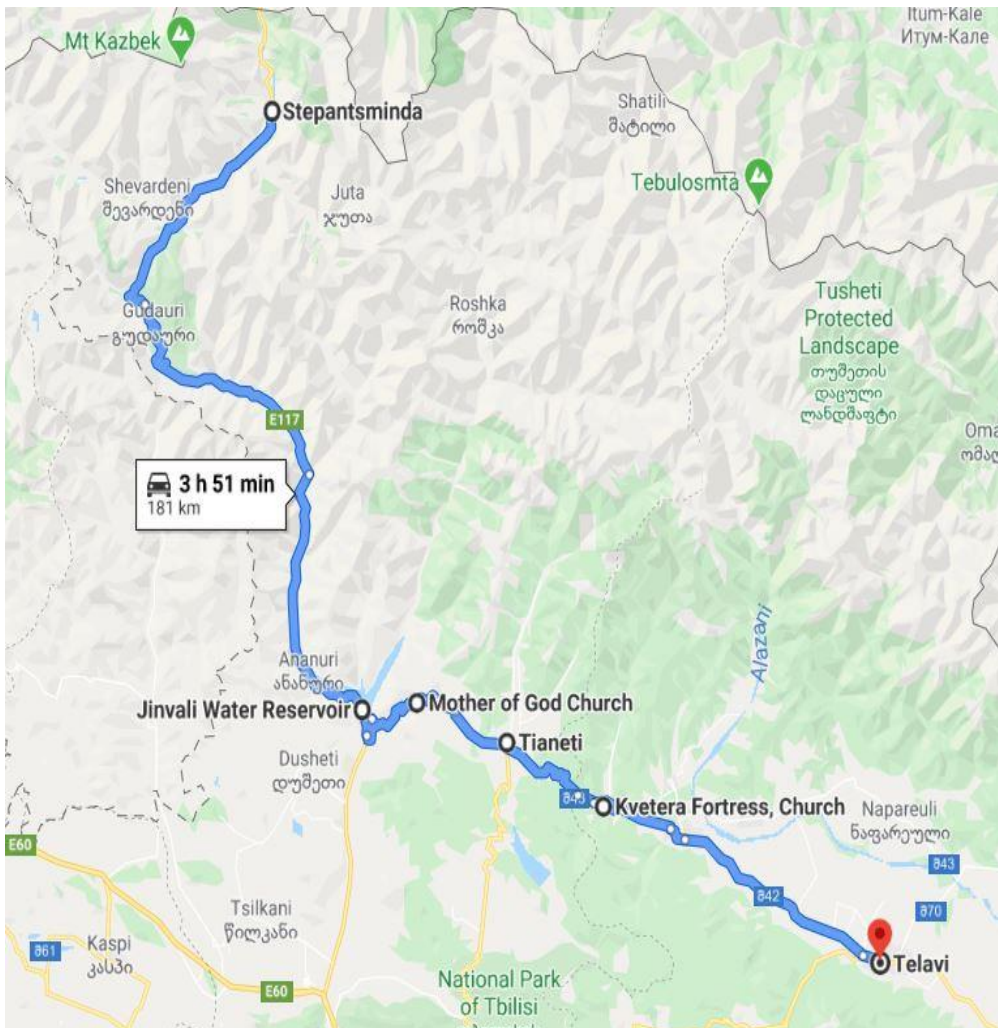


Gastronomy hotspots in stepantsminda

- Small restaurants in the city center
- “Sakhinkleebi”
- Family kitchens with masterclasses.

Map of route day III to Stepantsminda - Telavi

On the road tourists will encounter: breathtaking nature, mountain passes and serpentine roads



Caution - from Jinvali roadside cafes/diners are few and far between so it's recommended to pack for lunch or eat one beforehand.

WC stops:
Petrol stations, Gudauri, Tianeti and Telavi.

Stepantsminda – Telavi



Points of interest you can visit:

Gergeti Trinity,
Dariali ravine,
Gveleti waterfall,
and other natural sightseeing spots.

If you prolong your stay, the activities will include visiting:

Chauxi mountains,
Trusos ravine,
Meeting local shepherds

Diners and cafes are few and far between after Jinvali.

In the morning, when the warm sun shines down on Stepantsminda a magnificent view unfolds on Gergeti Trinity church and Mt. Kazbegi (Height above the sea level 5054 meters). You can take gorgeous pictures of the landscape depending on the hotel you're staying in. It can be done right from the comfort of your suite.

Breakfast - If the tourist stays at the family guesthouse, they'll be treated to the signature breakfast of sour cream, ghee, khabidzgina and fkhlovani also delicious fried (In ghee) leftovers of khinkali.

Trip to Telavi is a sightseeing wonder, with short stops in between, for instance when the tourists arrive in Jinvali-Tianeti region: they can visit, Gvtismshoblis cathedral (God Mother Mary cathedral built in 12th century) and Nekresis cathedral which are close to the road (about 1km) and can be accessed with cars that can handle off-road travel/have high ground clearance.

There's another road tourist can take which is through Tianeti and Gombori which have following sightseeing hotspots: Iori floodplain, Gombori mountain pass with its magnificent views. After arriving in Telavi tourists will be greeted by a warm meal and Kakhetis signature dishes.

Kakhetis signature dishes



The climate in the region gives a lot of opportunities to farmers, rich in crops and sustenance for farm animals the land provides diverse ingredients to make Kakhetis cooking unique and intriguing. Also, you can't forget to mention magnificent wine made by the farmers themselves, each having slightly different taste and aroma.



Mtsvadi (Pork barbeque) - meat impaled on a stick/ metal rod and cooked on an open-flame outdoors. Mtsvadi can be made with pork, mutton or veal. Beef should be used only if all other options are unavailable. Marinating the meat in pomegranate juice (Basturma) before roasting makes it especially tender, juicy and delicious. As usually with barbecue locals drink red wine with it.



Khashlama - is a boiled beef with onion and garlic in the stock, garnished with coarse salt and parsley and served while hot. The meat juices left in the pot can be made into a delicious soup. It is a simple dish to make but does take several hours to cook.

Chakapuli - Traditional Georgian soup-based dish, made with: Lamb or calf meat, tarragon, wine and tkemali. The dish is best tasted in spring while sour or cherry plums are blooming.



Shoti (Bread) - Kakheti bread (The recipe was awarded with the status of Georgian non-material cultural heritage, by Georgian National Agency of Cultural Heritage Protection) - In Kakheti, it is baked in a traditional clay pot oven on firewood. Shoti is thin, elongated. Thanks to the bakery techniques used it has a unique taste, mix of soft and crunchy texture and salty tingle which makes it an ideal snack for many locals.



Tkemali sauce - Made with cherry plums and traditional Georgian spices is one of the unique attributes of the Georgian table - It is a condiment mainly used with dry-fried food, boiled meat/fish and sometimes used as an ingredient in different dishes (Chakapuli). It's a unique tasting condiment and great souvenir to take home from Georgia



Guda Cheese - Tushetian Guda cheese is of 3 types (sheep's milk, cow's milk and sheep's-cow's milk mix (50/50)). The genuine Guda cheese is made from quality whole fresh milk. The cheese's originality is conditioned primarily by quality milk yielded from the Georgian breeds of sheep and cow grazing in alpine grasslands – Tushuri sheep and Tushuri cow. The cheese is ripened in a guda - a sack made from sheep or veal skin, where the shortly cut hair is turned inside out hence the name Guda (Meaning bag or sack).



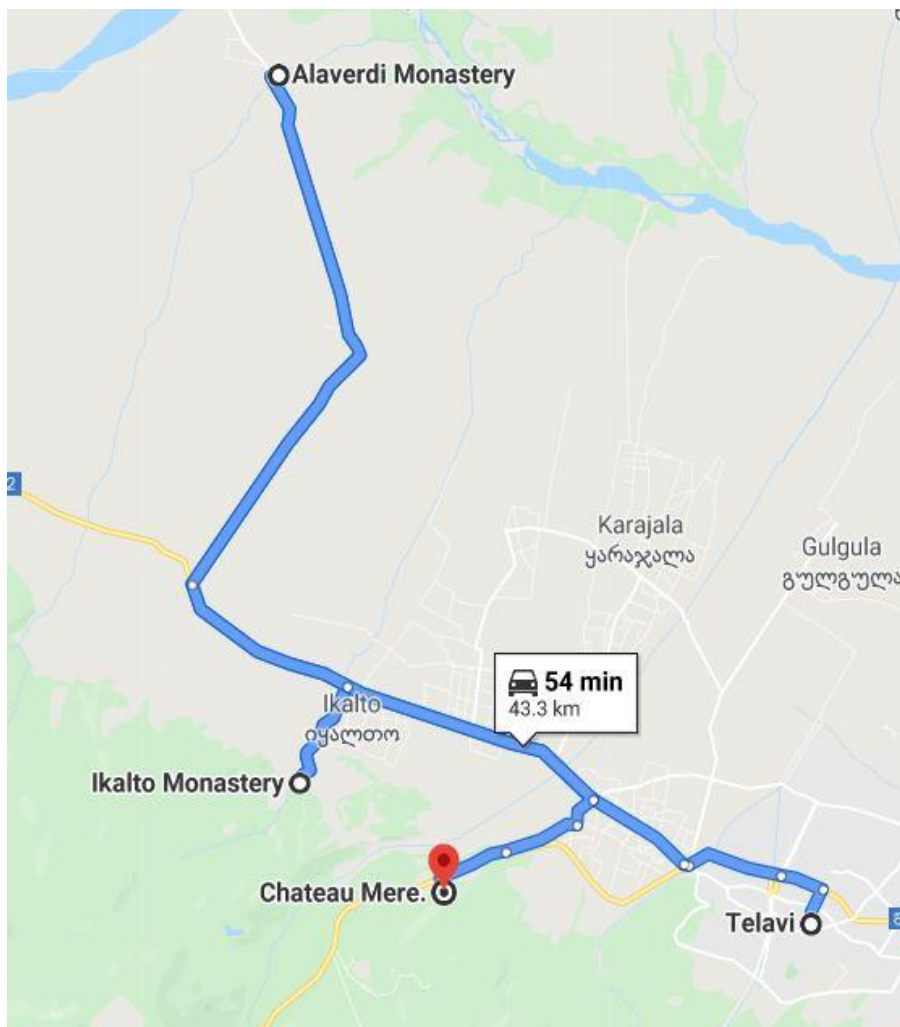


Churchkhela - a very popular dessert made from grape juice - Churchkhela is traditionally prepared after grape harvesting. Grape juice is simmered with flour. They put thread through walnuts or hazelnuts and dip the thread in the juice when it reaches almost jelly-like consistency. After that, Churchkhela is hung and dried for two weeks. Churchkhela is very healthy and nutritious food. It is known that it was often taken to soldiers and shepherds as a lunch or a snack.



Map of route day IV to Kakheti

This route will give tourists an opportunity to experience Kakheti with its distinct gastronomy wonders, breathtaking scenery (Alazani valley, Kavkasion mountain range (Caucasus Mountains)), historical monuments and local wine.



Walking route in the city 2-3 hours, the distance to Alaverdi Monastery is 43 km, on the route tourists will encounter Ikalto Monastery and on the way back they'll dine in restaurant Chateau "Mere".

The road is paved with asphalt.

Telavi

Telavi - Eastern part of Georgia
Kakheti regional center.
Population - 19 629.
500-800 Meters above sea level.

Points of interest Streets of Telavi



900-year-old plane tree (Chadari)



Palace of King Erekle - Museum.

Adr.: Erekle II avenue 1,
Tel: +995 595 99 925954,
Open hours: Tue-sun 10:00 - 17:00,
Web: <https://Georgiaabout.com>
Price of admission - 2 GEL



Telavi open market



Ikalto Monastery (6th century)

It's an ideal opportunity for tourists to start the day as a Kakheti farmer would do with a healthy glass of sour milk, guda cheese, Shotis bread and vegetables.

We strongly urge tourists to begin their sightseeing from Nadikvari which is the highest point of the city, where you will be treated with the magnificent scenery of the Alazani valley and Caucasus mountains.



From there, they can stroll down the beautiful brick cobbled streets to 900-year-old plane tree (chadari) (About 15-20 minutes on foot), from there you can see the statue of King Erekle II and the Palace/Museum of the same king. Continuing the journey (in about 15 minutes of walking) the tourists will encounter a local open market (Bazaar), where you can sample fresh produce straight from local farms. For lunch you can dine in local restaurants or family-owned bakeries/diners. Seven kilometers from Telavi tourists can visit Ikalto Monastery.



In the evening Chateau Mere will be serving dinner in a traditional Georgian setting (Sufra), where tourists will experience Georgian fine dining at its best. Fresh, organic, produce straight from farms, will give the dishes unique and mesmerizing taste. Guests will also learn the signature winemaking techniques of Kakheti.

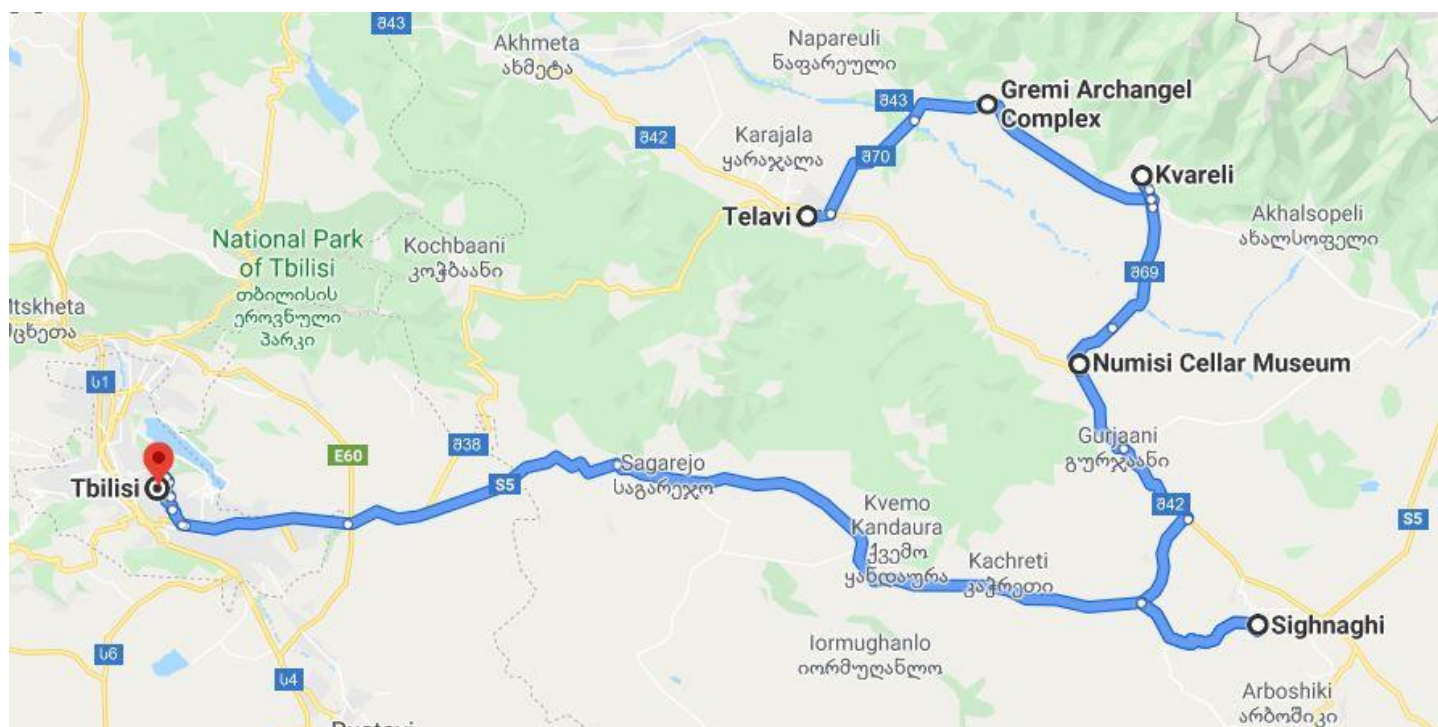
Address. Telavi, Vardisubani Str. 15 **Tel.:** 595 990 399

Web-page: <https://mere.ge/>

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Map of route day V to Telavi - Signaghi - Tbilisi

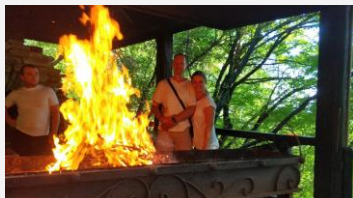
The trip begins from Telavi crossing the Alazani valley, passing through the city, Gremi, Kvareli, Signaghi and finally returning to Tbilisi.



The daily route will take tourists to this region's historical city Kvareli and get acquainted with its gastronomy culture, visit tunnel "Khareba" and restaurants. After that they'll visit Signaghi "City of Love" (couples often decide to hold their weddings here) and marvel at its sights and pleasant atmosphere.

Sightseeing of Kakheti

Points of interest



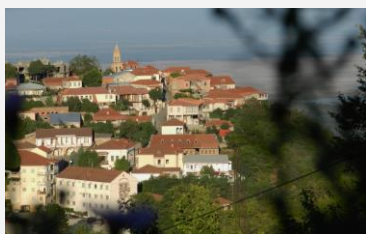
Mtsvadi cooking process
-restaurant “Khareba”



Gremi cathedral (16th
Century)



Sighnaghi wall



City of Love Sighnaghi

From Telavi the route goes north crossing Alazani valley and turning right. On the road tourists will encounter fortified-castle Gremi, which was the capital city of Kakheti until the 16th century. On the stretch of the road there are a lot of wine distilleries, it must be noted that a very unique distillery is near the city Kvareli called “Khareba”.



8 Km in length the tunnel is a unique wine storage, where tourists can enter the tunnel, look around and taste the wine. The tunnel, which is chiseled in granite walls, leads to the lift which tourists can use to ascend to 5th floor where a whole different world unfolds: Magnificently decorated restaurant with top of the line chefs and breathtaking view on Alazani valley.

After delicious dinner the road continues for 60 km (1hr) towards the city Sighnaghi. The city is a tourist hotspot, the city is referred to as “City of Love”, strolling along the city’s picturesque streets, admiring the views of Alazani Valley and dining in the family-owned diners and bakeries are some of the things tourists enjoy doing during the visit.

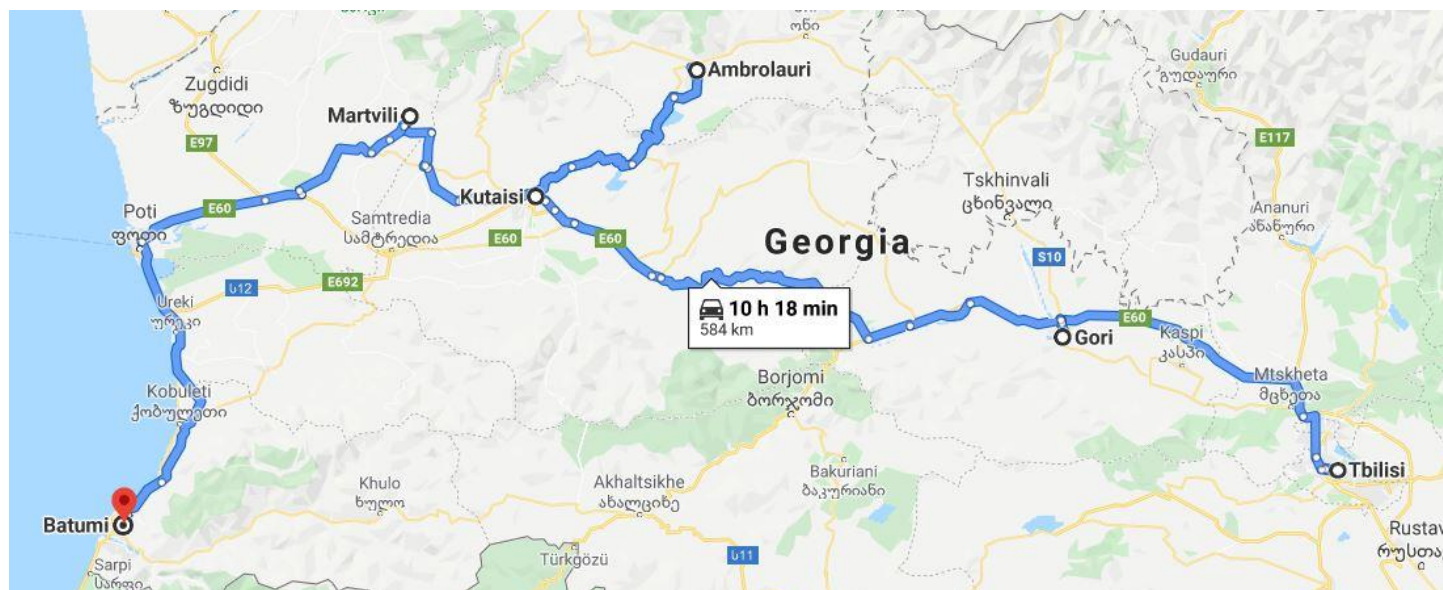
After sightseeing tourists will continue their journey to Tbilisi, on the roadside there are a lot of diners, “samtshade” restaurants and cafes.



Here tourists can experience bread making (Shoti) firsthand in village Badiauri.

Part II

Western Georgia



Tour begins in Tbilisi and ends in Batumi.

The route will pass through these regions: Kartli, Imereti, Racha, Samegrelo, Guria and last but not least Racha.

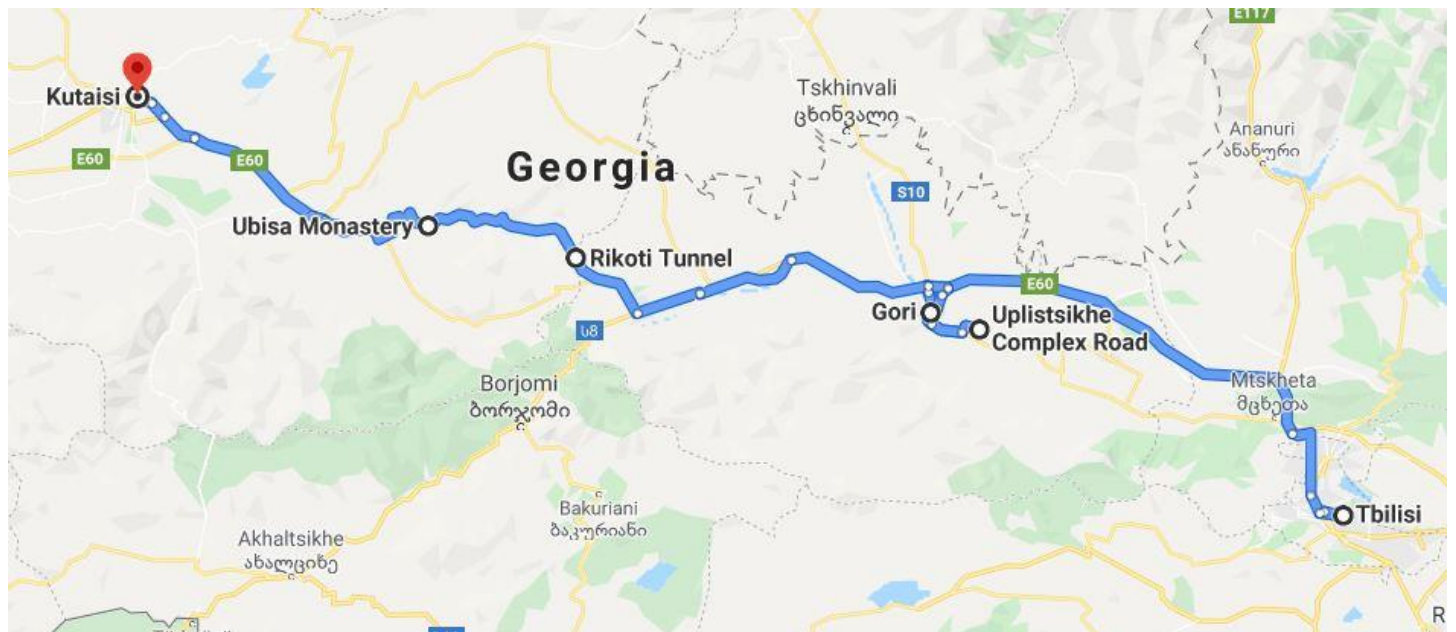
The tour will help tourists experience western regions of Georgia, their unique gastronomy dishes, which are more varied than eastern cuisine. There are more vegetables included in the menu and cooking, more pkhali, mushrooms and etc. Western cuisine consists of more varied ingredients like: poultry, fish, pork, Imeruli cheese, milk produce and etc. Differences between eastern and western wine are also quite noteworthy.

Duration - 5 days.

Road quality:

Paved with asphalt, mountain pass and serpentine roads are common.

Map of route day I to Tbilisi – Kutaisi

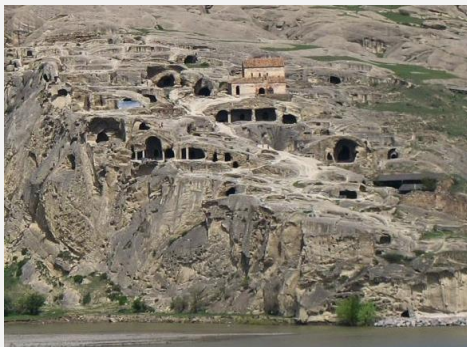


Tbilisi - Kutaisi road 220 km.

Common borders. Common solutions.

Tbilisi - Kutaisi

Points of interest:



Uplistsikhe (7th century)



Nazuqi - sour milk, flour, eggs, sweet dough kneaded in oil, slight dash of cloves, cinnamon and raisins. Baked in a special clay oven (Tone)



Ubisa Monastery (9th - 10th century)

Tbilisi - Kutaisi road:

There's a Museum dedicated to Stalin in Gori which tourists can visit.

History enthusiasts can visit ruins of the ancient city Uplistsikhe, located 10 km from Gori, built in 7th century. After the visit, tourists can have lunch at a restaurant located near Uplistsikhe or in village Ateni in a wine maker's family.



Nika Vacheishvilis wine cellar, where the guests will be treated with traditional dishes made from locally farmed organic produce.

Adr. Didi Ateni, **Tel.** 577 270 032

Web-page: www.atenuri.ge

Services: Hotel, Wine and food degustation.

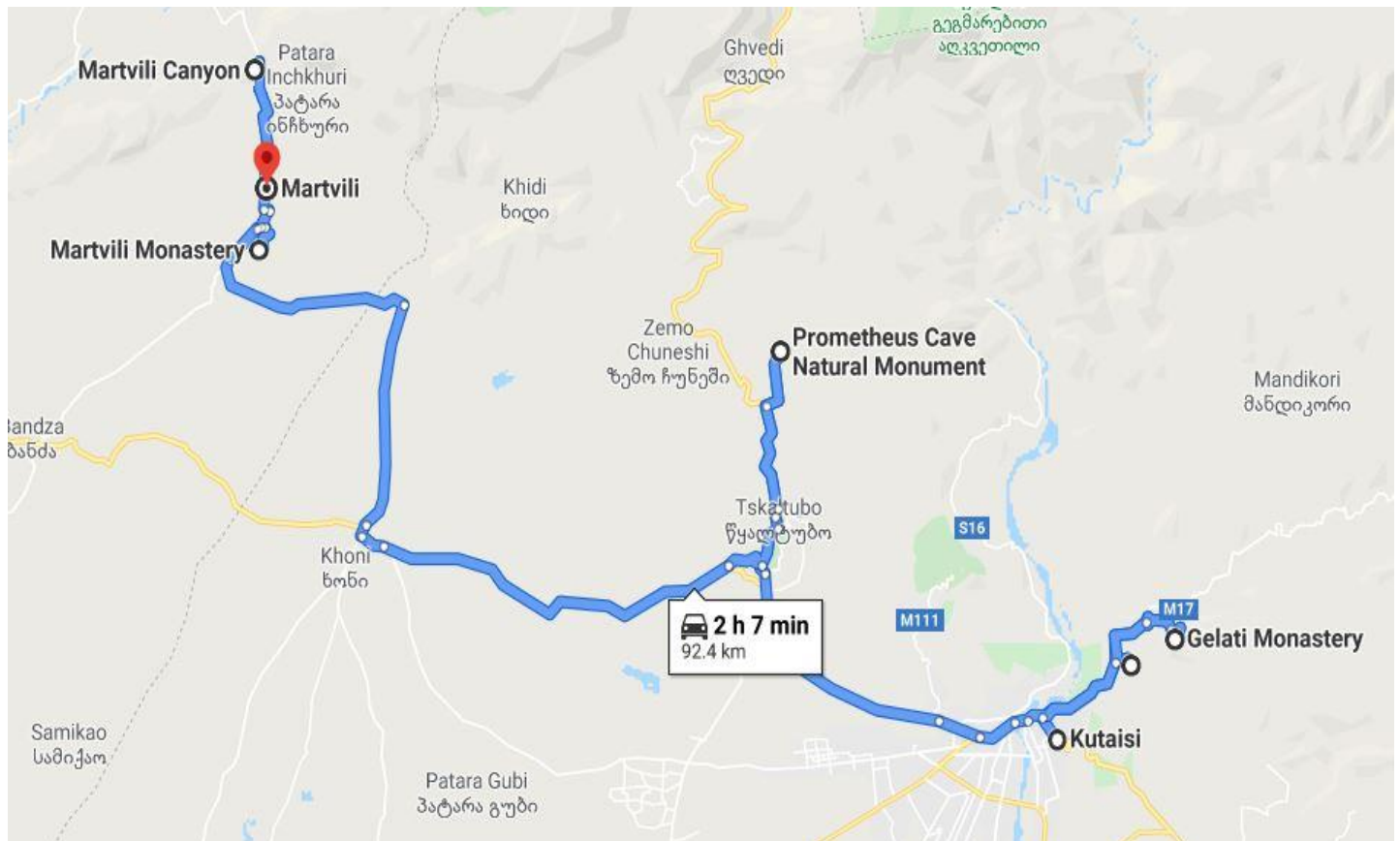
Price - Starting from 40 GEL.

After lunch we return to the road and continue the road to Kutaisi. Near the city Khashuri tourists will encounter Nazuqi stands, where families bake and sell Nazuqi a Georgian delight, with sweet taste and light texture it makes for an ideal on the road snack. The dessert is Kartli region's specialty.

A few kilometers down the line there's a tunnel connecting eastern and western Georgia called Rokis Tunnel which cuts through Rokis mountain, after exiting the tunnel tourists will feel significant change in climate and humidity, this of course reflects on the gastronomy and dishes hailing from west.

Now the descent begins, tourists can visit Ubisa Monastery down the road, also there are a lot of small restaurants on the roadside with dishes hailing from all over Georgia but mostly from Imereti region and in the evening, tourists will arrive in Kutaisi to spend the night.

Map of route day II – Journey to the west, Imereti and Samegrelo



The tour will give tourists an opportunity to experience gorgeous regions of Georgia, Imereti and Samegrelo, get familiar with cultural heritage, taste local cuisine and wine, go sightseeing and much more.

Imereti



Samegrelo



Common borders. Common solutions.

Kutaisi - Martvili



Kutaisi, capital of Imereti region.
Height from sea level: 200 m;
Population: 147 500 (2016)



Prometheus Cave - Prometheus Cave Natural Monument is a karst cave located in Tskaltubo Municipality in Imereti region of Georgia. Prometheus Cave formed in Sataplia-Tskaltubo karst massif. The total length of the cave is about 11 km, of which 1060 m are open to visitors. The cave has a total of 22 halls, six of which are currently open to tourists. The cave is above 100m from the sea level.

Entry Fees - 20 Gel;

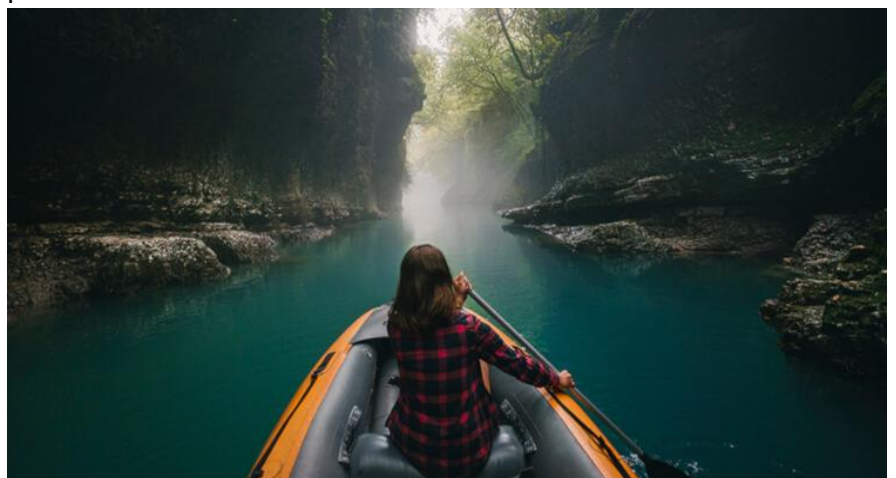
Ferry ride - 15 Gel;

Open from: 10:00 - 17:00 Every day

Tel: 577 10 14 17

Tourists can begin the day with exquisite breakfast with Imeretis signature dishes, after that head over to west 30 km from Kutaisi to arrive at Prometheus Cave which is a tourist hotspot.

For people with wanderlust, nearby (50 minutes from Prometheus cave) there's Martvili Canyon, which is a wonder of nature and a famous tourist hotspot, where you can indulge yourself with scenery and raft along the canyon to gaze at nature and experience inner peace.



Martvili Canyon - A natural monument in Martvili municipality

Entry fee: Children under 6 for free, Adults - 17 Gel;

Rafting ticket price: 15 Gel (visitor must be at least 1 meters tall to ride);

Underwater diving: 57 Gel (Only from May to September);

Working hours: 10:00- 17:00 Every day except Mondays.

Common borders. Common solutions.

Signature dishes from Imereti



The crown jewel of Imeruli cooking is “Chkinti” Cheese, Khachapuri on skewer and Imeruli khachapuri. Mchadi and Khachapuri are usually made on “Keci” (big clay made pan similar to pizza stone). Pkhali dishes are generally made with walnut and vinegar, meat-based dishes are marinated in garlic water or condiments like Tkemali or Adjika. Imereti locals traditionally make mushroom-based dishes from Kama (Agaricus) and Nikhvi (Amanita caesarea) mushrooms, also they can the Manchkvla (Honey fungus), which is salted and kept for several winters. One of the favorite foods of locals love is Lobio (Beans) made with walnut or tkemali reduction.

Main dishes

Chicken satsivi - This dish is made by boiled chicken dipped in walnut sauce, spice and herbs.



Khachapuri on the skewer- The cooking technique is pretty uncommon, delicious khachapuri is very popular in Imereti region. The dough and cheese is wrapped around the skewer and fried over charcoal.



Soko fried on keci with sulguni - It's a true gastronomy wonder. Washed mushroom caps are placed belly up and are salted then stuffed with cubed butter and sulguni, placed in an oven and roasted over medium heat.



Common borders. Common solutions.



Chicken in garlic - favorite dish for everyone, which is easy to prepare



Roast suckling pig - is one of the most typical dishes of the cuisine of Imereti. The technique is the same as roasting any other kind of meat – you need good seasoning and time. A suckling pig is an ideal centerpiece for a traditional festive table



Different types of Pkhali - here is especially delicious made by local products, most common option is made from spinach, bell pepper, beets and eggplant with walnut and different spices.

Diners/restaurants

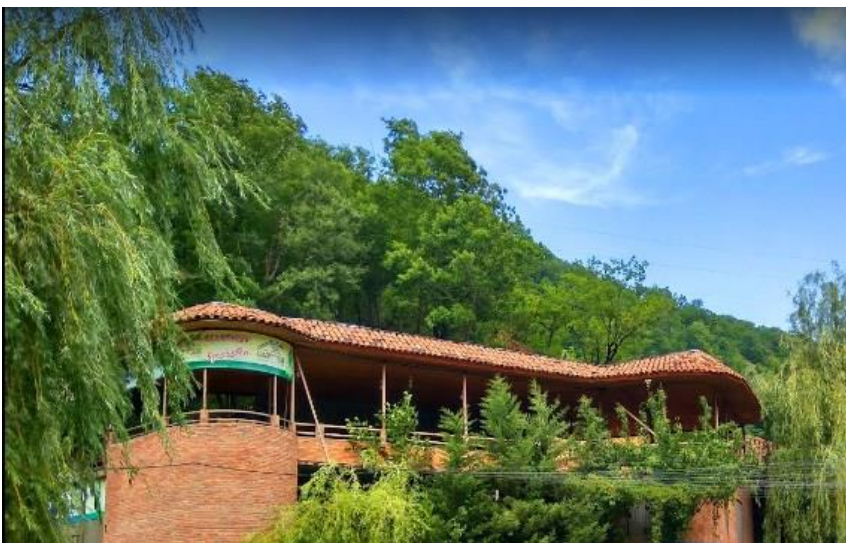
There are many restaurants in the city as well as you can meet them on the roads and tourist sites. Christians can choose between them from special web sites like www.tripadvisor.com



Often, they are of interesting design



Everything is delicious and the service is appropriate



Many of them are located in the bosom of nature

Common borders. Common solutions.

Signature dishes from Samegrelo



Main signature of Megruli cooking is sulguni cheese, which is used to cook a variety of dishes. Samegrelo is distinct from other regions by number of dishes: Gomi (Corn flour porridge), Elarji (Gomi but with added sulguni while making it), Gebzhalia (Cheese roulette mixed with mint) and Kuchmachi (chicken livers with walnut sauce and pomegranate). Samegrelo is famous for making spicy dishes, also it shows in their condiments like Adjika and Tkemali. Megruli khachapuri is also very famous in Georgia.



Gebzhalia- made from cheese, curd cheese and mint. Gebzhalia means to marinate in milk, it has a distinct and refreshing mint flavor, It's usually eaten with Gomi or Mchadi.



Different types of Pkhali - Pkhali is a combination of ground walnuts mixed with vinegar, onions, garlic, spices, herbs and minced vegetables. It can be made with different vegetables like cabbage, eggplant, spinach, beans or beetroot.

Common borders. Common solutions.



Kupati - is a sausage made with minced meat stuffed in a well-washed pigs' intestine.



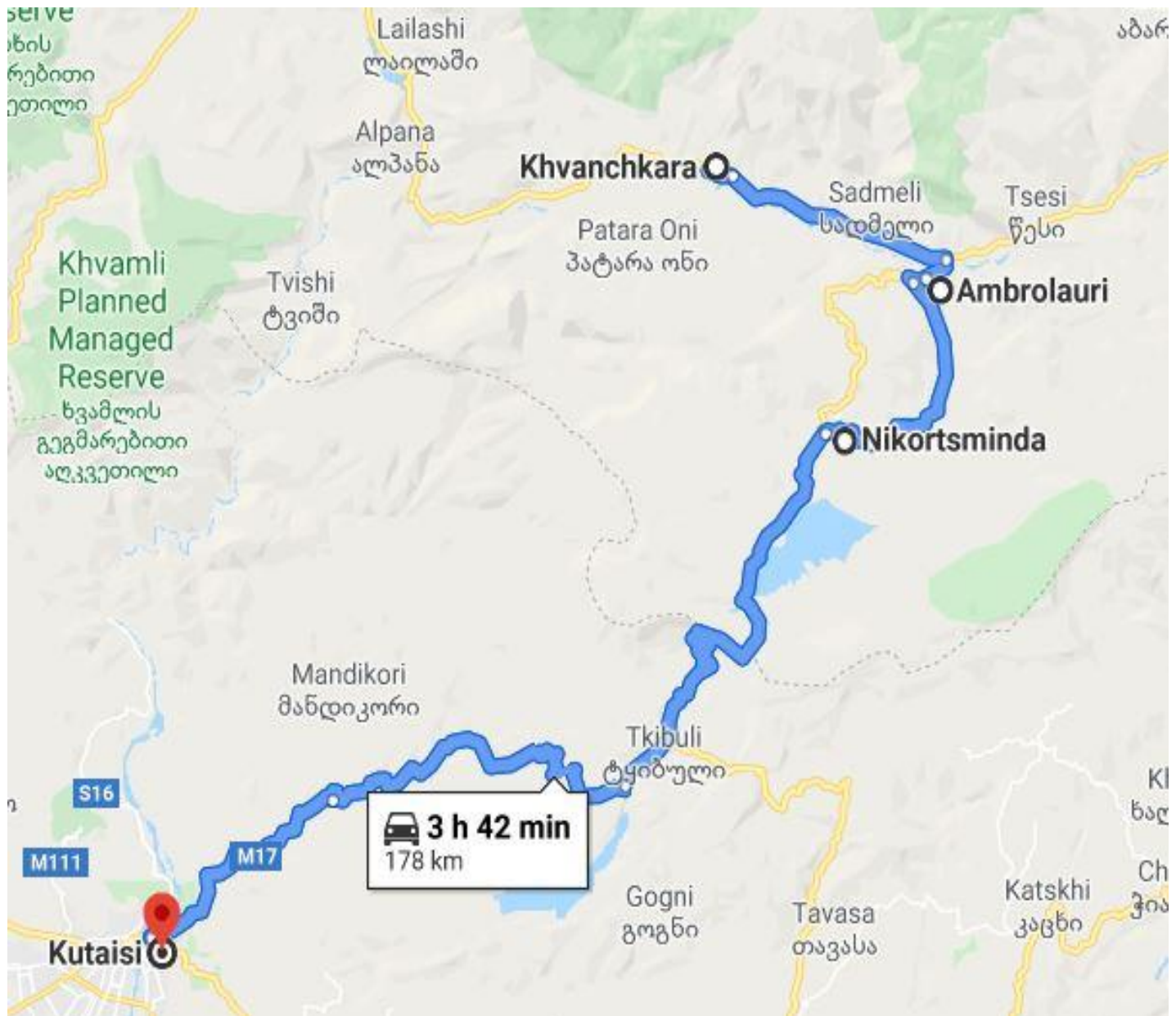
Walnut Kharcho - This dish is made by marinating boiled chicken in walnut sauce mixed with spices and herbs.



Megruli Elarji - An appetizing dish from the Samegrelo region, it is made from coarse cornmeal, cornflour and Sulguni cheese - are boiled together. Elarji was considered a special dish for the guest of honor.

Common borders. Common solutions.

Map of route day III to Mountain region Racha



This route will take tourists in the mountain region of Racha, where they'll experience distinct nature, mesmerizing scenery and chance to compare dishes tasted before with Rachas signature cuisine for example: Lori, Lobio (Beans), Khvanchkara wine and etc.

Common borders. Common solutions.

Racha

Racha is located in western Georgia in the north-eastern corner. In the ravine of river Rioni and the connected streams. Area 2818 km², Capital - Oni

Points of interest:



Nakerali mountain pass



Shaori water resort



Church of Nikortsminda (10th century)

It's recommended that tourists take an early morning car ride up to Racha, the road and surrounding nature is gorgeous. It passes through Nakerali mountain pass (height from the sea level 1218 meters), from there you can look over the whole valley and breathe in the fresh air of Racha. Fun fact: sometimes locals exhale all the air from their lungs once they get close to the peak of the mountain pass, as they enter Rachas territory, they take a deep breath and exclaim that they are breathing their region's air and it's special to them.

The road is serpentine, paved with asphalt, after passing the mountain pass tourists will come across Shaori water resort, with an alluring view of the resort it follows along on 7 km stretch of the road. Tourists adore the shores of Shaori, because they can freely set up campsites, have picnics and fish. Few kilometers later on the road 10th century church of Nikortsminda will be visible, which has historically significant ornaments, fresco and architecture, the church will leave no one with a cold heart.

Racha is famous for its signature wine Khvanchkara, Ambrolauri city has many wine distilleries and family-owned wine cellars. You can taste regional cooking either through restaurants or family-owned diners. Local dishes consist of: Lori, Lobiani (Same as khachapuri but with boiled and mashed beans instead of cheese), Shkmeruli, Khachapuri etc. In the evening the tour group will return to Kutaisi to spend the night.

Signature dishes from Racha

Famous dishes from Racha are: Shkmeruli, bean soup (for lack of a better term) and Lobiani, which is made by combining Lori with beans. Rachveli folk make Lobiani in Tone, also they have their own signature dry aging process for the pork meat (Lori) which takes several weeks to be ready for consumption.

Shkmeruli - is a dish from racha, the name hails from the village named "Shkmeri", its rachas jewel in Georgian cuisine - pan-fried chicken, milk and garlic sauce are added during preparation.



Lori - salted and smoked pork meat (Similar to bacon). They only make lori during the winter, they heavily salt the meat and put it in the smoking-room and let it smoke for 3 months.

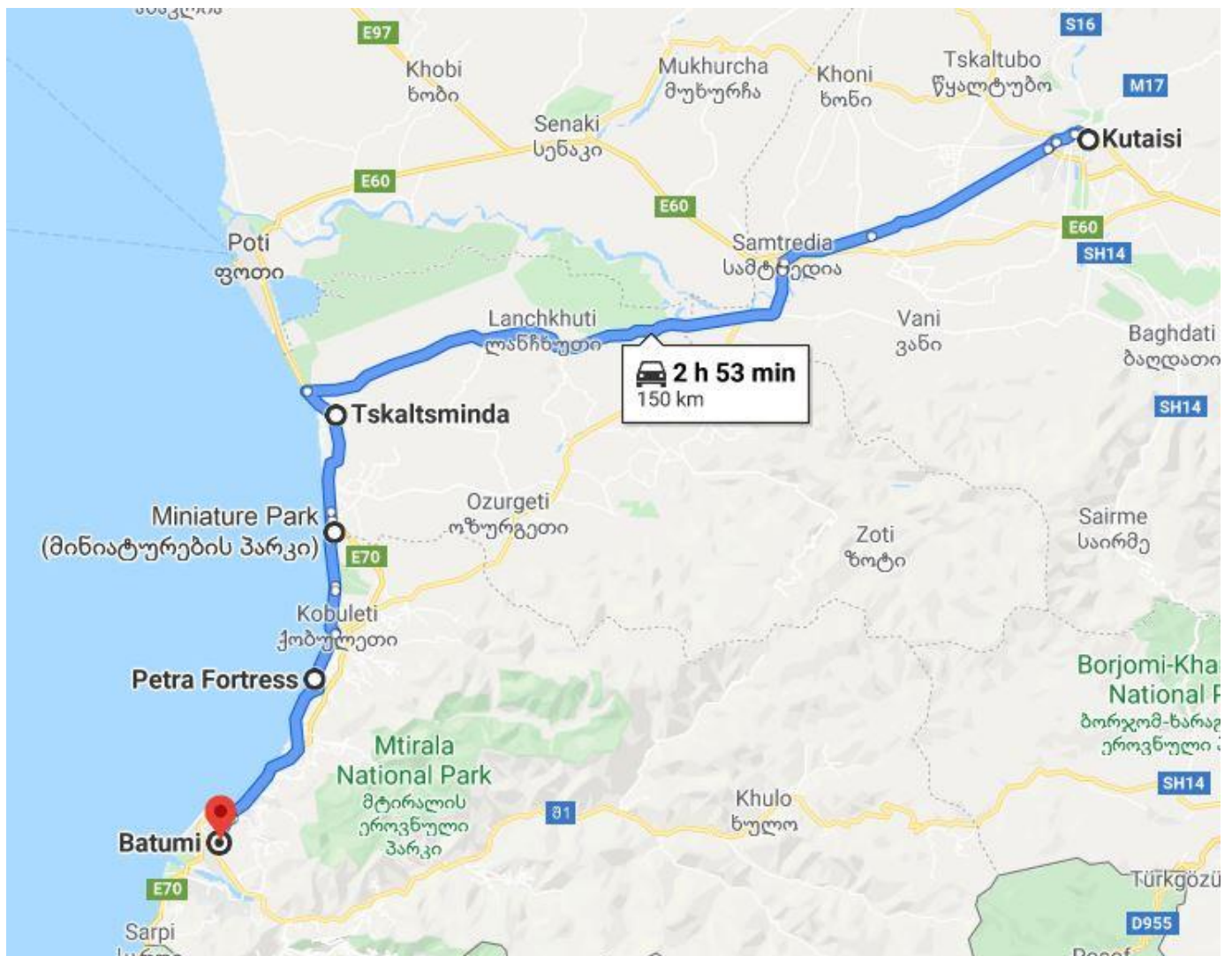


Lobiani - beans are boiled with lori, after that mixed with spices and cooked in Tone like Khachapuri after it finishes cooking, they brush Lobiani with fatty peace of lori or butter.



Common borders. Common solutions.

Map of route day IV to Kutaisi - Guria – Batumi



On the route from Kutaisi to Batumi, tourists will have to go through Guria, which is a historically significant part of Georgia with its unique dishes and cultural heritage.

Guria



Adjara



Common borders. Common solutions.

Guria

Area: 2 033 km², Population: 113 000 (year 2016) Height from the sea level. 170 m.

Points of interest:



Mini Museum of Georgia



Petra fortress.



Batumi - Capital of Adjara. Area - 64,9 km², population - 152839 (year 2014), Height From the sea level. - 1-3 m.

From Kutaisi the route will pass through city Lanchkhuti which is the capital of Guria. On the left there's mountain range and on the right valley, this is Kolkheti valley. 40 minutes down the road tourists will be able to see the sky-blue sea unfold in front of their eyes and close by there's village Tskaltsminda. There are a lot of restaurants near the roadside from big chains to small family-owned diners you can mostly find anything on the menu but because of the location we recommend tourists try fish on the menu.

In shekvetili visitors will come across a mini Museum of Georgia where you can see tiny Georgia made tinier by the miniatures with all the cultural monuments and significant buildings for example: Tbilisi, Kazbegi, Gelati and etc. A lot of places tourists have already seen during the tour and some which they have yet to explore. The next stop may be Fortress of Petra which overlooks the vast horizon of the sea. The route ends in the evening in Batumi which is the capital of Adjara and a famous seaside resort.

Signature dishes from Guria



Guruli cuisine is similar to Imeruli, with ingredient usage like poultry and vegetables/herbs. Corn flour and Fish are fried on Keci (clay pan). Guruli pie is a renowned dish in Georgia.

Guruli Pie - It's a crescent shape khachapuri with boiled egg cut in half inside it, its present in every family dinner during Christmas.



Flathead grey mullet (Kepali) - The fish dishes are popular near the seaside, fishermen catch flathead and serve it fried on pan, seasoned with herbs and lemon juice.



Common borders. Common solutions.



Mchadi - it is fried or baked bread prepared with corn meal flour. It is very often served with lobio or cheese. It's one of the main dough-based foods in Georgia.

Chicken (Chick) in Bazhe - Fried chicken (Chick) in bazhe with walnuts. Its simplified version of Satsivi which is very prominent in Guruli cooking and is as delicious as Satsivi.



Nadugi - This is a product made after milk gets sour, it is produced in the regions of Western Georgia. Nadugi is made in different ways: with mint wrapped in sulguni leaves, garlic and sour cream are added to Nadugi, which gives it a unique taste.



Gurian cucumber tomato salad with walnuts and herbs

Signature dishes from Adjara

Adjarian cuisine is very diverse, it combines harsh mountain taste with the gentle aroma of the seaside. Popular dishes consist of: Borano (sliced cheese fried in ghee), Chirbuli (breakfast with eggs and walnut), Khavitsi (boiled corn meal with a lot of ghee involved), Kaimaghi and Sinora (made with nadugi and flat dough crackers). Adjarian cuisine uses a lot of ghee and milk-based products.

Adjarian Khachapuri - Khachapuri with the form of the boat. Legends say Lazi people who lived near the shore gave the dough shape of the boat. The dish contains cheese and butter mix placed in the boat shaped dough and putting a raw egg on top, which gives it amazing flavor and unique look. It's not a local presentation gimmick for the dish, ALL of the Adjarduli Khachapuri are served in the same shape.



Borano - Traditional dish hailing from Adjara, made with eggs, cheese, milk and butter/ghee mixed in a Keci (clay pan) and fried on high temperature. Sometimes people refer to borano as Georgian fund.



Sironi - Its a very nutritious dish. - non rising dough is layered with boiling garlic nadugi and butter.



Mullet (Kepali) - with grilled salmon in Adjara, the mullet is also very popular



Dessert

Pakhlava - a version of turkish Baklava, made with puff pastry, walnut and honey/sugar. It is said that Georgians adapted this dish from turkey and put their unique twist on it.



TYPES OF CLIENTS TARGETED

ORIGIN

local
national
international

AGE

20-70 years old

BUDGET

medium budget
high budget

TRAVELLER PROFILE

- Medium and high-income
- Considerable interest in gastronomical culture/wine culture
- Considerable interest in social and countryside
- Chill-Out and Recharge Retreaters
- The Typical Tourists

MARKETING STRATEGY

ONLINE

1. Promotion through social media (Facebook, Instagram, Twitter, Rambler)
2. Google ads
3. Tourist agency web pages

OFFLINE

1. Promotion via billboards, leaflets
2. Tourist agencies communication materials