

# Have you heard of **WINECORE** ? (Wineries of **Cyprus Own-Rooted Evolution**)

Nicholas Orphanides

Senior Lecturer

Coordinator of Intercollege Culinary Arts Programs

**Y**ou may or may not have heard... Investing in wine education never stops. Wine & Spirit Education Trust (WSET) of London and the University of Nicosia host the new approach to Cypriot wine...

Theo Theoharis

Co-Founder & Chief Executive Officer

Cyprus Wine Consortium Ltd.

**W**INECORE is the brand created and launched by Cyprus Wine Consortium to describe the high-quality Cypriot wines of its member-wineries made from Cyprus indigenous grape varieties.

WINECORE stands for Wineries of Cyprus Own-Rooted Evolution, and speaks of values inherent in the Cyprus wine making culture: sustainability, heritage, biodiversity, human scale, universality.

Planted on their own, natural rootstocks, rather than grafted onto others, the local grape varieties of Cyprus offer a wine experience that expresses in a rare way the Sense of Place.

The effort started in 2018 when a small group of friends shared

what proved to be a common vision. Others were found to think alike along the way, resulting in 17 visionaries founding the Cyprus Wine Consortium in August 2021.

Fifteen wineries comprise the Cyprus Wine Consortium.

They are passionately committed to the company's vision and principles, and to the company's brand (WINECORE) values.

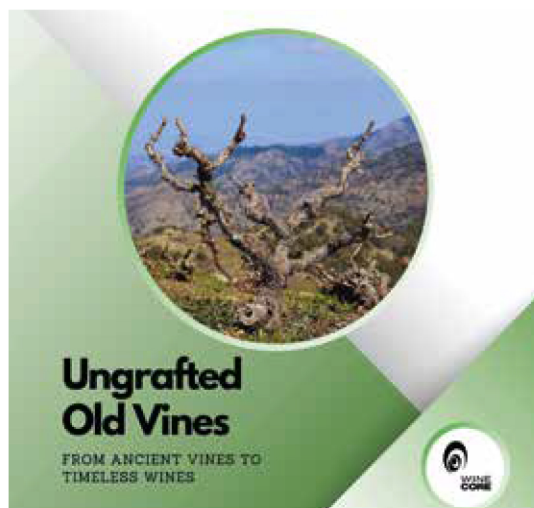
We, as Cyprus Wine Consortium, aim at reinstating Cyprus in the world as a centuries old wine producing country, conserving our viticulture's unique biodiversity including our indigenous grape varieties, communicating to the consumer the unique qualities of our wines, evolving and placing on the map of global iconic wines the Cypriot

labels from our unique vines.

This is our higher purpose, whereas it is only our member-wineries that remain individually responsible for their respective sales and commercial success.

The global environment is favourable: from growing wine consumption and shifting consumption trends to innovation and challenger wine countries success stories.

Exports of high-quality wines are growing but nonetheless they are still negligible when compared to domestic sales. Although this may sound negative, it is actually a good indicator for us and for the Cypriot wine industry. It is imperative that we strengthen our presence in our home market - Cyprus, which has



still significant room to grow.

In parallel, targeted export markets like the United States, the United Kingdom, Canada, Switzerland, Scandinavia, and Germany, are increasing demand and thus establishing a solid platform for future structured export activity.

WINECORE, although an international brand, is very sensitive with respect to focusing on its home -Cyprus, as a significant part of its mission.

Our fifteen wineries actually sell what they produce. But this is not enough to increase market share.

The domestic consumption of high-quality Cypriot wines is still far behind the consumption of imported wines. This has to do primarily with awareness, as the consumers, Cypriots and foreigners alike, must be reminded of the 5,000-year Cyprus wine heritage, and educated on the unique Cyprus indigenous grape varieties and the resulting premium Cyprus wines.

The latter is one of the main objectives of WINECORE ... and an uphill battle as we are facing entrenched international competition.

More important however, is our effort itself -an effort among likeminded people who have come to recognize the hidden values in the Cypriot wine making tradition and have committed to accent and transcend them.

In other words, it is the convergence of the company's founders that has defined the timing for the launch of our effort.

We follow a very diligent and transparent process in selecting the wines of the 15 member-wineries, which in the end bear the WINECORE logo. Approximately, 100 wines have met our established criteria supported by the wineries' highly skilled oenologists.

This selection process repeats annually with each new harvest. The WINECORE logo will start phasing in and appearing on the bottles toward the end of this year.

The bottles will carry the WINECORE logo as a "seal of excellence and Cypriot authenticity" on their neck.

We are communicating our brand WINECORE and its values on social media, our website, and other venues. We have launched ANDAMOMA, the first and only trade fair globally to promote exclusively Cyprus wines from indigenous grape varieties. We are organizing masterclasses, tastings, dinners, and seminars. We are building up a global ambassador network including but not limited to masters of wine, wine aficionados, wine connoisseurs, the Cypriot diaspora, and others. We are developing our ESG strategy. We are inviting consumers and professionals to our member-wineries and to our vineyards.

Since we started communicating our vision and effort as Cyprus Wine Consortium, we are experiencing an increasing interest globally.

We are focusing on Xynisteri, the indigenous Cypriot white grape variety, which gives aromatic, very pleasant, and distinct wines.

It is notable that Xynisteri has further very important attributes, such as its very low environmental footprint contributing to climate change risk mitigation.

Other Cyprus indigenous varieties associated with WINECORE, are Giannoudi, Maratheftiko, Promara, Mavro, etc., all of which yield distinct Cyprus wines which have started comparing to Xynisteri in terms of recognition.

The company via its 15 member-wineries, possesses great expertise in the winery owners and their second-generation winemakers, their oenologists, agronomists and global partners

... and Cyprus, our homeland and natural living space, is our international launching pad of choice.

AYIA MAVRI WINERY | AES AMBELIS,

ARGYRIDES | ΟΙΝΟΠΟΙΕΙΟ ΒΛΑΣΙΔΗ |

CONSTANTINOU | K&K VASILIKON WINERY |

KAMANTARENA WINERY, K&K VASILIKON |

DAFERMOU ESTATE, FIKARDOS |

KYPEROUNDA, MALLIAS | MARATHASA WINES |

SANTA IRENE WINERY | TSIAKKAS WINERY |

VINEYARD ARGYRIDES | FIKARDOS WINERY |

VLISSIDES | ZAMBARTAS

