

Press release – October 2019

THE NATIONAL WINE DAY, THE MAIN WINE EVENT IN EASTERN EUROPE, WAS A HUGE SUCCESS IN MOLDOVA, ON 5 AND 6 OCTOBER

Hundreds of excellent wines, a millennial tradition in winemaking, hospitality, unexplored destinations and an unbeatable offer in food and wine tourism – this is just a small part of the experience both amateurs and connoisseurs could live at the 2019 National Wine Day, the Moldovan annual and emblematic event.



2019, the 18th edition key figures are impressive!

Over 70 thousand people celebrated the National Wine Day in the Great National Assembly Square. For this, a record number of 68 winemakers gathered under the “Wine of Moldova. A legend alive” country wine brand, extending for the first time beyond the Great National Assembly Square, including the whole Square of the “Birth of the Lord” Cathedral and the E. Doga pedestrian street in Chisinau.

Eager to discover and rediscover the product of national pride, 4 thousand foreigners landing at Chisinau Airport during October 1-2 were offered a small bottle of wine as a welcome sign, along with a free prepaid SIM card with included credit. Also, for the first time, this year, every tourist arriving in the country received a SMS message inviting him to attend the feast.

The National Office for Vine and Wine received 83 journalists representing the mass-media from 14 countries: Belgium, France, Austria, Finland, USA, Romania, Ukraine, Russia, China, Czech Republic, Italy, Poland, Korea, Japan. *“Everyone will return home and tell – in friendly chats, on the pages of newspapers or blogs – about the quality of Wine of Moldova, about the beautiful traditions of the Moldovan people and about the pride with which we showcase them year by year”.*

NWD 2019 – Celebrating the right and moderate wine consumption

The winemakers managed to sell over 80 thousand bottles of wine and to fill over 45,000 times the glasses of the Tasting Notebook holders.

To provide guests with a guided experience in the Grand National Assembly Square, 42 guides organized tours at winery stands, accompanying over 400 tourists.

At the “Wine School” 450 visitors learned about the PGI areas and the terroir thanks to the masterclasses organized by the experts of the National Office for Vine and Wine and invited sommeliers.

NWD 2019 – An opportunity to highlight the successes achieved in the wine sector

National Wine Day is the most important holiday for the wine industry – a strategic branch of the Moldovan economy. Together with the National Office for Vine and Wine, about 1600 people worked in order to make the holiday take place. Over 200,000 Moldovans work with dedication to create the product of national pride, over 29,000 companies are active in the field of wine and wine tourism, and the wine sector represents almost 1/5 of the value created by the agri-food industry.

NWD 2019 – one more step towards the “eco-friendly holiday” status

The concept of sustainability, included in the event for several years already, has been extended, so the anniversary edition of the National Wine Day recorded the following results, **compared to the 2018 edition:**

200% increase in the amount of sorted waste. As a result, more than 5 tons of plastic, cardboard and glass will be recycled;

50% reduction of the electricity consumed for the on-stage activities – 70 kW/h;

25% reduction in the quantity of waste discharged – 59 tons;

Nearly 1,000 visitors opted for ecological transportation and did not use their cars.

NWD 2019 – 9,000 visitors went on wine tours

The National Wine Day also promotes the touristic potential of the country, managing to attract visitors to the country’s wineries. This year, the wineries in the country opened their doors to about 9,000 visitors, who bought over 13 thousand bottles of wine at the producer price and tasted another 900 bottles. The wineries offered them a culinary treat and a cultural program, and guests have been convinced that Moldova is a wine tourism destination worth visiting.



“Wine of Moldova. A legend alive” is the country brand which reunites all winemakers from the Republic of Moldova and is a registered trademark of the National Office of Vine and Wine.

EXTRA INFORMATION: Daniel Frumusachi, Moldovan sommelier, entered recently the Guinness Book for performing a sabraje. On September 19th his first record was confirmed by Guinness Book (he opened 49 bottles in 30 seconds) and he awaits for the confirmation of the second one: he opened 79 bottles in one minute (the last record achieved by Raimond Thomson was 71 bottles in one minute. **At The National Wine Day he performed a sabraje at the Wine School**



MORE INFORMATION:

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