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**Competitiveness Enhancement and
Enterprise Development (CEED)**

CASE STUDY

Showcasing Moldova's Wine Heritage

Winemaking and marketing advice from USAID allows winery to add a premium wine to its repertoire



PHOTO: MARINA KAIM / USAID CEED PROJECT

Commercial Director Radu Ilesanu and Marketing Director Sergiu Cojocaru proudly display the new DAOS brand.

“USAID’s support allowed Bostavan’s wines to be taken seriously on the world stage.”

*— Radu Ilesanu
Bostavan Commercial Director*

U.S. Agency for International Development
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CHALLENGE Vinăria Bostavan is the main profit center of the Bostavan Wine Group, selling approximately one million bottles of wine per month. However, to remain the engine of the company, the winery needed to find new markets since orders from its primary market of the Commonwealth of Independent States, including Russia, had started to decline. Vinăria Bostavan decided to focus on expanding its business into Central Europe. However, Bostavan did not have a wine range suitable for this new market.

INITIATIVE Familiar with the success of USAID’s winemaking assistance, Bostavan asked USAID for support to improve its wine quality. Shortly thereafter the winery benefited during the 2007 harvest from the expertise of an international winemaker who provided advice and hands-on training to winery staff on topics such as grape selection and processing and proper wine treatment and storage. He also helped Bostavan develop a new premium wine range, comprised of four wines – Chardonnay, Merlot, Cabernet Sauvignon, and Kagor, a red dessert wine – to be sold under the, DAOS brand. The name means wolf and originates from the ancient Dacians, who first brought grape vines and knowledge of winemaking to the region many centuries ago. To aid Bostavan in selling its new wine, USAID helped develop branded marketing and promotional materials and hired a respected wine journalist and Master of Wine, Caroline Gilby, to lead a professional presentation and tasting of DAOS wines for journalists and distributors in Poland, an important market due to its proximity, size, and shared history. “Caroline helped us to look at our wine from a different perspective and raised Bostavan’s credibility,” stated Marketing Director Sergiu Cojocaru.

RESULTS Today, DAOS wines are sold in Poland, Romania, Slovakia, Czech Republic, and Greece. Exports are climbing and have already exceeded \$150,000. Bostavan is also looking for a distributor in Germany with assistance from USAID. DAOS has also been a hit at home, with growing sales in local supermarkets and restaurants.