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

FIRST PERSON

Winemaker Uncorks New Successes

**Better management of
winemaking processes
leads to higher quality
Moldovan wines**



PHOTO: GINGER ELSEA / USAID CEED PROJECT

“Assistance from USAID consultants has demonstrated that there are no minor things in winemaking. Aspects often overlooked can turn out to be crucial in forming the final product’s taste and style.”

*— Tatiana Climco,
Moldovan winemaker with
24 years of experience*

To Tatiana Climco, wine is a living thing that requires constant nurturing. Growing up on a vineyard, Tatiana learned the secrets of winemaking directly from her father and developed a passion for it. Now Tatiana is chief winemaker of Lion Gri, one of Moldova’s most prestigious wine companies. As her love of learning continues, Tatiana enjoys experimenting with innovative winemaking techniques and taking risks to create new products. “It’s a real pleasure to see the results of our intensive work and realize that Moldova can benefit from a reinvigorated wine industry,” says Tatiana.

Since Russia banned all Moldovan wine in March 2006, Tatiana has endeavored to increase her knowledge of Western quality standards and consumer preferences. Only by improving in these areas can she help Lion Gri be competitive in new markets for Moldovan wine.

With technical assistance from USAID during the 2006 and 2007 vintages, Tatiana and her colleagues have enhanced the management of winemaking processes at Lion Gri and improved vital aspects such as grape processing, wine treatment, and storage. This high-quality guidance and practical assistance from wine experts knowledgeable about both viticulture and winemaking enabled the company to produce wines that meet international standards. USAID consultants trained the Lion Gri staff in all processes of winemaking, including monitoring the ripeness of grapes, operating the filtration equipment, and treating each separate type of wine.

Tatiana believes that improved winemaking will be a key factor in making Moldovan wines more competitive in the global market. Although the red wines from 2006 and 2007, which benefited from USAID assistance, are still aging, Tatiana expects that they will help Lion Gri increase sales in the U.S. and Germany in two or three years. “The consultants helped us not only improve our winemaking techniques, but also introduce wine styles that meet the demand of our new target markets,” says Tatiana.