



Report Wine market Ukraine

October 2023

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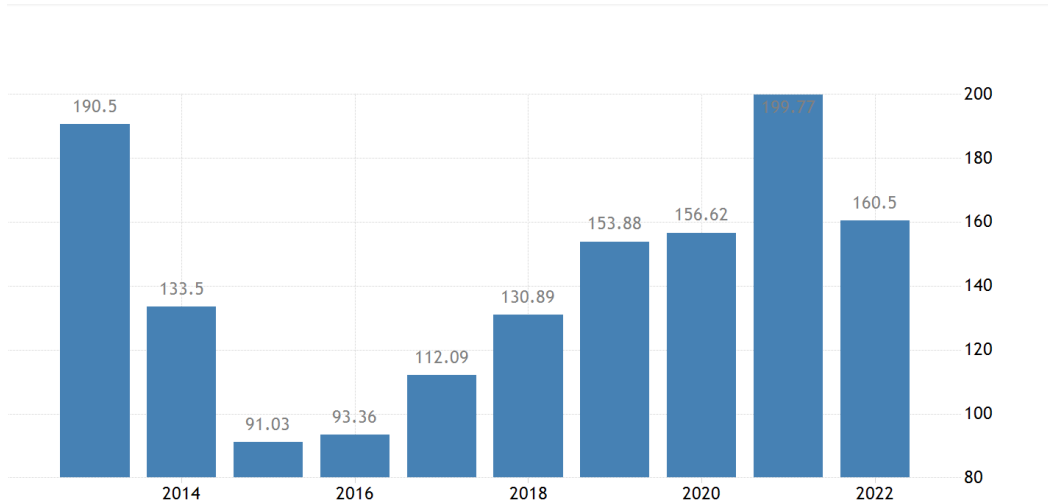
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Economic situation in Ukraine



GDP in Ukraine



The Gross Domestic Product (GDP) in Ukraine was worth 160.50 billion US dollars in 2022, according to official data from the World Bank. The GDP value of Ukraine represents 0.07 percent of the world economy.

source: [World Bank](#)

The real GDP in the first quarter of 2023 increased by 2.4% compared to the previous quarter (seasonally adjusted) but decreased by 10.5% compared to the first quarter of 2022.

Currency exchange



- ✓ At the beginning of the full-scale war, the official exchange rate of the hryvnia was 29.25 UAH/USD. The National Bank fixed it at this level to preserve the stability of the financial system.
- ✓ As of the beginning of 2023, the NBU exchange rate is 36.57 UAH/USD. The regulator set this level on July 21, 2022, when a noticeable gap appeared between the official and cash exchange rates. This is the lowest official exchange rate of the hryvnia in the entire history of the national currency.
- ✓ At the beginning of 2023, the cash exchange rate of the dollar in Ukrainian bank exchange offices was 40.2-40.6 UAH/USD (buying/selling). Prices on the black market do not differ significantly.
- ✓ According to the Ministry of Economy's forecast, the dollar exchange rate in 2023 could reach 45.8 UAH/USD. The average annual exchange rate of the hryvnia to the dollar, included in the state budget for this year, is 42.2 UAH/USD. It is also allowed for possible fluctuations in the exchange rate during 2023, ranging from 39 UAH/USD to 45.5 UAH/USD.

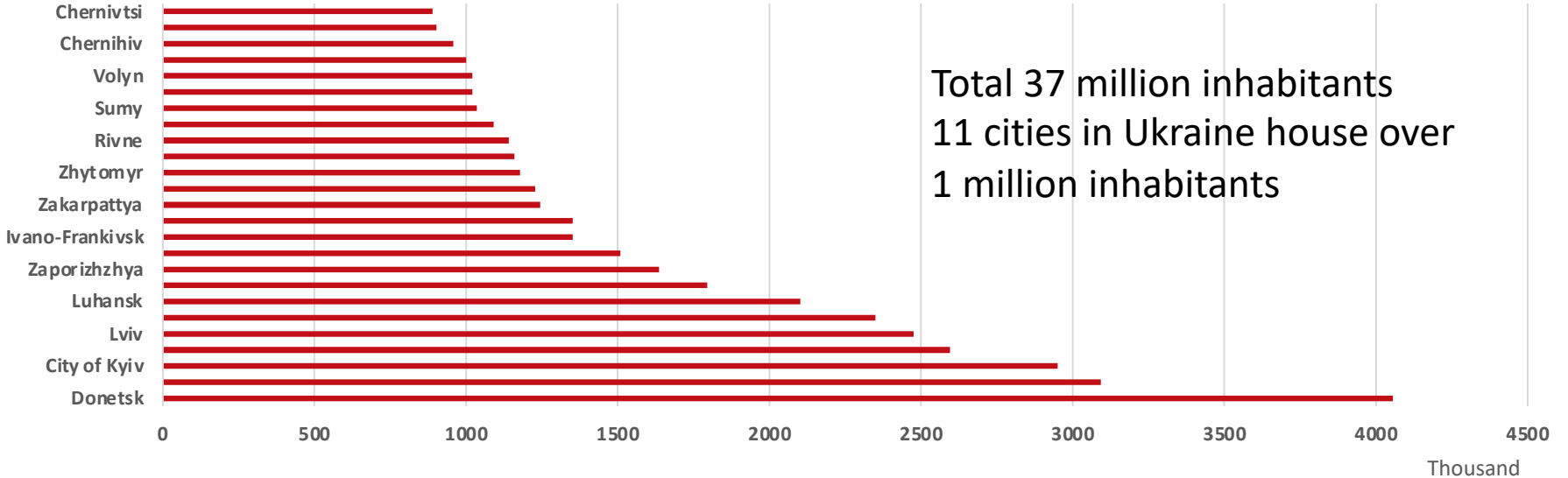
Currency exchange forecast

The stability of the exchange rate will depend on the following factors:

- The regularity and timeliness of external support from Ukraine's international partners.
- The progress of military operations and the expected timeframe for the end of the war.
- The dynamics of the return of migrants who left Ukraine due to the war.
- The pace of recovery of the Ukrainian economy (based on preliminary estimates, Ukraine's GDP fell by 30.4% in 2022 with a margin of error of 2%) and is expected to grow by at least 1% in 2023, according to IMF data.
- The pace of renewal of Ukrainian exports in key sectors of the economy (agriculture, metallurgy, chemical industry, IT, etc.).
- The cancellation of restrictions and limitations on the foreign exchange market by the National Bank.
- The rate of withdrawal of foreign capital from Ukraine's financial market, primarily from non-residents who are owners of government bonds and will receive repayments from the Ministry of Finance for old issuances of government bonds.



Population (in 2023)



Population tendencies

Several main trends that could have an impact on the population of Ukraine can be identified:

Population Decline: Ukraine has faced a population decline for several years. This is related to a low birth rate and citizens migrating in search of better economic opportunities abroad.

Aging Population: Like in most developed countries, Ukraine is also experiencing an aging population. The proportion of elderly citizens is increasing, which may affect the country's healthcare and social policies.

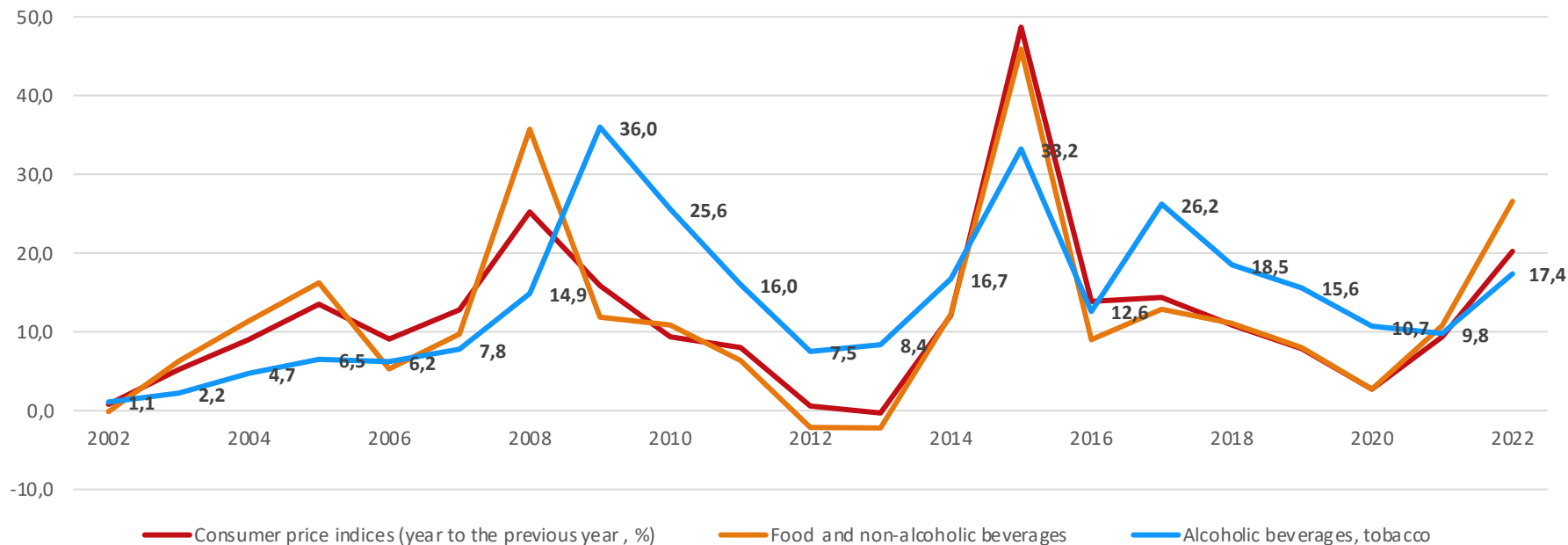
Migration: Emigration of young and educated Ukrainians to other countries, particularly European Union countries, is influencing the population structure of Ukraine. Many are leaving in search of work and better living conditions.

Conflict in Eastern Ukraine: The armed conflict in eastern Ukraine, which began in 2014, has also had an impact on the demographic situation in the country. It has led to forced population displacement, destruction, and loss of lives.

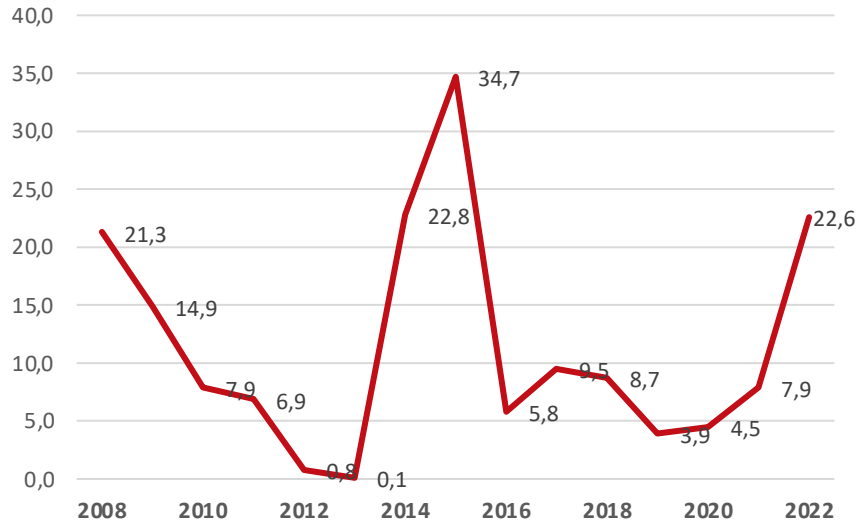
Birth and Death Rates: Birth and death rates are important parameters for the demographic situation in the country. They can change due to various factors such as economic stability, access to healthcare services, and education.



Consumer price indices (year to the previous year , %)



Inflation



In Ukraine, there is currently what is known as supply-side inflation - low incomes for the population and an increase in the cost of goods in the market.

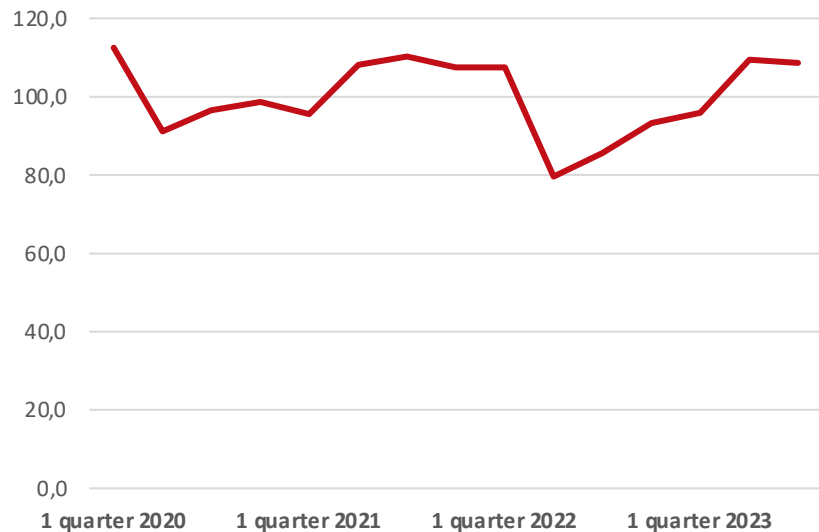
According to the International Labour Organization report, 4.8 million people in Ukraine have lost their jobs. Nearly 7 million people are internally displaced, most of whom have lost their jobs. People's income has decreased significantly.

This is primarily due to the rising prices of energy resources, which are a mandatory component of the cost of all goods and services.

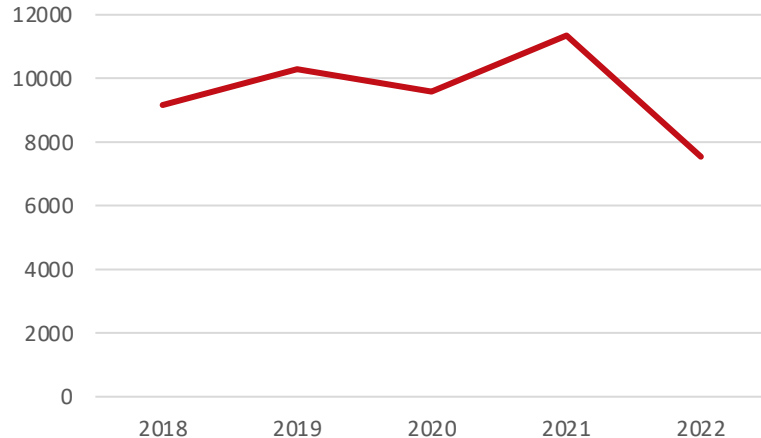
The emission of the hryvnia has also played a role in this.



Economic Sentiment Indicator (ESI)



Wine consumption, (in '0000 liters)



According to experts, even in the average and low price segments, consumers have reduced the frequency of purchasing wine market products in Ukraine from three times to once within a 30-day period.

- Temporary restrictions on the sale of alcohol in the country's retail outlets;
- Increased production costs due to rising raw material, energy resources, and consumer prices;
- Disruption of supply and distribution logistics chains; Unregulated terms at the state level for trade enterprises to settle accounts with food suppliers, including wine market products in Ukraine.



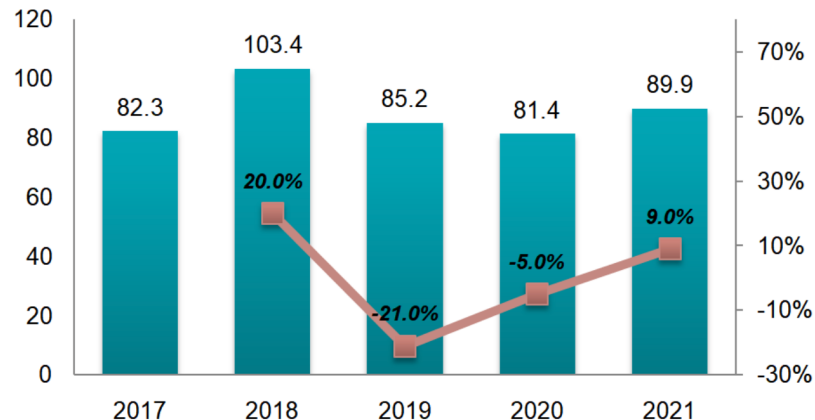
Wine production Ukraine



Wine production

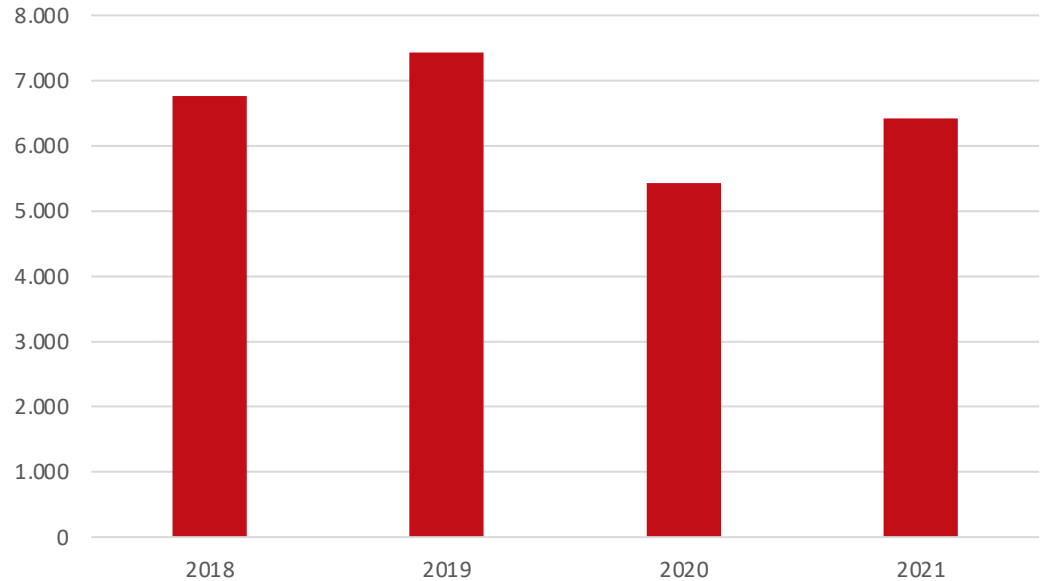
The analysis of the wine production in Ukraine indicates that the industry in question has suffered significant losses following the onset of active military operations. Wine production in 2022 is rapidly declining. The main negative factors include:

1. The occupation by Russia of significant territory in the wine-producing regions of the country, including the Kherson, Mykolaiv, and Zaporizhia regions.
2. Destruction or damage to the infrastructure of winemaking enterprises located in conflict and shelling zones.
3. A decrease in the purchasing power of Ukrainian consumers.

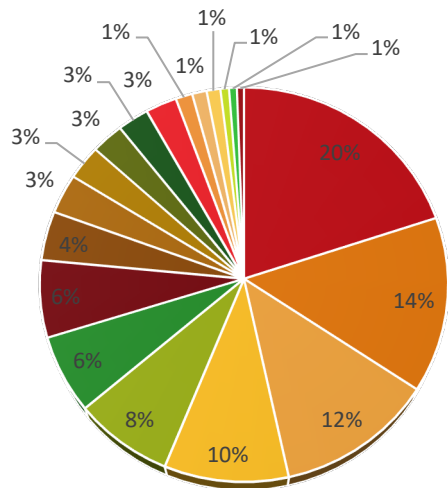


Domestic production Wine in thsd. Dal (Decaliter='0000)

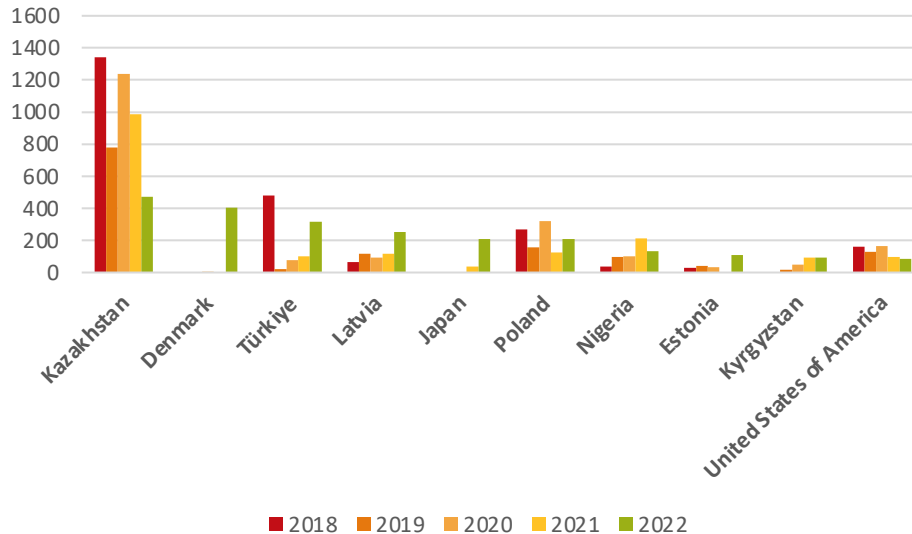
In Ukraine, there is no positive trend in the development of vineyards. Consequently, grape production has remained at the same level in recent years



Export wine from Ukraine (in '0000 liter)



- Area Nes
- Kazakhstan
- Denmark
- Türkiye
- Latvia
- Japan
- Poland
- Nigeria
- Estonia
- Kyrgyzstan
- United States of America
- Germany



Export wine from Ukraine

Ukrainian wine producers increased their wine exports by 26% to \$16.5 million in 2021, according to data from the State Fiscal Service (DFS). This included countries such as Germany, Japan, Poland, Canada, and the Baltic countries.

Amid the war, interest in Ukrainian wine has surged worldwide. Exporting will help Ukrainian producers compensate for the decline in the Ukrainian market. After a significant drop at the beginning of the war, sales have now stabilized at 50% of pre-war levels.

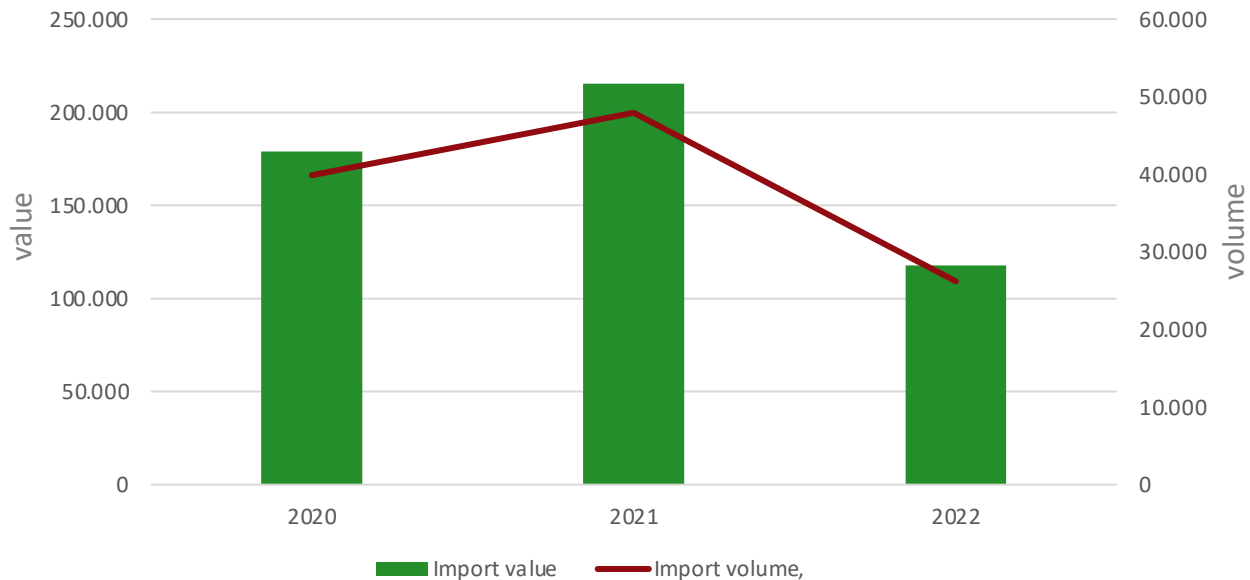
In 2022, Ukrainian wine, exported to 49 countries, received 37 awards at international exhibitions. However, for further economic development, the grape-growing industry requires legislative changes.



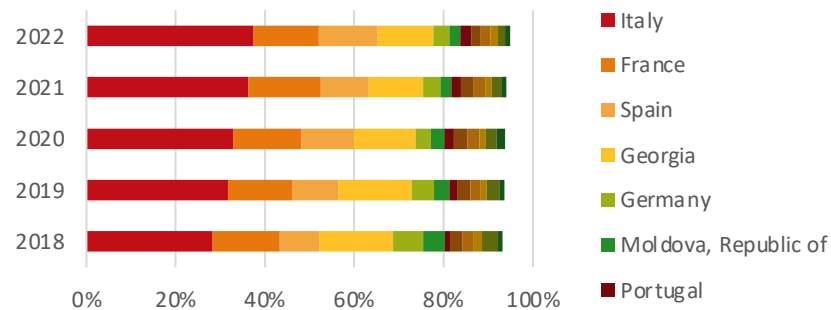
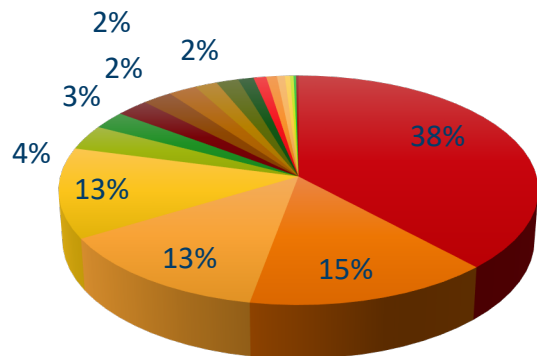
Wine imports Ukraine



Import wine to Ukraine, '000 liter



Import 2022



California wines



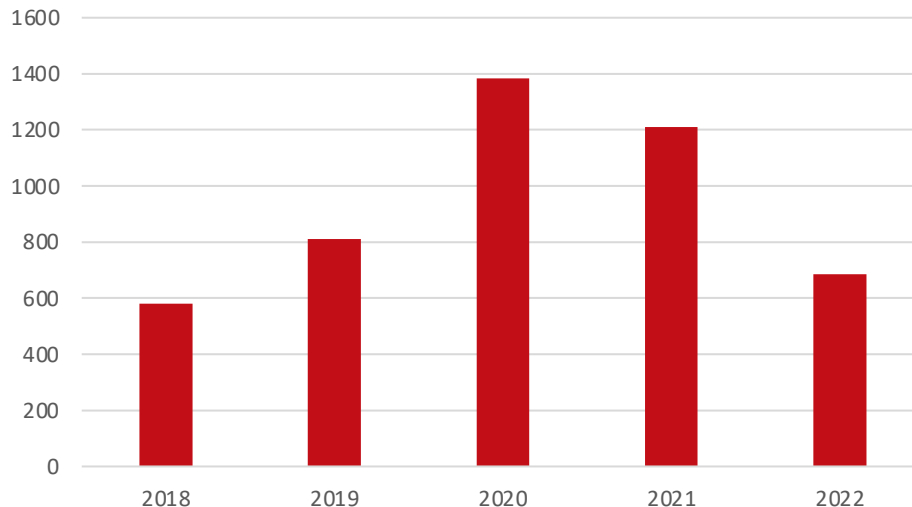
General import from USA

The import of wines from the USA mirrors the overall trends in imports to Ukraine during the wartime period.

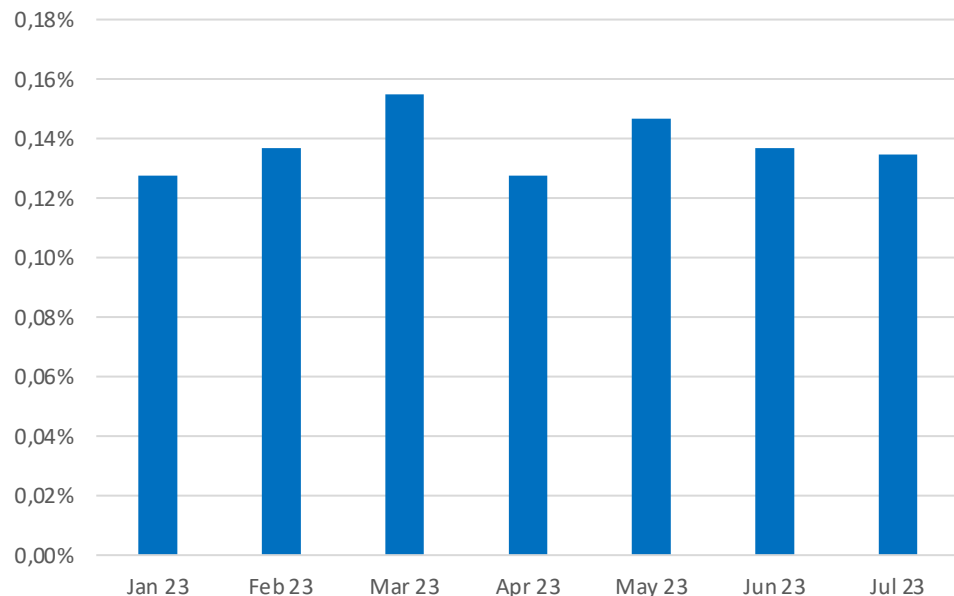
Before the war period, the import of American wines had a strong positive trend.

We again see an increasing interest in American wines and expect volumes moving beyond 2020 levels to 15,000-25,000 9L cases

United States of America, in '000 US\$



The share of American wine sales in retail chains in 2023



There is little knowledge about American wine brands in Ukraine, even though the United States ranks fourth in the world in terms of wine production and ninth in wine exports. Furthermore, American wines successfully compete with European ones, and their finest representatives often surpass the renowned Grand Cru.

In 2023, the share of American wine sales in retail chains remains stable at around 0.15%, despite challenging times.



Americans Brand in Ukraine

14 Hands
770 Miles
American Wings
Amuse Bouche
Beringer
Big Top
Blossom Hill
Bonterra
Cable Car
Cambria
Cero
Columbia Crest
Discovery Bay
Eagle creek
Echo Falls
Fetzer
Flowers
Freemark Abbey

Gold Country
Green Forest
Hartford
Kendall-Jackson
Lail Vineyards
Murphy-Goode
Opus One
Prayers of Saints
Quintessa
Ravenswood
Redwood Park
Robert Mondavi
Sandhi
Silver Mountin
Sun Gate
Western Cellars
Woodhaven
Zinfandel

The following American brands are present in the Ukrainian market (see table). There are approximately 33 brands from California and 3 brands from the state of Washington. Out of the total number of over 3000 brands in Ukraine, they represent a 1% share. When compared to sales levels, it is worth noting that the sales of these brands are below average.



Import: main comments

Before the wartime period, there was a period of increasing imports. This was facilitated by the economic situation and stability in the country, the growth of consumer culture, as well as the abolition of duties on wine imports from the European Union. The year 2023 is a year of a certain level of stability. Combined with problems related to domestic production capabilities, imported wine regained access to the consumer.

Quotes from importers:

“Our company expects to sell a similar volume this year as before the war. For a country that is at war, this is some kind of incredible result - it seems to me that wine consumption is so high - because people relieve stress and nervous tension in this way. People get married and even have children at this time - even this terrible war cannot stop life!”

“One of the challenges for us was to convince our international partners to continue supplying products and save previous payment conditions. Our long-term partnership and our impeccable reputation helped us to save the relationship with our partners. Now the wine market is recovering step by step. Many Ukrainian women came back home, people had to adjust to new reality. Ukrainians don't want to postpone their lives for tomorrow but want to live full life today.



Main distribution channels





Main channels

In Ukraine, alcoholic beverages can be sold through various distribution channels, and they are divided into the following main categories:

- Stores and supermarkets:** Alcohol is available in most stores and supermarkets. The sale of alcohol in such places is usually regulated by the government and may be subject to specific time restrictions
- Specialized liquor stores:** In some areas, there are specialized stores that exclusively focus on selling alcoholic beverages. They may offer a wide range of alcohol and wines.





Main channels

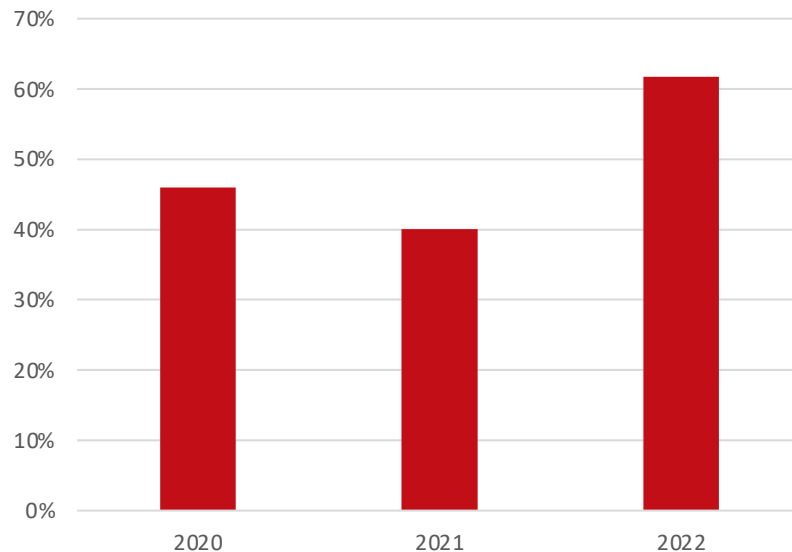
- **Bars and restaurants:** Alcoholic beverages are also available in bars, restaurants, and cafes. They serve alcohol for both on-site consumption and takeout
- **Online stores:** With the growth of online commerce, online stores have emerged where you can order alcohol for home delivery
- **Markets and kiosks:** In certain areas, you can purchase alcohol at markets or from small vendors operating in kiosks.



Share of supermarkets

Supermarkets in Ukraine increased their market share during the war. The main reason for this was the establishment of "one-stop shopping" locations, ensuring access to electrical power, and providing minimum security.

Furthermore, logistical issues led to significant differences in prices and availability for certain types of products in supermarkets compared to regular retail, given the conditions of larger deliveries.



HoReCa sales

Some trends from the past few years persist:

- Nearly half (44%) of all Ukrainian dining establishments are concentrated in two regions of Ukraine — Kyiv (28.7%) and Odesa (15.3%).
- More than 75% of the Ukrainian dining establishment market is located in five regions of Ukraine — Kyiv, Dnipropetrovsk (8.0%), Lviv (8.3%), Odesa, and Kharkiv (15.3%).
- The leader in the number of dining establishments is the Kyiv region, followed closely by Odesa and Kharkiv regions. According to the data, the number of transactions in Kyiv's establishments decreased by 15% in February compared to 2022 figures. In contrast, guest traffic in Lviv increased by 25% over the same period. Similarly, a similar positive trend in February 2023 is observed in almost all regions of Western and Central Ukraine: in Zakarpattia region, the number of transactions in operational establishments increased by 17%, in Kirovohrad region by 16%, and in Chernivtsi by 14% compared to the previous year. The most challenging situation has developed in establishments in the south, north, and east. In Kherson region, traffic decreased by 62%, in Kharkiv region by 45%, in Zaporizhia and Donetsk regions by 30%, and in Luhansk region by 24%.

Horeca represents 8-10% of total wine sales in Ukraine



Online sales

According to Deloitte's survey in Ukraine, for the second consecutive year prior to the war, there was a significant trend of online growth outpacing offline.

22% of respondents reported that they started buying online more frequently, while only 9% were buying offline more often. This trend was further exacerbated, in large part due to the consequences of the pandemic, which had accustomed many people to online shopping.

As demonstrated by the research conducted by Soul Partners and Baker Tilly Ukraine, the e-commerce market volume in 2020 increased by 41% and accounted for 8.8% of the total retail market in Ukraine.



Online sales

The forecast for the development of e-commerce was as follows:



However, the full-scale war between Russia and Ukraine completely changed everything.



Considering trends

To enter the Ukrainian market, several factors should be considered:

Negative Trends:

- ✓ Population decline as the consumer base is not expected to increase in the near future.
- ✓ The national currency has a high level of inflation and exchange rate risks.
- ✓ Ongoing military conflicts continue to impact the overall situation.

Positive Trends for Import:

- ✓ Developing a wine consumption culture
- ✓ Consumers have a high level of loyalty to the USA as a country
- ✓ Consumers appreciate variety, and small-scale winemaking is gradually diversifying the market
- ✓ The American wine niche in the market is relatively small
- ✓ Domestic wine production remains at the same level or is decreasing, and vineyards as a potential production base are not being expanded
- ✓ The economic situation does not allow for the growth of large companies



Summary

Estimated Total market size in 2023: 40,000,000 bottles

Retail: 25,000,000 bottles (60% of market)

Horeca: 4,000,000 bottles (10% of market)

Online: 4,000,000 bottles (10% of market)

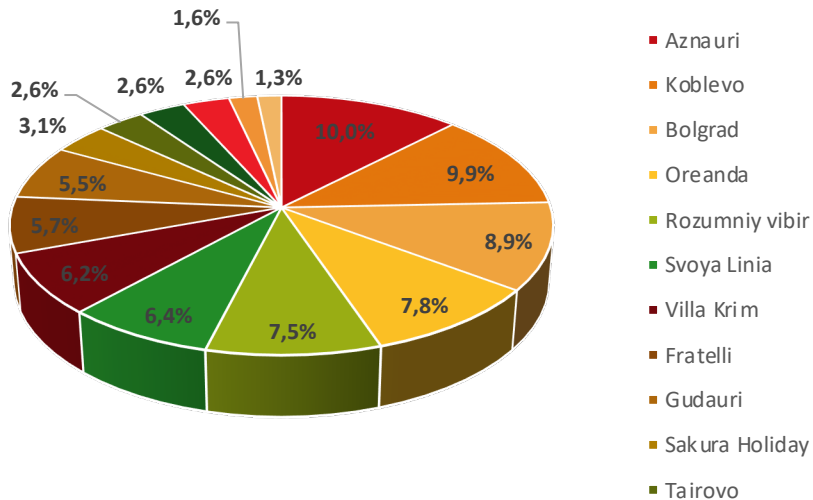
Shops/Markets/Kiosks: 8,000,000 bottles (20% of market)



Key players in Ukraine



Key Ukrainian producers



In Ukraine, there has been a discouraging trend in recent years of a decreasing number of small winemaking producers. In 2013, there were around 100 such producers, in 2018 – 52, and in 2023 – only 26.

Ukrainian trade brands and manufacturers represented in the market are predominantly large players. This results in limited options for consumers seeking variety in imported wine.



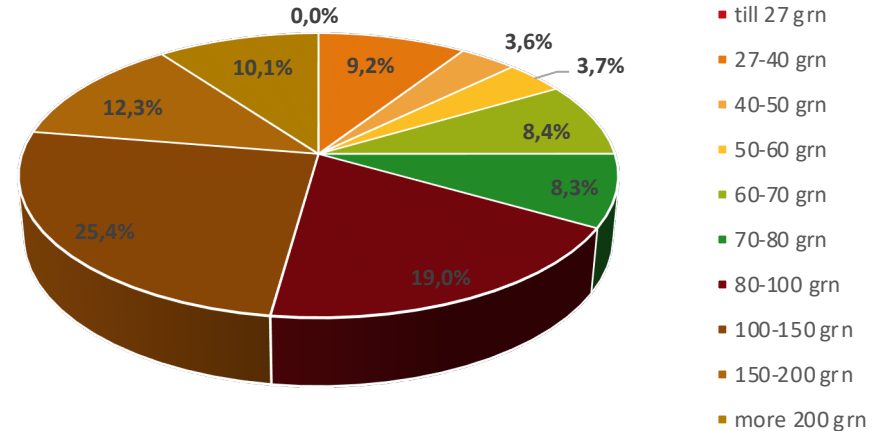
Price Segmentation (2023)

In Ukraine, the following retail consumer price categories have formed.

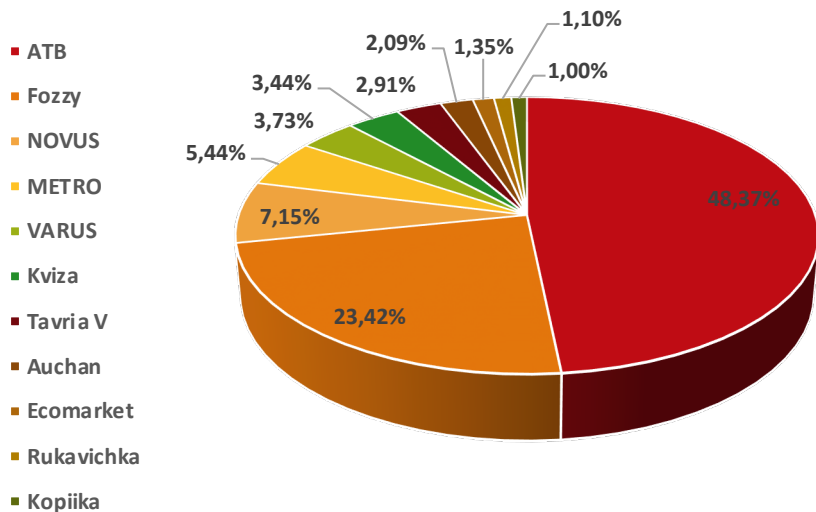
It's worth noting that a significant portion consists of wines in the range of 80 to 150 UAH or GRN (equivalent as of September 2023, 2.10 - 3.95 dollars).

If we include the adjacent categories of 70 UAH and 200 UAH, it will make up approximately 70% of the total wine market.

10% of the market is above UAH200



Key distributors (2023)



Network	Share, %	Sales, tsd dal	Sales, bottles
ATB	48,37%	9 022 562	12 030 082
Fozzy	23,42%	4 367 567	5 823 423
NOVUS	7,15%	1 334 149	1 778 865
METRO	5,44%	1 014 677	1 352 902
VARUS	3,73%	695 089	926 785
Kviza	3,44%	641 847	855 796
Tavria V	2,91%	542 240	722 987
Auchan	2,09%	389 818	519 757
Ecomarket	1,35%	251 951	335 935
Rukavichka	1,10%	206 081	274 775
Kopiika	1,00%	186 612	248 816



Retail dynamic 2022-2023



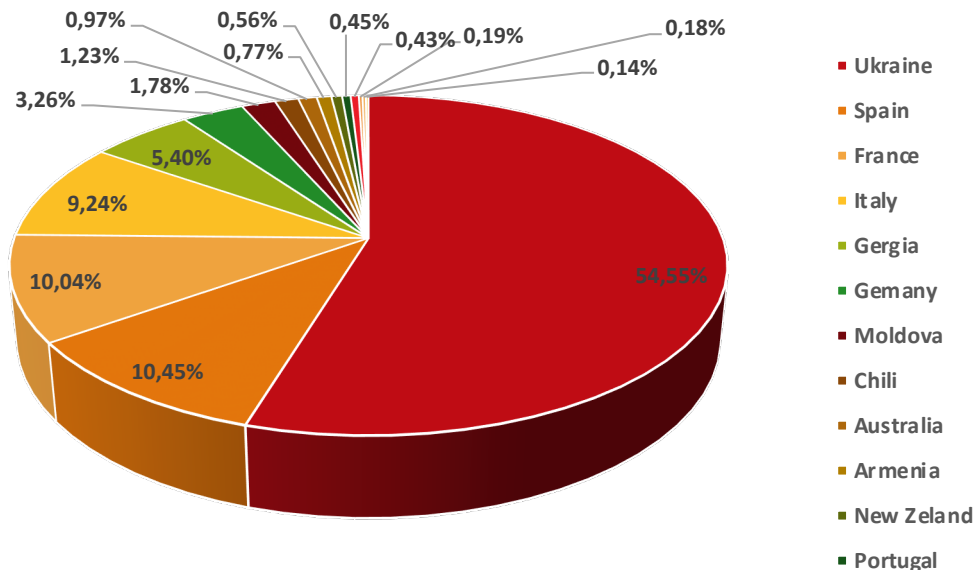
From March 2022 to April 2024, the retail sector has nearly fully recovered its operations, reopening 97% of all its retail outlets

In the national retail channel ATB retailer is the main player with 56% market share.



Share and volume in supermarkets 2023

Countries	Share	Bottles
Ukraine	54,55%	13 563 432
Spain	10,45%	2 599 431
France	10,04%	2 496 991
Italy	9,24%	2 297 913
Gergia	5,40%	1 343 314
Gemany	3,26%	811 618
Moldova	1,78%	441 813
Chili	1,23%	306 694
Australia	0,97%	240 515
Armenia	0,77%	190 373
New Zeland	0,56%	138 365
Portugal	0,45%	110 944
South Africa	0,43%	106 287
Hungary	0,19%	46 272
Argentina	0,18%	45 296
USA	0,14%	34 215
Austria	0,12%	29 964
Greece	0,11%	28 234
Slovenia	0,03%	7 921
Romania	0,03%	6 425
Montenegro	0,02%	5 836
Great Britain	0,02%	4 814
Israil	0,01%	3 523
Azerbaijan	0,01%	2 643
Croatia	0,00%	595



Consumer profile



General information about consumer

Consumer wine profile in Ukraine is diverse and influenced by various factors such as age, social status, region of residence, and taste preferences. Here is a general overview of the wine consumer profile in Ukraine:

Diversity in Age Groups: Wine consumers in Ukraine span different age categories. Young people, including students and young professionals, may prefer light and fruity wine varieties, while more mature consumers may be interested in high-quality and pricier wine types.

Preference for Dry and Semi-Dry Wines: Dry and semi-dry wines are the most popular among Ukrainian consumers. They offer a balanced taste and can complement a variety of dishes, making them a popular choice for both lunch and dinner.

Respect for Traditions: Ukraine has a rich history of wine production, and some consumers prefer traditional grape varieties and local wineries.

Attention to Quality: As interest in wine grows in Ukraine, there is an increasing focus on the quality of the products. Consumers are becoming more informed and critical, assessing wine based on its taste characteristics, origin, and the reputation of the producer.



General information about consumer

Regional Differences: Consumer preferences may vary depending on the region. For example, in eastern regions of Ukraine, stronger and more robust wine varieties may be preferred, while in the western part of the country, white and semi-sweet varieties are more popular.

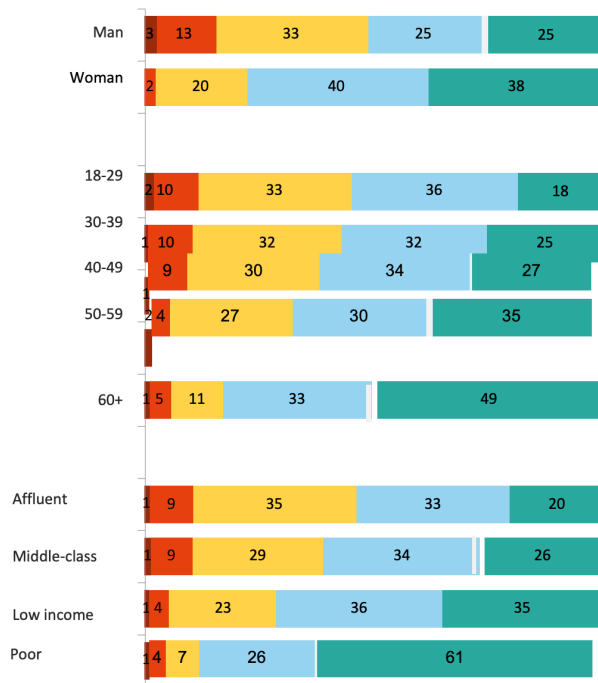
Holidays and Special Occasions: Wine plays a significant role in Ukrainian traditions and celebrations, such as New Year, Christmas, and weddings. Consumers often choose special wine varieties for these occasions and festive dinners.

Overall, the trend in Ukraine shows a growing interest in wine, a wider selection of wines, and increased demands for quality. This trend reflects global tendencies in the wine industry and allows Ukrainian consumers to enjoy a diverse range of wine products.



Share consumers, %

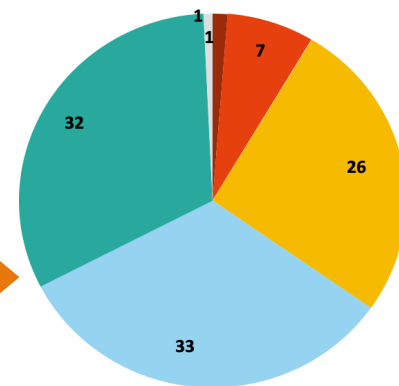
Gender. Age. Income



According to research data:

- ✓ 66% of surveyed Ukrainians consume alcoholic beverages.
- ✓ 33% consume alcohol less than once a month,
- ✓ 26% do so several times a month, 7% do so several times a week,
- ✓ 1% consume alcohol every day.
- ✓ 32% of those surveyed do not consume alcoholic beverages at all.

Frequency consumption

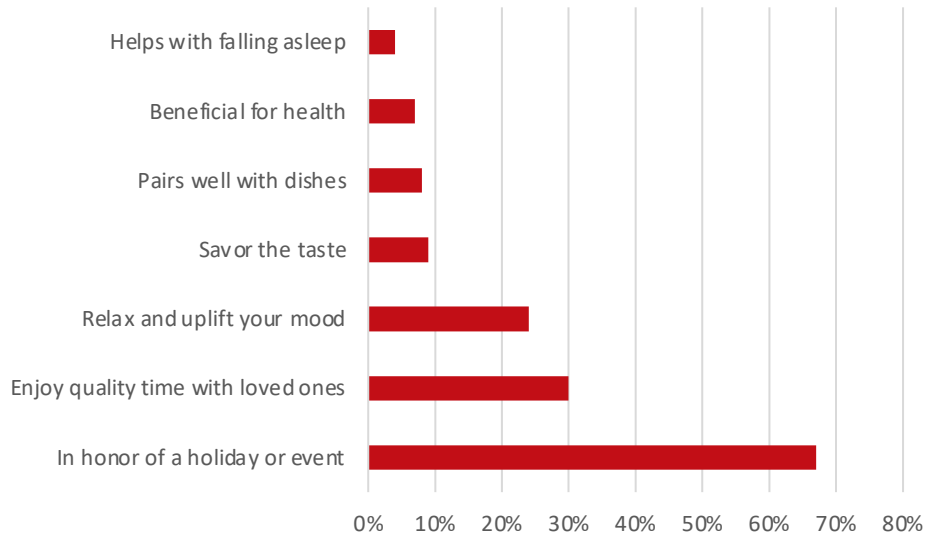


General notes

- ✓ Alcohol is more frequently consumed by men, young people, and individuals of middle age and higher income.
- ✓ In terms of gender and age groups, men of all ages consume alcohol more frequently than women. Additionally, young people tend to consume alcohol more frequently, regardless of the type of settlement. In urban areas, both young people and middle-aged individuals consume alcohol at similar rates
- ✓ Wine is the most popular alcoholic beverage among the surveyed. Nearly 36% consume this type of alcohol.



What occasion is alcohol being consumed for?



Alcohol is most commonly consumed in honor of a holiday or event (67%). People consume alcohol to spend quality time with loved ones (30%), to relax and uplift their mood (24%). Other reasons include enjoying the taste (9%), complementing food (8%), promoting health (7%), and aiding sleep (4%)



Best Consumer-rated brands

As part of a separate marketing research on the wine market in Ukraine, changes in consumer behavior patterns have been identified, opening up new opportunities for the development and fulfillment of consumer demands.

**The Best Consumer-rated brands among imported and Ukrainian producers
2022**

#	Brand	Bal	#	Brand	Bal
1	Fratelli	5	1	Bugeuli	5
2	Grande Vallée	5	2	Cantina De Castelnuovo	5
3	Коблево	5	3	Старый Тбилиси	5
4	Inkerman	3,75	4	Badagoni	2,5
5	Monte Cote	3,75	5	Baron Philippe de Rothschild	2,5
6	PAVA	2,5	6	Bodrog Varhegy	2,5
7	Шабo	2,5	7	Bostavan	2,5



Changes in consumption during wartime

During the state of emergency in 2022, sales of all types of alcoholic beverages, including wine products, sharply declined in Ukraine. In the period from January to June 2022, our compatriots bought less compared to the same period in 2021: wine by 58%.

Sales of sparkling wines in the Ukrainian wine market saw the most significant decline during the mentioned period, plummeting by 67%.

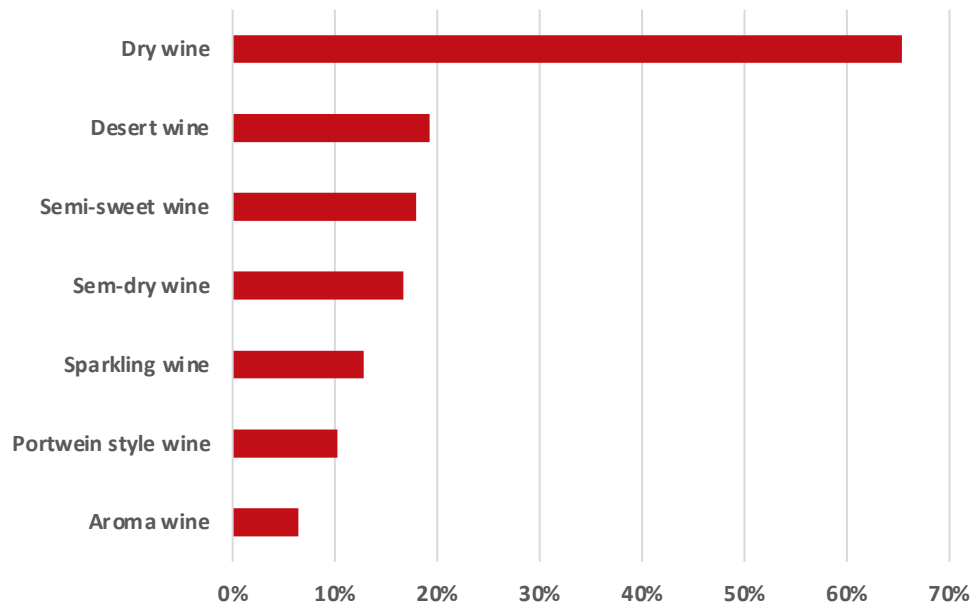
This sharp decline was attributed to:

- A complete ban on the sale of alcoholic beverages in Ukraine from late February to early April 2022, followed by ongoing restrictions on alcohol sales during the evening and nighttime hours.
- Changes in the shopping behavior of a significant portion of consumers, with a preference for purchasing only essential and affordable goods, leading to a reduction in spontaneous alcohol purchases.

According to experts, the identified trends in the Ukrainian wine market are expected to persist in 2023. It is forecasted that consumer indicators may return to the level of 2021 approximately two years after the end of the war.



Preference of consumers



Style wine	%
Aroma wine	6,41%
Portwein style wine	10,26%
Sparkling wine	12,82%
Sem-dry wine	16,67%
Semi-sweet wine	17,95%
Desert wine	19,23%
Dry wine	65,38%



Wine Style tendencies in Ukraine

Dry and semi-dry wines: Dry and semi-dry wines are usually the most popular in Ukraine. They have a balanced taste, can pair well with various dishes, and can satisfy a wide range of taste preferences.

White wines: White wines are generally more popular among Ukrainian consumers, especially during the summer months. They are light, refreshing, and can be an excellent choice for picnics or parties.

Varietal wines: In Ukraine, there is also a growing interest in varietal wines, which are produced from specific grape varieties such as Chardonnay, Sauvignon Blanc, Aligoté, and others. These wines can offer a variety of flavors and aromas.

Imported wines: Ukrainian consumers also show interest in imported wines, especially from Europe and other countries such as Italy, France, Spain, and Chile. They provide access to diverse wine styles and production regions.



Varieties of wine

According to information provided by the State Statistics Service of Ukraine, the following technical grape varieties are in the top 10:

- Aligoté
- Cabernet Sauvignon
- Chardonnay
- Muscat
- Rkatsiteli
- Merlot
- Riesling
- Sauvignon
- Pinot
- Saperavi

In Transcarpathia, on private plots, in villages, and towns, various varieties of the Isabella grape are typically grown in quantities of up to several hundred liters per household.

In the Odessa region, they cultivate the indigenous Ukrainian grape variety Telti Kuruk and Odessa Black, from which high-quality white and red dry wine is produced.



Pricing & Opportunity in Ukraine



Margin distribution

Apart from 'minimum' retail prices on the shelf, there is no government regulation in the "Wines" category. Markup for wholesale sales between the importer, distributor, and retailer is free and is solely regulated by the brand's positioning strategy.

Based on experience, the minimum interest threshold in selling a particular product is **35% for wholesale sales**, with a **35% markup for the retail store**. This allows covering all personnel expenses and achieving minimal profit.

Large retail formats can request a separate marketing budget, which can additionally amount to 20-25%.



Example opportunity for Retail

Ex cellar price: \$40 per 9L case

Bottle price: \$3.33 or 120 UAH

FCL 40ft transport CA-UKR (1500 cases) est. \$0.50/bottle

Excise tax (negligible) UAH 0.0075/bottle

Distributor markup: 40% (\$1.50)

Retail markup: 30% (\$1.60)

VAT 20%: (\$1.40)

Estimated retail shelf price Ukraine: \$8.80 or 330 UAH (assuming FCL shipment)

Main retail volumes are realised at 200 UAH.

Share in retail at this price level is estimated 10%, the equivalent of approximately 2.5 million bottles

Potential volume for a 1-5% California Wines market share in this segment in bottles: approximately 25,000-125,000 bottles



Example opportunity for Horeca (entry level)

Ex cellar price: \$40 per 9L case

Bottle price: \$3.33 or 120 UAH

FCL 40ft transport CA-UKR (1500 cases) est. \$0.50/bottle

Excise tax negligible (UAH 0.0075/bottle)

Distributor markup: 40% (\$1.50)

Horeca markup: 100-200% (\$5.00-\$10.00)

VAT 20%: (\$2.00-\$4.00)

Menu price list 400-700 UAH (assuming FCL shipment)

Main horeca volumes are realised at 300-500 UAH.

Share in horeca at this price level is estimated 50%, the equivalent of approximately 2 million bottles

Potential volume for a 1-5% California Wines market share in this segment in bottles: approximately 20,000-100,000 bottles



Example opportunity for Horeca (mid-tier level)

Ex cellar price: \$80 per 9L case

Bottle price: \$6.50 or 240 UAH

LCL transport CA-UKR est. \$1.00/bottle

Excise tax negligible (UAH 0.0075/bottle)

Distributor markup: 40% (\$3.00)

Horeca markup: 100-200% (\$10.00-\$20.00)

VAT 20%: (\$2.00-\$6.00)

Menu price list 825-1200 UAH (Main Horeca volumes are realised between 300-500 UAH).

Share in Horeca at this price level is estimated 10%, the equivalent of approximately 400,000 bottles

Potential volume for a 1-5% California Wines market share in this segment in bottles: approximately 4,000-20,000 bottles.



Import regulations



General import requirements

1.Registration: The importer must be registered as a subject of foreign economic activity (FEA) and hold the appropriate alcohol license.

2.Certification: Imported wine must meet Ukrainian quality and safety standards. This requires the presence of a quality certificate issued by certification authorities in the country of origin.

3.Labeling: All imported wine bottles must be properly labeled in accordance with Ukrainian laws and regulations. This includes specifying information about the producer, country of origin, volume, alcohol content, and other mandatory details.

4.Payment of Excise and Taxes: The importer must pay excise and value-added tax on imported alcohol in accordance with the law.

5.Veterinary and Phytosanitary Requirements: In some cases, veterinary and phytosanitary certificates may be required, especially if the wine contains ingredients of animal or plant origin.

6.Documentation and Customs Clearance: Importing wine requires providing the necessary documents and filling out customs declarations in accordance with the rules and procedures established by Ukrainian customs authorities.

7.Compliance with Anti-Dumping Measures: In some cases, anti-dumping measures or special protective measures may apply to the import of wine from certain countries.

8.Compliance with Minimum Retail Prices for Retail Sales



Labeling

Mandatory labels (they must comply with country standard and Ukrainian DSTU):

1. Brand or product name
2. Wine product category (e.g., sparkling, semi-sweet white)
3. Bottle volume (e.g., 0.75 L) - use larger fonts than the rest of the text
4. Alcohol by volume (e.g., 12% ABV) - use the same font size as in point 3
5. Sugar content (e.g., 7.0% w/w) - use the same font size as in point 3
6. Product composition (usually includes grape variety)
7. Nutritional value
8. Storage conditions and warranty period
9. Manufacturer
10. Importer
11. Official distributor
12. Batch number or bottling date
13. Reminder that alcohol is prohibited for individuals under 18 years old and for drivers

ALL THIS SHOULD BE IN ONE FIELD OF VIEW
ALL TEXT IN UKRAINIAN LANGUAGE