

## ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes of Natural Goods, Food Stuff  
Manufactured Goods, Handicrafts or  
Agricultural Goods

GI based on uniqueness,  
weather, and terrain of the  
place of origin

Authorized User Registration For  
GI Community Members

Legal protection from  
unfair usage

A Community Right

GI Logo  
indicating Geographical  
Origin or location

Economic Empowerment to  
Artisans, Producers, and  
Manufacturers

Social Upliftment and  
continuing the  
Legacy of the Nation

650+ Registered GIs and  
Numerous Unregistered GIs  
Existing in India

Prevents counterfeiting and  
ensures genuineness of  
products through "GI Tags"

Preservation of local Culture,  
Tradition and Legacy

A GI reflects a shared heritage that has evolved over generations, deeply influenced by local knowledge, distinctive environments, and cultural traditions. It highlights that certain products are far more than just items of trade; they represent the history, narratives, and dedication of the artisans, farmers, and communities who have kept these practices alive. By recognizing this inherent value, the GI system establishes a structure to safeguard and encourage these traditions, ensuring they thrive and adapt in today's competitive landscape.



## ZAWLAIDI WINE

Zawlaidi wine, named after a Mizo love potion from folklore, is produced by the Champhai & Hnahlan Grape Winery in Mizoram. Made from Bangalore Blue (Labrusca) grapes, the wine has a musky, port-like flavor. The grapes are harvested by hundreds of farmers from the Champhai Grape Growers Society, a collective spread across ten villages. First released in 2010, Zawlaidi has faced challenges such as prohibition, rising grape prices, and a shortage of glass bottles.

### Uniqueness

Zawlaidi wine's uniqueness lies in its cultural roots, inspired by a traditional Mizo love potion, and its distinctive musky flavor. The wine is a product of the twin vineyards in Champhai and Hnahlan, and its production involves a large community effort from local farmers. Despite facing multiple challenges, including changing liquor laws and supply issues, Zawlaidi remains a significant symbol of Mizoram's winemaking tradition.

### Raw Materials

Bangalore Blue (Labrusca) grapes, machinery for processing, and glass bottles for packaging.

### Price

Approximately ₹105 per  
750ml bottle

Geographical Location  
Mizoram

Class of Goods  
31

Type of Goods  
Agricultural

Proof of Origin  
000000

Number of Families Involved  
Around Hundreds of farmers



### Method of Production

The production of Zawlaidi wine involves harvesting Bangalore Blue grapes from local vineyards, drying, juicing, and fermenting them. The process is overseen by trained professionals to ensure quality. The grapes are processed into wine at the Champhai & Hnahlan Grape Winery. Despite modern challenges such as machinery inefficiencies and legal restrictions, the winery continues to produce high-quality wine with community involvement.

