



Purcari extends R&D team and launches a partnership in organic winemaking

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Purcari Wineries Plc (“Purcari”, “Group”), the CEE’s leading wine producer, announced today that Mr. Gheorghe Arpentin has joined Purcari as a Director of R&D and Innovation. Mr. Arpentin has a PhD in oenology and is the President of Health and Safety Commission of International Organisation of Vine and Wine (“OIV”).

Purcari has also concluded a partnership with Les Terres Noires SRL, a company managed by Mr. Arpentin, enabling the Group to source grapes for organic, biodynamic and natural winemaking. Les Terres Noires SRL owns about 25ha of vineyard cultivated according to organic technologies in the Protected Geographical Indication region “Ștefan Vodă” in Moldova.

“At Purcari we focus on the development of wine culture, innovation and new winemaking trends. The idea of a Purcari organic wine has been developing for a long time. Consumer and retail demand for such wines is meaningful and growing. Mr. Arpentin's experience will allow us to make an important leap in a segment with enormous potential. We are honored to be associated with a professional of his caliber”, commented Mr. Victor Bostan, General Manager of Purcari.

“The partnership with Purcari is a big step forward to capitalizing on the potential of the organic segment. We want to create unique wines, to experiment, but also to contribute to sustainable development in viticulture. I am honored to join such a strong and ambitious team and I am confident that we will achieve extraordinary results together. ”, commented Mr. Gheorghe Arpentin.

About Purcari Wineries

Purcari Wineries Plc (Purcari, Crama Ceptura, Bostavan and Bardar brands) is one of the largest wine and brandy producing groups in the CEE region. The Group manages around 1,300 hectares of vineyards and operates four production platforms in Romania and Moldova. Purcari is the leader in the premium wine segment in Romania, with a ~30% segment share, and the largest wine exporter from Moldova, delivering to over 30 countries. Founded in 1827, Purcari is the most awarded winery in CEE at Decanter London 2015-2020 and among the best ranked on Vivino, with an average score of 4.1 out of 5.0, based on over 51,000 reviews. Starting February 2018, the Group is listed on the Bucharest Stock Exchange, under the ticker WINE. Purcari is led by Mr. Victor Bostan, a 30+ years wine business veteran and backed by top institutional investors, including Conseq, East Capital, Fiera Capital, Franklin Templeton, Horizon Capital and SEB.

About Mr. Gheorghe Arpentin

Gheorghe Arpentin holds a Ph.D in technical science and has over 28 years of experience in wine industry. Between 2016-2020 he held the position of Director of the National Office for Vine and Wine. Mr. Arpentin is the President of the Health and Safety Commission of the International Organization of Vine and Wine and one of the best regarded Moldovan oenologists worldwide. He was the founder and President of the Association of Small Wine Producers of the Republic of Moldova.

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