

Israel Wine Collection

(IWC) History & Revival: from the wines of the bible to the wine of the desert



ISRAEL WINE COLLECTION

EST. 2023

History - From the Israelites to the Israelis

**“The mountains shall drip with wine and all the hills will flow with it.
....they shall plant vineyards and drink their wines.” Prophet Amos**

Wine in the bible:

- **NOAH – The First winemaker** - Wine making evidence in the area between the Black Sea, the Caspian Sea and the Sea of Galilee traveling south, through Phoenicia and Canaan to Egypt. Arguably, Egypt was the world's first great wine culture, where wine was exalted and treasured.
- **MOSES: The land of Milk, Honey and Wine** -In the Book of Numbers, Moses sent spies to research the Promised Land. They returned with a grape cluster suspended from a pole and carried by two men, Joshua and Caleb.
- **KING DAVID: The First Sommelier** - King David's court included two special officials - One in charge of the vineyards and the other of the cellars. The Book of Isaiah gives very clear instructions of how to plant and care for a vineyard,



Wine making in Ancient Israel and Archaeology findings

Tel Azekah - Judea



Yavne largest winery



The Negev wine region



Tel Azekah - Judea

Divided into two subregions: **Judean Hills** – which includes the mountain ridge in the east, and **Judean Foothills** – which includes the strip of slopes and hills facing west towards the Mediterranean Sea.

The Judean region is well known from ancient times as a region extolled for growing wine grapes. Numerous historical and archeological evidence points to a rich past of vine growing, wine production and trade, beginning from the late Neolithic period.

There are three known valleys in the region, each valley identified with its own unique biblical character and biblical story.

In the northwest, **the Ayalon Valley**, mentioned in the **book of Joshua** with the conquest of the land of Israel.

To its south, the **Sorek Valley**, mentioned in the book of Judges in the story of Samson the mighty.

The southernmost valley is the **Ella Valley**, familiar from the story of the battle between David and Goliath.



APPELLATION OF ORIGIN JUDEA



SOREK VALLEY : SAMSON AND DELILAH

We're Responsible for the Wine, Not Your Secrets

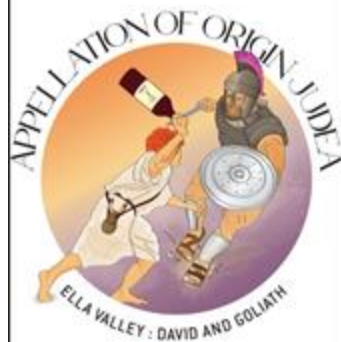


AYALON VALLEY



I SEE STARS! | JOSHUA BIN NUN

APPELLATION OF ORIGIN
JUDEA



Yavne and the industrial production

- Jon Seligman,
Elie Haddad & Liat Nadav-Ziv

A sophisticated wine production facility, the largest from the **Byzantine period** ever found in the world

These excavations at Yavne show the scale of the wine industry at the site, indicating the **central place of its wineries in the viticulture**, processing and trade of wines from Ashqelon and Gaza during the Byzantine period.

- During the Roman and Byzantine periods, the appellations 'Gaza' and 'Ashqelon' became synonymous with the wines (vinum Gazaetum, Gazetina, Gazeticum) produced in the hinterlands of both cities.
- These wines considered prestigious throughout the Mediterranean
- These wines are identifiable both textually and archaeologically through the presence of so-called Gazan (Γαζίτιον) and Ashqelonean (Ἀσκαλώνιον) amphorae (LRA 4). The term vinum Gazetum and Ascalonum designating a trademark that represented a wide terrior.



Credit: Asaf Perez









- Leading a major road, called the **sea highway**, from north to south, and on its junction with the **Sorek River**.
- Findings - **Five** wine presses, large treading floors for Grape Crush. **Two octagonal vats, storage rooms and kilns** to produce jars to conserve the wine.
- Production of **two million liters of wine annually**.
- Yavne was a **Christian town**. But was populated with **Jews and Samaritans** living there during the same time period. It had a bishop.
- A wine press was uncovered, dating back **2,300 years ago**, during the **Persian period** also stated in the Mishna.
- Main production of **white wine**.
- Different & unique hcluster of five huge wine presses especially beautiful in their architecture.
- Major export area through Ashkelon to the world - Parfum road



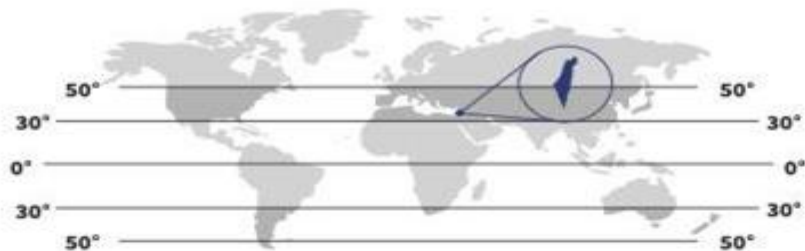
Negev wine



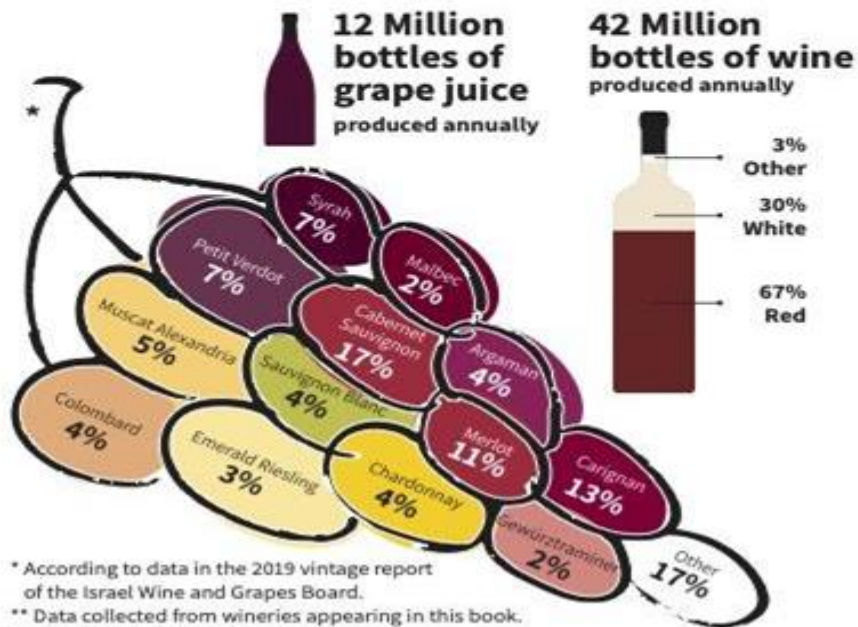
- **5,000 years** of trade caravans passed through its routes.
- Nabatean to Byzantine periods (2nd century BCE to the 6th century CE), **international trade in perfumes, wine, spices, and gemstones**
- Grape pips were found in an enclosed stone room in the ruins of Avdat in the heart of the Negev - Nabataean, Roman, and Byzantine roots. It is a UNESCO World Heritage Site
- Avdat is connected the spice route between Petra and Gaza
- The **desert grapes pips** of Avdat dated approximately from 900 CE - the early Muslim period, yet monasteries and Christian enclaves continued to make wine.
- The pips were found to correspond to varieties known today. One matches a red variety known as **Syriki**

And today?





Over 95% of the vineyards in the world are planted between latitudes 30°-50° north and between latitudes 30°-50° south.



* According to data in the 2019 vintage report of the Israel Wine and Grapes Board.

** Data collected from wineries appearing in this book.

*** Data from the Israel Export Institute.

83% Local Consumption

17% Export ***

🇺🇸 62.5%

🇫🇷 8.7%

🇬🇧 5.4%

🇨🇦 3.3%

🇩🇪 2.6%

🇨🇪 2.5%

🇯🇵 1.8%

Other 13.2%

No. of Wineries Per Region**

📍 Total area of Israel
22,000 km²
(8,500 mi²)

🌿 Vineyards
55 km²
(21 mi²)

👥 Population
9.2 million

15 Golan Heights

39 Galilee

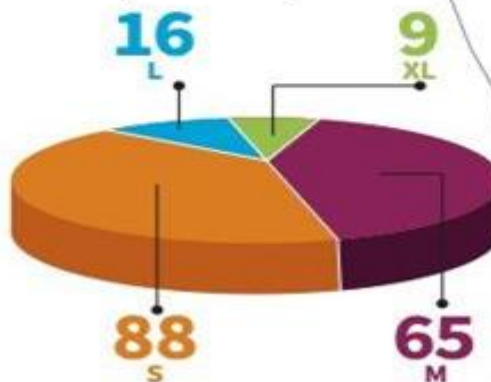
43 Coastal Plain

40 Judea

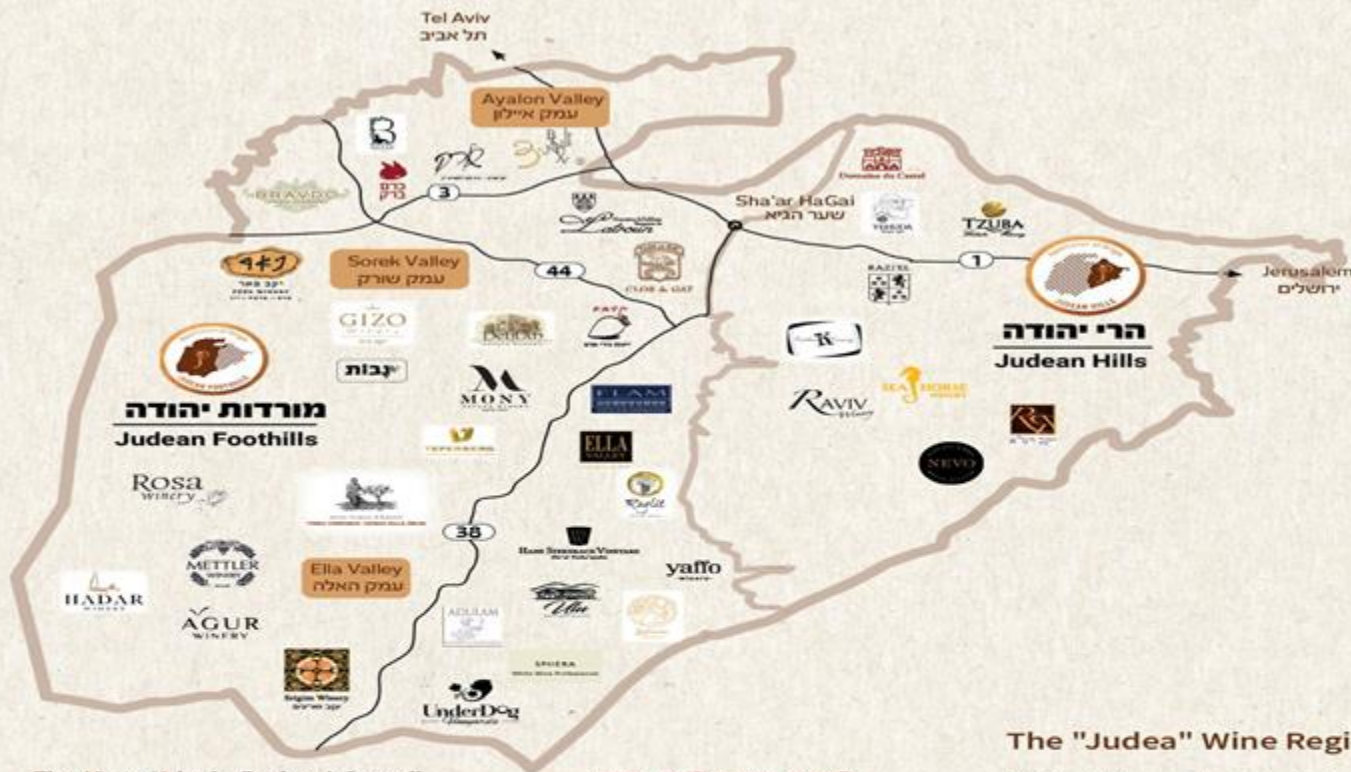
26 Central Mountains

15 Negev

** Winery distribution by size



*Credit - Vinspiration



אזור היין "יהודה"

אזור היין "יהודה" נמצא במרכז מדינת ישראל בין הערים ירושלים ותל אביב. האזור מחולק לשני תתי אזורים: "הרי יהודה" - הכולל את שדרת ההר במזרח, ו"מורדות יהודה" - הכוללים את רצועת המדרונות והנבעות הפונים מערבה - לכיוון הים התיכון.

אין ספור עדויות היסטוריות וארכיאולוגיות מצביעות על עבר עשיר ביותר של גידול נטי יין, ייצור וסחר ביין הדים להיותו של האזור "ארץ יין" משחר הימים מצויים גם בתנ"ך.

באזור שלושה עמקים ידועים, כל עמק מזוהה עם דמות תנכית וסיפור תנכי המיוחד לו. העמק הצפוני - **עמק איילון** מוזכר בספר יהושע עם כיבוש הארץ. מדרום לו - **עמק שורק** מוזכר בספר שופטים בסיפור שמשון הניבור. העמק הדרומי ביותר - **עמק האלה** מוזכר מסיפור הקרב בין דוד לנוליית בספר שמואל א'.

The "Judea" Wine Region

The "Judea" wine region is located in the center of the state of Israel between the cities of Jerusalem and Tel Aviv. The region is divided into two subregions: **Judean Hills** - which includes the mountain ridge in the east, and **Judean Foothills** - which includes the strip of slopes and hills facing west towards the Mediterranean Sea.

Numerous historical and archeological evidence points to a rich past of vine growing, wine production and trade. Echoes of the region referred to as "Wine Country" from the dawn of time are also to be found in the bible.

There are three known valleys in the region, each valley identified with its own unique biblical character and biblical story. In the northwest, the **Ayalon Valley**, mentioned in the book of **Joshua** with the conquest of the land of Israel. To its south, the **Sorek Valley**, mentioned in the book of Judges in the story of **Samson the mighty**. The southernmost valley is the **Ella Valley**, familiar from the story of the battle between **David and Goliath** mentioned in the book of Samuel.

The Matte Yehuda Regional Council

The Matte Yehuda Regional Council was founded in 1964. The council is located on the historical site of the biblical tribe of Yehuda/Judea. The Matte Yehuda Tourism department features the "Wines of the Bible" Wine Route of the Judean Wineries together with Iter Vitis Cultural Route of the Council of Europe. In addition, the region is blessed with many hotels, tourist attractions, restaurants, artist workshops, bicycle tracks and national parks.

מועצה אזורית מטה יהודה

המועצה האזורית מטה יהודה נוסדה בשנת 1964 וכוללת 57 יישובים כפריים. מחלקת התיירות של המועצה מפתחת ומפרסמת את ידרר היין התנכית של יקבי יהודה, בשיתוף עם ארגון איטר ויסיס כחלק מדרכי התרבות והיין של המועצה האירופאית, הכוללת עסקי תיירות רבים: עשרות יקבים, מלונות, אטרקציות, מסעדות, אמנים, שבילי אופנים, פארקים לאומיים וכו'.

The Negev

- 51 wineries leading to 60
- Million bottles per year
- Appellation request and the **Only desert appellation** in the world
- Due to condition - Organic and no pests / nearly zero chemicals
- Incredible climate - snow & heat
- Teaching systems for hot terroirs



A wide-angle photograph of a desert landscape at sunset. The sun is a bright orange orb on the horizon, partially obscured by a range of dark, silhouetted mountains. The sky is a gradient of orange and yellow. In the foreground, a winding dirt road curves through a vast, arid valley. In the lower center, a small cluster of buildings, including a prominent white structure, is situated near a line of green trees. The overall scene is one of a remote, arid environment.

Soon to be The first Desert appellation in the world

Archaeo-botanic grape remains

Profs. Itamar Kislev, Ehud Weiss



Dr. Eilat Mazar

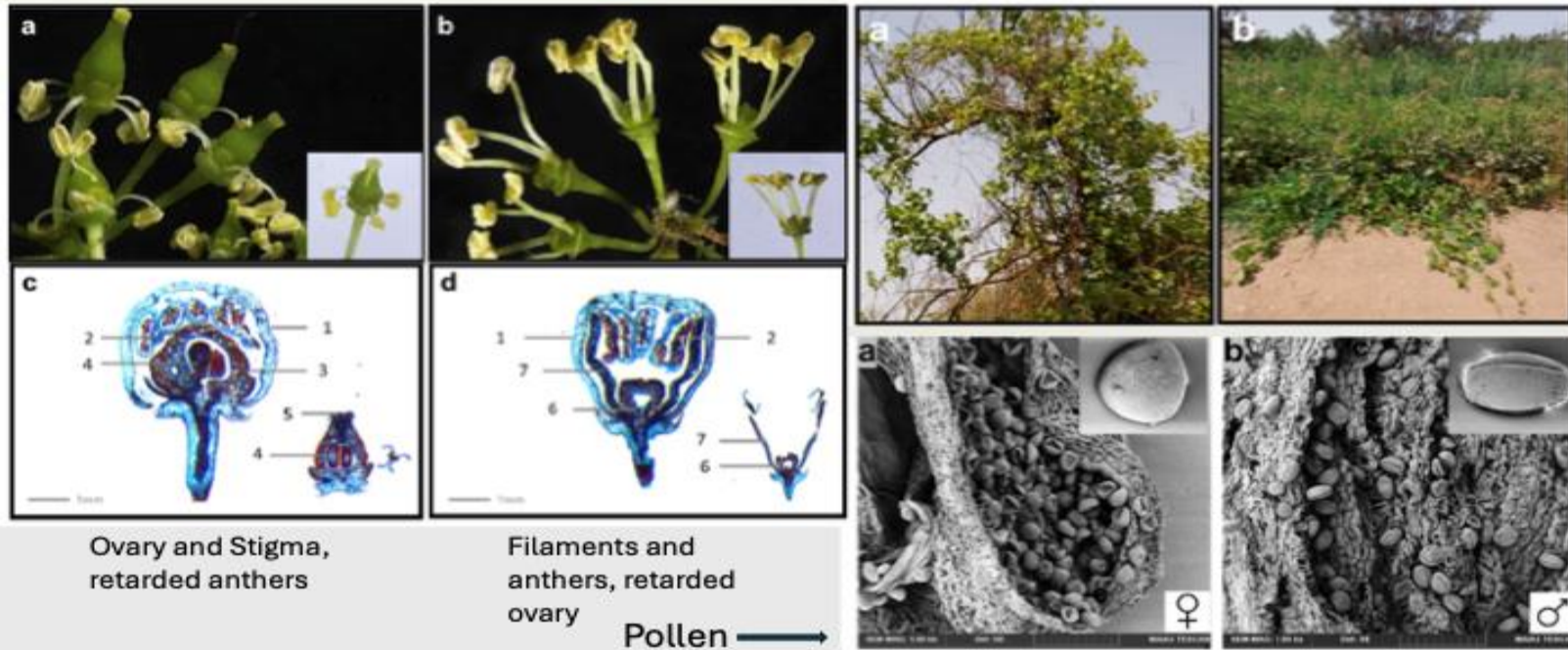


*Credit - Professor Elyashiv Drori

Wild Grapevine (*Vitis vinifera* L. subsp. *sylvestris* (C.C. Gmelin) Hegi)—Novel Species to the Israeli Flora

by Oshrit Rahimi¹ , Jotham Ziffer Berger² , Ilana Shtein^{3,4}  , Mafatlal M. Kher¹ ,
Suembikya Frumin⁵  , Sariel Hübner⁶  , Ehud Weiss⁵  and Elyashiv Drori^{1,3,*} 

*Credit - Professor Elyashiv Drori



The Israeli grape varieties rescue collection



***Credit - Professor Elyashiv
Drori**

Old/new varieties with enological potential

Yael



Moshe



Elal



Marawani



Old/new varieties with enological potential

*Credit - Professor Elyashiv Drori

Bustan



Hadari



Be'er



Dumiat



*Credit - Professor Elyashiv
Drori

Vitis vinifera sylvestris phenotypes



An interesting old/new story is written in wine



The Israel wine collection (IWC) by CAM

The Israeli wine industry stands as a powerful symbol of Israel's revival merging ancient heritage with modern innovation. Despite facing threats, boycotts, and destruction since October 7th, winemakers continue to produce world-class wines while defending their homes and heritage.

The **Israel Wine Collection (IWC)**, created by the Combat Antisemitism Movement (CAM), shares these stories of resilience, highlighting Israeli wine as a reflection of the nation's rich history, culture, and perseverance. Each glass offers a unique narrative into Israel's enduring legacy and a different approach to engaging with CAM's existing and new partners worldwide.



Thank you!



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ISRAEL THROUGH WINE

TASTING & STORYTELLING EVENT



The Israeli wine industry stands as a symbol of Israel's revival, merging ancient heritage with modern innovation.

Despite facing constant threats, Israel's vineyards continue to produce world-class wines.

Since October 7, many Israeli wineries have endured international boycotts. Winemakers have lost friends and colleagues, being called to the frontlines, evacuating their homes, and seeing acres of vineyards destroyed by the war.



Designed by the Combat Antisemitism Movement (CAM), the Israel Wine Collection (IWC) aims to highlight the significance of the wine industry and its role in telling the broader story of Israel. IWC offers an opportunity to discover Israel through the lens of its wine, symbolizing its rich history, heritage, and complex reality. Each glass reflects a story of resilience.

HOST A WINE TASTING EXPERIENCE

FEATURING WINES AND STORIES FROM THE FRONTLINES



Invite Shira Granot, CAM's Director of Community Engagement, a professional sommelier, winemaker, renowned wine journalist, and expert in the Israeli wine industry. Her presentation, "Wine, War, and Israel," sheds light on the impact of conflict on the wine industry and the resilience of those who keep it thriving.

Her presentation, "Wine, War, and Israel," explores the reality of the conflict on the wine industry and its resilience.



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