

= Borjomi (water) =

Borjomi (Georgian : ბორჯომი) is a brand of naturally carbonated mineral water from springs in the Borjomi Gorge of central Georgia . The artesian springs in the valley are fed by water that filters from glaciers covering the peaks of the Bakuriani mountains at altitudes of up to 2 @, @ 300 m (7 @, @ 500 ft) . The water rises to the surface without pumping and is transported by pipes to two bottling plants in the town of Borjomi .

The Borjomi springs were discovered by the Imperial Russian military in the 1820s . They were made famous throughout the Russian Empire , making Borjomi a popular tourist destination . The history of the brand is closely associated with the Russian imperial dynasty of Romanov . By the 1890s , Borjomi was bottled in the Georgian estates of Grand Duke Mikhail of Russia . After the Russian Revolution of 1917 and subsequent Soviet takeover of Georgia , the Borjomi enterprise was nationalized and the water was made into a top Soviet export .

Borjomi is exported to over 40 countries . Since 1995 , Borjomi has been trademarked and produced by the Georgian Glass and Mineral Water Company (GG & MW) , belonging to the Russian Alfa Group Consortium . The use of Borjomi water has been suggested by the Georgian and Russian researchers for complex treatment of several digestive diseases and diabetes mellitus .

= = History = =

The mineral springs of the Borjomi valley were discovered over one thousand years ago . Seven large rock tubs discovered by archeologists dating back to the beginning of the 7th century attest to the availability and use of the spring waters , most likely for bathing purposes . The springs were abandoned before being rediscovered in the early 19th century . By that time , as a result of the incessant warfare , Borjomi and its environs had been depopulated and covered with impassable forests .

In 1829 , when the Imperial Russian Army Kherson Grenadier Regiment was deployed in Borjomi for operations against the Ottoman Empire , Russian soldiers found mineral springs on the right bank of Borjomi river . Intrigued by the find , Colonel Pavel Popov , the commander of the regiment , ordered that the springs be cleaned and that the water be bottled and transported to the military base . Popov , who suffered from stomach disease tried the water first . Seeing positive results , he ordered the construction of rock walls around the spring and he had a bath house built nearby , along with a small cottage house for himself . In 1837 , when the Kherson regiment was replaced by the Georgian grenadiers regiment , its medical doctor Amirov examined the water components and their effects , sending the first results of analysis to Saint Petersburg and Moscow . By 1841 , the healing effects of Borjomi water were so famous that the viceroy of the Russian Tsar in the Caucasus Yevgeni Golovin brought his sick daughter to the springs for treatment . In light of the quick results of the treatment , he called the first spring Yekaterinsky (Russian : Екатеринский) after his daughter Yekaterina and the second Yevgeniyevsky (Евгенийевский) after himself .

Golovin also expedited the official transfer of the waters from the military to civil authorities . In 1850 , a mineral water park was opened in Borjomi and in 1854 , the authorities commissioned construction of the first bottling plant . Borjomi water gained popularity for its curing effects all over the Russian Empire and the government began building palaces , parks , public gardens and hotels to accommodate incoming tourists and patients . The commute from Tiflis to Borjomi usually took 8 ? 9 hours by phaetons , however the new Mikhaylovo @-@ Borjomi railroad built in 1894 significantly reduced the length of the journey . Renowned figures such as Anton Chekhov , Pyotr Tchaikovsky as well as members of the royal Russian family were among the common visitors of the springs . By that time , Borjomi was a rival of similar European spas , such as Vichy , frequented by Russian tourists , the fact that earned for Borjomi the reputation of " the Russian Vichy " and " the pearl of the Caucasus " .

In 1894 , Grand Duke Mikhail Romanov built a bottling plant in the Borjomi park which continued to operate until the 1950s . The income from the Borjomi waters enterprise contributed to the wealth of

Mikhail 's son and successor Nikolay , who was the richest of all Russian grand dukes by 1914. In 1890 was built the first bottling plant of Borjomi . Demand on the glass bottles were high and A glass factory was built in 1896 . According to archives , in 1854 only 1350 bottles of water were produced , in 1905 the number reached 320 @, @ 000 and by 1913 over 9 million bottles were sold . After the establishment of Soviet rule in Georgia , Borjomi was widely sold around the Soviet Union and was favored by Soviet leaders such as Joseph Stalin . Exploration of the Borjomi Gorge was conducted in 1927 . Between then and 1982 , 57 exploration wells (depths ranging from 18 @. @ 4 m (60 ft) to 1 @, @ 502 m (4 @, @ 928 ft)) were drilled . In 1961 , 423 @, @ 000 bottles of Borjomi was exported to 15 countries including the United States , France and Austria . During the existence of the Soviet Union , Borjomi was recognized as the third best known brand of the USSR after the Volga car and Aeroflot airlines . In the 1980s , annual production of Borjomi water reached 400 million bottles . The production slowed down with the collapse of the Soviet Union and economic stagnation in the independent Republic of Georgia . In 1995 , bottling of Borjomi was restarted by the Georgian Glass and Mineral Waters Company (GG & MW) , which increased the production forty @-@ fold . According to the company , 80 % of Borjomi produced that year was exported abroad ? more than half of this amount to Russia . Despite counterfeit drinks being produced under the Borjomi label as a result of rising piracy during the 1990s , Borjomi water was able to reclaim its reputation by 2000 in a distinctive packaging campaign . The piracy also slowed down due to the 1998 Russian financial crisis .

In May 2006 , Russia banned imports of the Georgian mineral waters , declaring them unsafe . The ban got lifted after 7 years in 2013 . Georgia viewed this as an attempt to restrict access to the Russian market and making Borjomi a pawn in post @-@ Soviet political power play . As a result of the ban , GG & MW lost GEL 25 million in 2006 , but the company declared the crisis to have been overcome by 2008 , with sales volumes reaching pre @-@ 2006 level . The sales and export of Borjomi mineral water dropped again by 30 @-@ 40 % starting from October 2008 due to the global financial crisis . But already in 2010 the company declared that sales figures of Borjomi were the same as the company had before the ban . In 2011 sales company sold 15 % more Borjomi than they were selling before the ban . Today Borjomi is sold in 40 countries worldwide . Today , Borjomi in post @-@ soviet countries is a number one brand in imported mineral water brand segment .

= = Features = =

Borjomi is a water of volcanic origin which is over 1 @, @ 500 years old . It is pushed up to the surface from 1500m below ground by natural carbon dioxide pressure . Borjomi does not cool down before it reaches the surface and comes out at a temperature of 38 ? 41 ° C (100 ? 106 ° F) . The Borjomi springs are located in the central part of the Adjara @-@ Imereti mountain range of Greater Caucasus at an altitude of 760 ? 920 m (2 @, @ 490 ? 3 @, @ 020 ft) above sea level . The average depth of each of the nine spring wells is 1 @, @ 200 ? 1 @, @ 500 m (3 @, @ 900 ? 4 @, @ 900 ft) .

In order to preserve the mineral composition of the springs , in 2006 the Georgian Ministry of Environment Protection and Natural Resources approved a production plan for 2006 ? 2031 estimating 561 @, @ 000 litres per day which allows bottling of over 1 million bottles a day using 10 wells in Borjomi Gorge . The wells are located in 3 exploitation lots : Central (in the vicinity of Borjomi town) , Likani (in Likani village) and Vashlovani @-@ Kvibisi (in villages Vashlovani and Kvibisi) . The water received from the wells travels by a 25 km (16 mi) stainless steel pipeline to two bottling plants where it is cooled and bottled . The first plant specializes in glass bottling , the second in PET bottling .

The production of mineral water and the associated tourist economy in Borjomi and the nearby Borjomi @-@ Kharagauli National Park make up 10 percent of Georgia 's export trade . Construction of the Baku @-@ Tbilisi @-@ Ceyhan oil pipeline near the Borjomi has been controversial because of potential negative environmental and economic impacts on the region .

= = Packaging = =

Borjomi comes in glass bottle sizes of 0 @. @ 33 and 0 @. @ 5 litres and plastic bottle sizes of 0 @. @ 5 litre and 1 litres . Both types of bottles are screw @- @ capped . The signature greenish color of the glass bottles (so @- @ called Georgian Green) is based on a proprietary formula . In February 2011 , new packaging of Borjomi water presenting a new and more sophisticated modern look was introduced , accentuating relief of the deer image and sign of the manufacturer on the label . More than 40 countries , including Ukraine , Israel , the United States , Czech Republic , Poland , Bulgaria , Cyprus , Canada , Austria , Turkey , Japan , Spain , Belgium , the Netherlands , Greece , Australia , the United Arab Emirates , the United Kingdom and South Korea , will get Borjomi in newly designed bottles .

= = Awards = =

1907 SPA Grand Prix
1909 Kazan Grand Golden Medal
1911 Dresden Diploma of Honour
1940 Tallinn Golden Medal
1975 Budapest Diploma of Honour , World Exhibition
1998 Novosibirsk Golden Medal
1996 , 1997 , 1998 St. Petersburg Golden Medal