

MD.6.

Title	Young Researchers Project – FLORINVIN ”Valorization of the indigenous flora of Ștefan Vodă wine-growing region in order to increase the authenticity and competitiveness of Moldovan wines”
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Patent no.	Project nr: 23.70105.5107.04T
Description	<p>We live in a consumerist society in constant development. Therefore, the consumer society implies an ever-increasing circulation of new food and wine products on the market, at a developing speed and with a shorter life cycle.</p> <p>The originality and typicality of the product present on the market is an important decision factor in its choice by the consumer, therefore it is considered appropriate and necessary to appreciate and capitalize the indigenous flora of the Ștefan Vodă viticultural region, in order to increase competitive of wine production on international markets by using autochthonous grape varieties.</p> <p>The realization of this project will allow the development of modern technologies for the appreciation and valorization of local microbiota and the diversification of wine assortments, which is already a current task for the wine sector in the Republic of Moldova in order to increase the authenticity and competitiveness of wines with sensory characteristics specific and typical to our country.</p> <p>On the economic and social level, the realization of the project and the implementation of the obtained results will determine the following benefits: the creation of personalized wines with an emphasis on the terroir character of the Ștefan Vodă wine region, the increase in the export of local wine production, the increase in allocations to the State budget due to additional incomes, and others.</p>