

Montenegro wine route

*National Association of vine growers and wine
producers Montenegro*

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The logo for GTZ (German Technical Cooperation) is displayed in red lowercase letters on a white background.

Montenegro vineyards map



PROJECT(context & background)

- Originally started in the middle of 2006.
- The project has represented the initiative of Federal advisory service for plant production, GTZ, Directorate for development small and medium enterprises
- Projects like this were already good practice examples in some other countries, but in Montenegro nothing similar hasn't been tried in the past, **so the prospects of success had been extremely unpredictable.**
- In that period the situation wasn't promising. There were one large wine factory in state ownership and many little wine cellars and family wine production across the Montenegro, without any kind of strong connection between them.
- Many of these small wine producers still produced wine in old traditional way

Project (context & background)

- In that period there were not significant bonds or relations between different private wine producers except of some small and amateur society of wine producers in the region of Skadar lake
- Neither single one winery or wine cellar was not registered for practicing wine tourism
- No one from private producers had not practice wine tourism in organized way and most of these producers never thought about possible income or revenues from this kind of tourism
- In the ministry of tourism has not exited any kind of strategy considering wine routes or wine tourism and also any kind of official documents with thoughts about it did not exist either
- At that time the country Law about wine was not established yet

Project (strategy, objective)

- Some of primary objectives were : providing of sustainable development of private wine producers, improving quality of their products, creating conditions through many activities for successful business for those who intended to become serious wine producers
- Improving of infrastructure in wineries and wine cellars and also providing of quality service in wine tourism were also some of objectives
- Strategy was focused in first period on targeting private wine producers who were interested to be involved in project
- Creation of legislative conditions, exact rules and competitive environment was necessary
- Development of new structures who will take part in the project and lead it in the future was one of key role in the strategy

Project (activities)

- Two seminars were held in the middle and in the end of 2006 with “Wine Tourism” subject by STE Gerd Adolph and Werner Hofaecker
- Study trips to Croatia in order to visit wine roads in Plesivica and Istria were conducted. The wine growers from Montenegro were influenced and started to invest in their wine cellars
- several wine tourism brochures and catalogues were published
- The guideline for wine cellars was designed
- Study trip to Germany (Association structure): In Germany wine producers from Montenegro met with chairman German wine producer association
- Creation of Montenegro wine growers and producers association : Advising services in Association management

Project (activities)

- Elaboration of economic analysis in wine sector and market surveys as a base line for further strategic planning in the sector
- Technical Support during Wine Law Elaboration and technical support in Elaboration of National Strategy for small wine sector
- Engaging local experts in viticulture, with aim to provide advising services on production technology for wine for small producers. STE visited all regions and conducted presentations and advising services in cooperation with regional association.
- Local subsidies for Fairs and Marketing activities
- Trainings: trainings for members of Association on economical analysis, wine tasting and service
- Movie on Technological practices in wine production (in cooperation with Extension service and Sommelier club) – after delivered to Association as a input

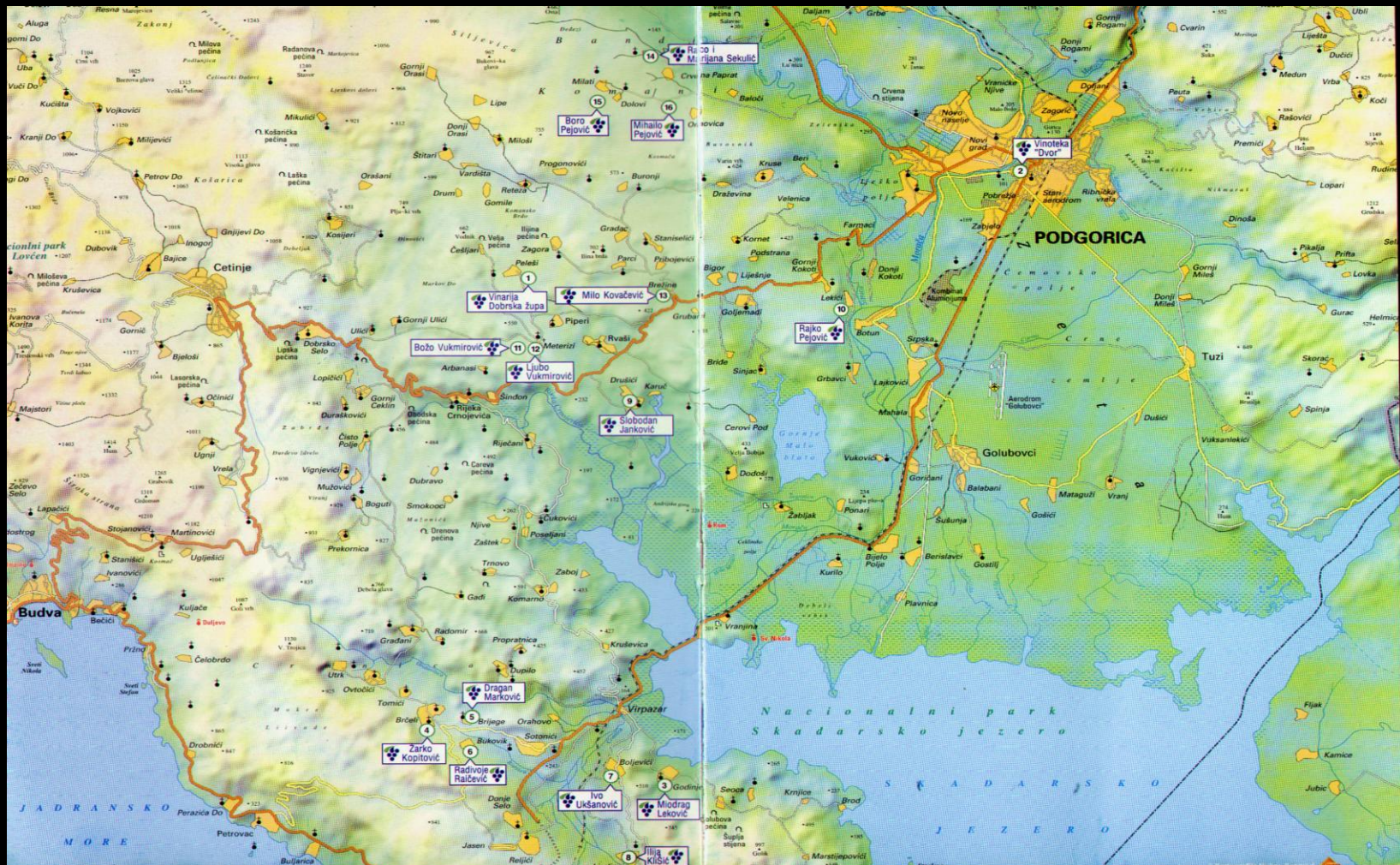
Project (activities)

- Support to MOA and Ministry of tourism in networking wine producers with HoReCa industry
- Support to quality management (advising wine producers in wine production technology by the local and foreign experts)
- As the Association was established, and the new wine law was introduced, the GTZ supported the Association in taking over the management of tourism product
- With introducing of new Wine Law, registration was important factor for wine tourism product, since the control of the product quality was more easy and simplified.
- National vine growers and wine producers association took over almost completely the management of this tourist product by the end of 2009

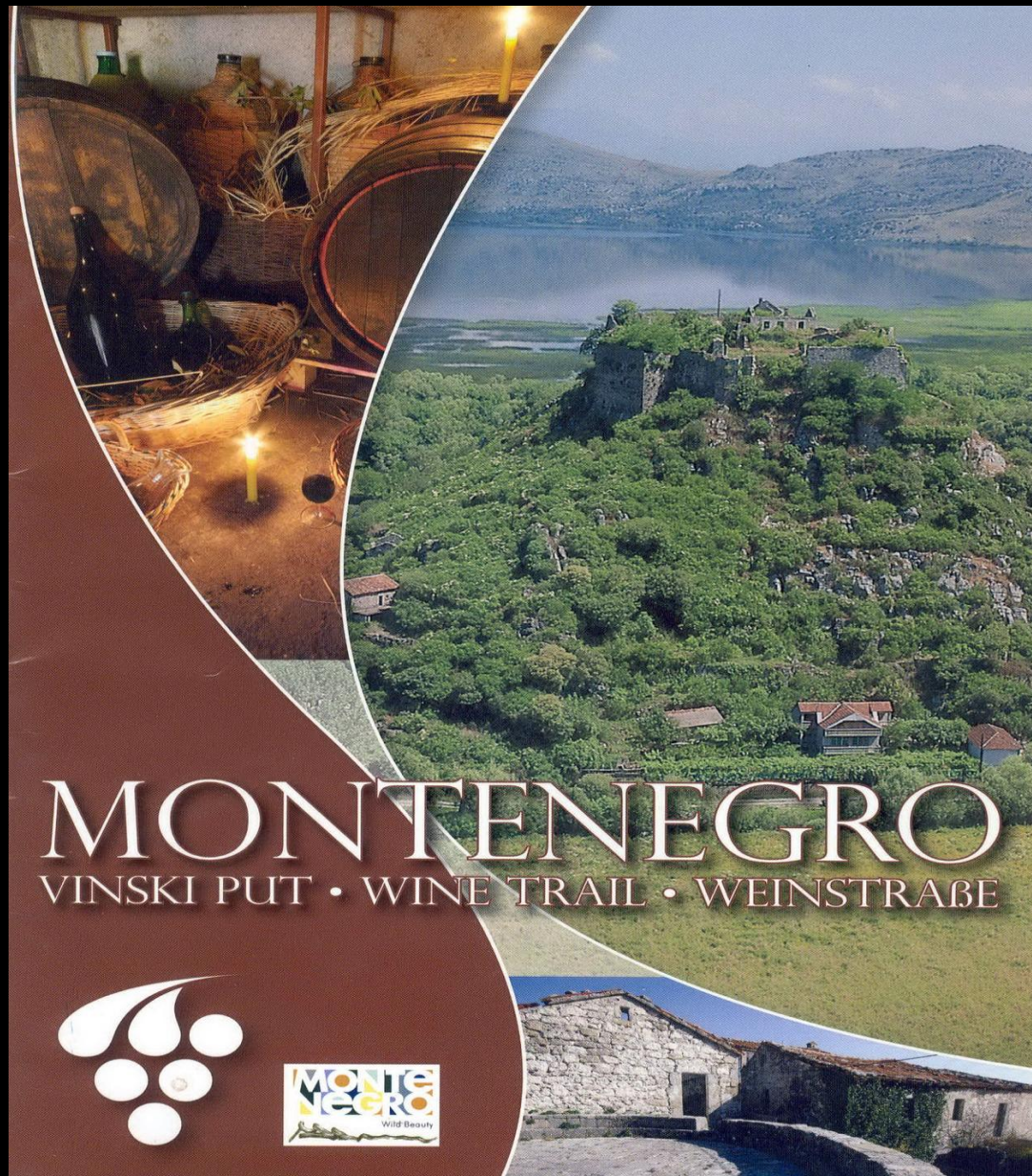
Project (activities)

- Conducting the marketing strategy: Through National tourism organization published materials about the project were sent on international tourism fairs
- Bilbord campaign : “The gifts of montenegrin vineyards” was conducted in Montenegro with 5 months duration in 2009 and 6 months duration in 2010 on more than 40 bilboards all over the country

First map of Montenegro wine route



First edition of Wine route publication



Project (participation of different stakeholders)

- In the beginning founders were: GTZ, Directorate for development small and medium enterprises and Federal advisory service for plant production
- From starting of National vine growers and wine producers association this organization become one of crucial stakeholders
- In early phase of project Ministry of agriculture took a part in it
- And also the ministry of tourism joined later
- In last two years National tourism organization and several local tourism organizations involved in whole project and become very important promoters
- In last year almost all of tourist agencies, many journalists and media involved in realization of project

Project (experience & impact)

- First experiences showed very large interest from private producers to become registered for practicing wine tourism
- It was also shown that through the project many of them increased their income and revenues which also has resulted with higher investment in infrastructure and equipment
- One of major experience which occurred during these years is huge increasing in quality level of private winery products. They also started to produce greater variety of wines.
- It was also noticeable that many of private producers wanted to improve themselves through seminars, trainings, courses and to achieve better education considering their service in wine tourism
- The most important impact occurred in mind changing of private producers. Many of them were trying and succeeded to become professional wine producers which was not the case before the project

Project (experience & impact)

- Through the project many of local and regional communities become more active and started to organize several manifestations and events related with wine
- Several local communities noticed increasing in number of tourists from year to year
- Increased marketing and promotion activities of specific regions famous by its wine production
- Increased number of local and regional wine & food festivals and events

Project (social participation)

- Forming of National wine growers and wine producers association in the middle of 2007 produced huge interest between producers to become a part of the organization and share all benefits
- In short period of time association grows rapidly to the number of 350 members with membership cards and paid membership fee
- In same period many of private wineries and wine cellars expressed interest to become a part of Wine route project, mostly because of detected benefits who have those who already had been in the project.
- Ministry of Agriculture was involved in project from beginning but later the ministry of tourism involved with some logistic and in the beginning of 2010 **joint working group** was formed from representatives of both ministries and other relevant institution involved in project
- Some municipalities started to help financially local and regional projects in wine tourism which were conducted by smaller local association of wine producers **AND THIS WAS NOT A PRACTICE BEFORE THE PROJECT**

Project Results

- Existing the Law about the wine and current negotiations with the Ministry of agriculture about its improvement
- Existing the legal procedures and conditions settled from the Ministry of tourism for all wineries and wine cellars who want to be licensed for practicing wine tourism
- Recognized influence of wine tourism in sustainable development of local communities and specific regions by official institutions
- In the beginning of the project there were neither single one registered winery or wine cellar for practicing wine tourism. At this moment we have **39 registered** and licensed for wine tourism and **27 more in procedure of registration**
- **Significantly more incomes and revenues** for wine producers who practice wine tourism

Project Results

- Creation of modern and very important structure like National association of wine growers and wine producers as only official institution which represent the interests of private wine producers
- Significantly improved quality of products and improvement in quantities by 4 times comparing to project beginning
- Large investments of several millions euro from private wine producers in infrastructure, building of new vineyards, technology and equipment for wine production, and marketing as well
- Organized network of wine producers through national association and current existing 14 regional associations of producers
- Organized performance on international and regional wine fairs and festivals
- Whole country covered with wine tourism signalization
- More than 100 gold medals and several hundreds of silver medals on international contests in wine testing and evaluation in last 3 years along with several Grand Prix trophies

Pictures from wine cellars



-In 2007 publication with recommendations about wine cellars appearance and rules for its arranging for private wine producers was printed

- In 2008 DVD publication about complete wine production process in modern way was made and distributed to every single wine producer in the country



Greatest vineyard in Europe



Montenegro Wine Route Project

-some pictures-



Montenegro Wine Route Project

-some pictures-



Pictures from grape harvest



Wine tourists groups



One of world largest wine cellar



Montenegro Wine Route Project

-some pictures-



Montenegro Wine Route Project

Konoba “Sojak”-opened in 2007



Montenegro Wine Route Project

-some pictures-



Pro Wein, Düsseldorf 2011



Pro Wein, Düsseldorf 2011











Dobrodošli
u vinogradarski region
Welcome to wine region



Subregion Rijeka

Conclusions

- Wine sector, which includes private producers has developed much more in last 5 years than in last 40 years before
- Almost all wine growers and producers increased their production and quality of their wines.
- At this moment there is 10-11 greater private wineries
- Wine routes program is now standard offer of local tourist agencies, local tourist organizations and National tourism organization
- Whole country is covered with tourist signalization for vine regions
- So many new contents has been added in the offer of montenegrin wineries like: new and modern apartments, new spaces for wine tasting, pools, new equipment in wine cellars ,modern appearance and look of bottles, and what's most important kindly and more educated persons to meet the guests
- For all of these facts our project had the greatest influence

Thank you !!!