



Kutjevački vinari

UDRUGA VINARA I VINOGRADARA

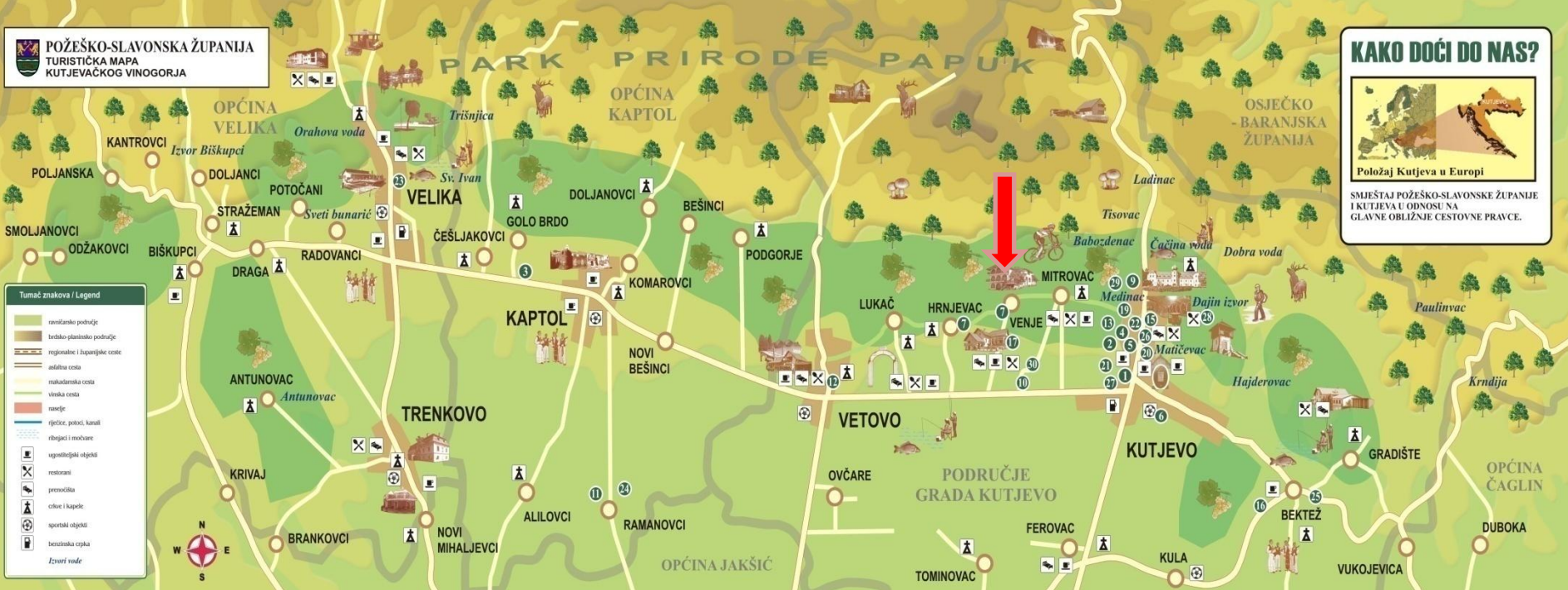
*-Wine Tourism
as Integral part of
Sustainable Continental
Tourism -*

**Kutjevo Winemakers
Association**

–Experiences–

Goran Josipović,dipl.ing.



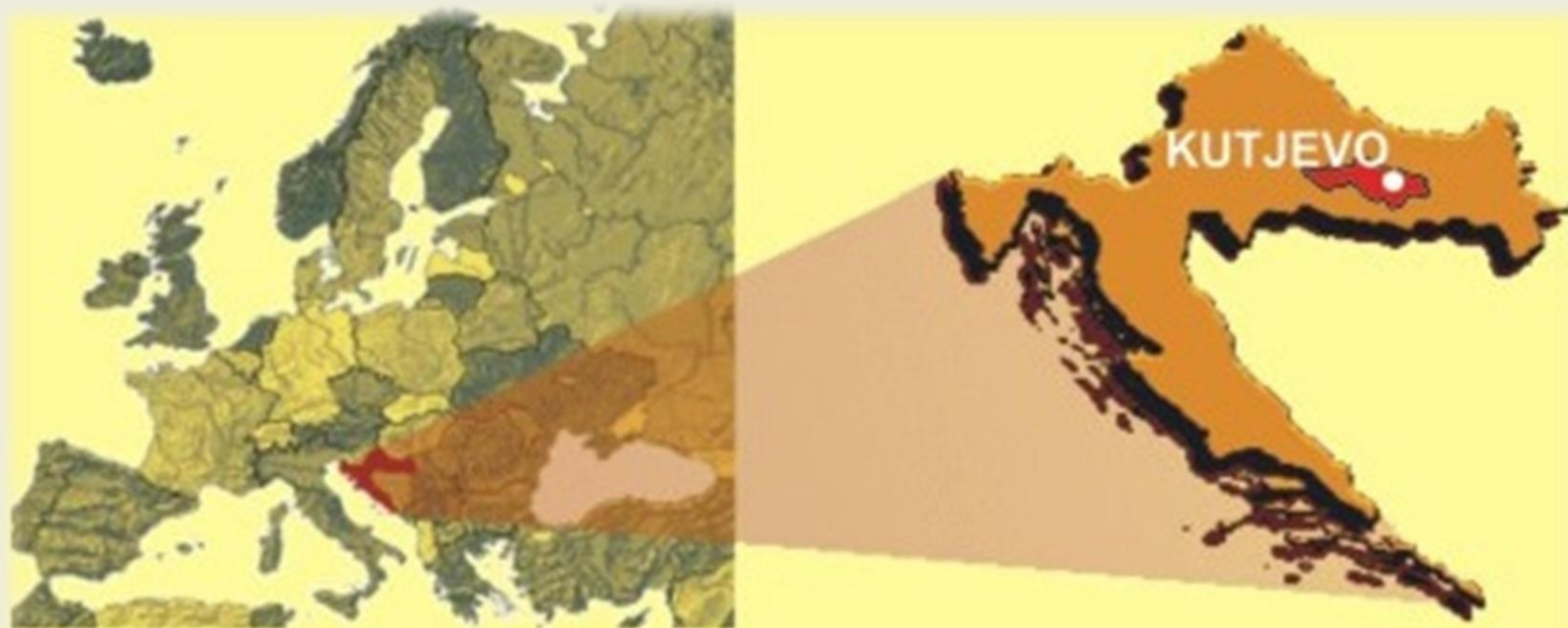


KAKO DOĆI DO NAS?



Položaj Kutjeva u Europi

SMJEŠTAJ POŽEŠKO-SLAVONSKE ŽUPANIJE
I KUTJEVA U ODNOSU NA
GLAVNE OBLIŽNJE CESTOVNE PRAVCE.



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Kutjevo Town Area

- Total 17 settlements (surface: 173km²)
- Rich historical heritage over 770 years old
- First written traces from 13. century from “White monks”- Cistercytes who founded Monastery at year 1232 under name “Vallis Honesta de Gotho”
- From same time building of ancient wine cellar of Kutjevo



Short History Line



- Turks rule 1536-1686
- From 1698 Jesuites rebuild Monastery, Church and Castle of Kutjevo and intensively cultivate vineyards and refurbish cellars
- “Golden Era” - Period 1882-1945 Family Turković buys Kutjevo estate and invest into winemaking and biggest Europe orchard farm
- From year 1962 Kutjevo estate with Old Cellar is organized as Agriculture and Food Industry Combinat Kutjevo, privatized as Stock Exchange Company in year 1997, remaining the biggest and one of the most important business subjects in Slavonian region

Viticulture in Kutjevo Region

- Subregion Slavonia, Region Continental Croatia, viticulture zone C 1
- Kutjevo vinemaking area -55 km length
- South expositions of mountains Papuk and Krndija
- Average Vineyards Altitude: 200-300 meter (asl-above sea level)
- Climate: intermediate (humid/semi-humid)
- Average annual temp. 10,40°C
- Rain in vegetation period: 413mm (55% of annual total)
- Soil: optimal in humus
- Best positions: Vinkomir, Hrnjevac, Vetovo
- Varieties:
 - WHITE (graševina-Welshriesling, Pinot Blond and Gray, Chardonnay, Tramminer, Rhein Riesling, Miller Thurgau, Sauvignon Blond, Plamenka blond and red)
 - RED (Pinot Noir, Blau Frankisch, Ružica, Zweigelt, Merlot and Gamay)

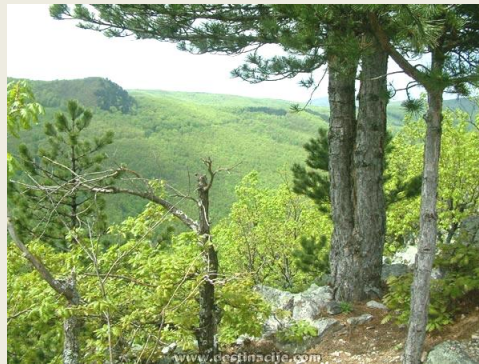
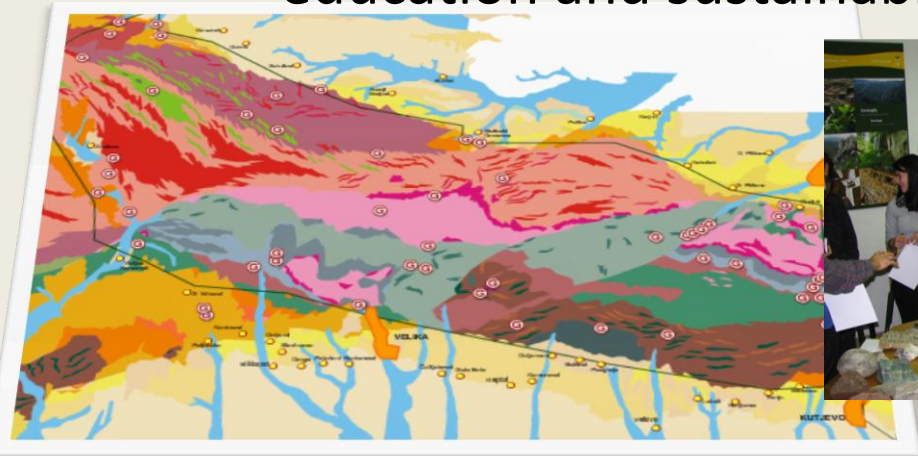
Wine Route Kutjevo

- **Components for integrated continental tourism:**
 - **TRADITION, CULTURE, HISTORY** -Long time ago Kutjevo was recognized as viticulture center with long tradition, monuments, many “traces”, hospitality
 - **PRESERVED NATURE**
 - **WINE QUALITY** Today many of the Kutjevo is symbol of winemaking quality are winners on international and domestic wine quality contests
 - **FOOD** -Slavonian meat specialities
 - **DIVERSIFIED OFFER** -nature, hunting, historical heritage, sports etc.
 - **DEVELOPING ACCOMODATION CAPACITIES**– in surrounding area



Wine Route Kutjevo

- Nature and GEO Park Papuk
 - Natural biological treasure
 - Geological heritage UNESCO network for preservation, education and sustainable development



Winemakers Association Kutjevo



- Established in 1994
- Mission: wine quality improvement and touristic affirmation of Kutjevo region through joint efforts of members and cooperation



How to Be Best in Quality Internationally?

- We believe that every winemaker has his secrets but something leads to success...
 - Knowledge and quality standard in vineyard
 - Knowledge and quality standard in cellar
 - Knowledge Equipment and permanent quality Control in Laboratory



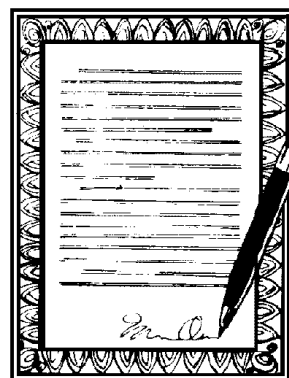
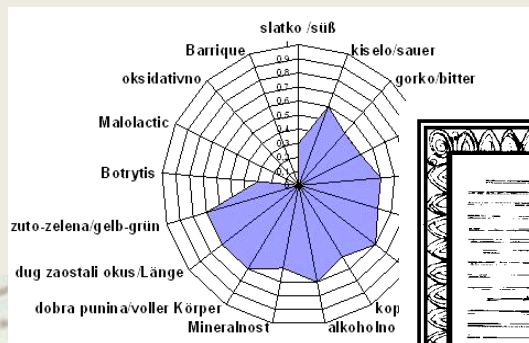
We made that consensus, that makes us different!

After Consensus...

- We were successful in finding partners to help us building up the Association system so we are more successful in:
 - Quality grapes and wine production and control and precise intervention on time! 😊
 - Winning prizes 😊
 - New domestic market segments 😊
 - Exports 😊
 - Wine tourism attractiveness 😊
 - Getting and implementing new projects 😊
 - Better chances for sustainability of living in rural area 😊

Premium Quality Graševina (QUKV)

- Idea dating from year 2007
- Cooperation with GLZ Project: Sensorical model of typical Kutjevo Graševina
- “Graševina Production rule book” in 2008
- Equipped laboratory for grapes, most and wine
- Employed analytical specialist
- Sensorical panel group of internal tasters



Premium Graševina (QUKV)

- Strict and rigorous standards above National
 - Vineyards positions 220-500 meters
 - Small load -max. 1,80kg/stock
 - Maximum vineyard yield 7,5t/ha
 - Extract 18g/L
 - Alc% 11,6-13,5%
 - High quality corks or stelvin caps

Association Future steps

- Permanent wine quality maintenance and improvement (QUKV Premium seal)
- Permanent education of Association members home and abroad (Sensory trainings)
- Regional wine tourism development and incentives support (Wine routes of Požeško-slavonska County)
- Sustainable and quality living in rural area
- Exports

The world of wine
is in **London!** Drop in!



Internationale Fachmesse Weine und Spirituosen 04.-06.3.2012
International Trade Fair Wines and Spirits Düsseldorf, Germany

Thank you for your attention!

Kutjevački vinari

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