WINE TOURISM AND WINE ROUTES OF SERBIA

Vila Seca, Spain

TOURISM OF SERBIA

Weaknesses transformed into strengths

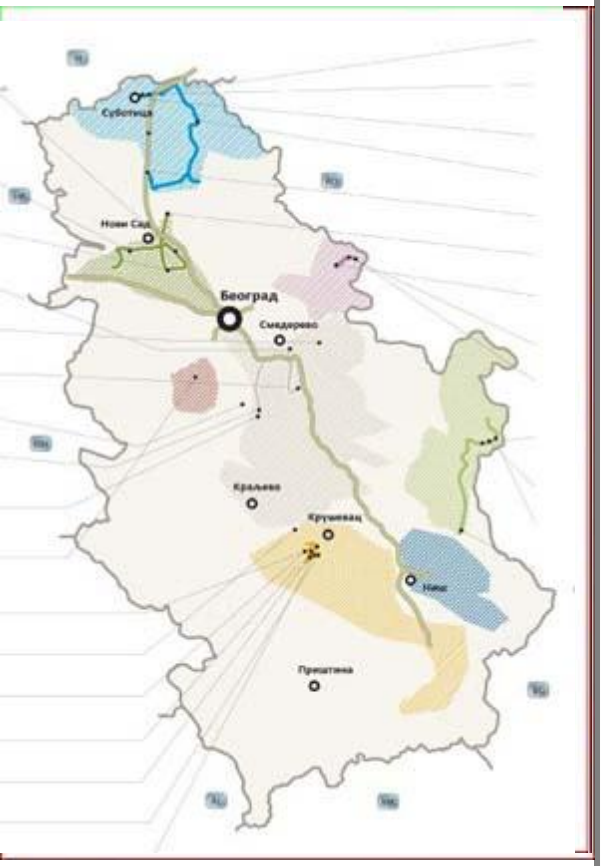
- New destination
- Land for hedonists
- Oasis of pure untouched nature
- Healthy food
- Authentic atmosphere
- Traditional hospitality, warmth and charm
- Music and fun

FAITHFULL KEEPERS OF WINE

Wine making in Serbia today

- Soil and climate
- Vineyards in Serbia
- Consumption of wine in Serbia
- Characteristics of winemaking in Serbia
- Wine production

EVERY WINE HAS A STORY



Wine tourism and wine routes

- Two industries existing together
- Four “s” to five “e”
- Serbian wine tourism
- Wine and rural tourism
- Promotion of Serbian wine routes

WINE LIFESTYLE

Wine tourism and wine routes

- Who is in wine tourism and who are wine tourists
- Motivation of wine tourists
- Serbian wine routes
- Small wine producers and wine routes
- Benfits for wine region
- New and exciting trends in wine tourism

Projecting the wine route

- Development strategy of wine route (creation of a single road, web page, signalization, publication, cluster)
- Conducting the strategy (linking, cooperation, partnership)
- Tender for traffic marking the wine routes
- What makes a wine route
- Proclaiming a wine route
- Entry conditions for facilities in wine route
- Commission for managing wine route

SUN IN THE BOTTLE

Native varieties in Serbia

- ABC wines
- Prokupac
- Tamjanika
- Smederevka
- Vranac
- Bagrina
- Morava
- Župljanka
- Sila, Liza, Petra, Neoplanta
- Bermet

DEDICATION TO WINE

Wine knights

- Wine knighthoods in Europe
- Wine knighthoods in Serbia
- Organization of wine knighthood
- Who are wine knights
- The role of wine knights

FOR THE GLORY OF WINE

Events in Serbia dedicated to wine

- Festival In vino, (Belgrade, may)
- Interfest (Novi Sad, june)
- Grape harvest (Vrsac, september)
- Grape gathering days (Palic, september)
- Zupa grape gathering (september)
- Karlovac harvest (S.Karlovci, september)
- Smederevo autumn (september)
- Oplenac grape gathering (Topola, ocotber)

THE SECRET WINE LANGUAGE

Matching food and wine

- Serbian cuisine, cuisine of contracts
- Matching Serbian food and wines
- Wines from sand (Palić)
- In the reflection of Danube (F.Gora)
- Sea of vineyards (Vršac)
- Golden hill (Smederevo)
- Royal wines (Oplenac)
- The Rajac pimnice (Negotin)
- Roman treasure (Knjaževac)
- Grapevine capital (Aleksandrovac)

THE JOY OF WINE

- Serbia, the capital of untouched nature
- Wine is destiny of very agile and honest people
- Wine is source of joy and fun, it tackles all aspects of life.
- Wine and poetry
- Wine and love
- Wine and religion
- Wine and customs
- Wine and food
- Wine and health
- Wines of Serbia we dedicate to those who know to enjoy
- Let the wine of Serbia be the source of meeting new people and new experience.

WELCOME TO SERBIA
Thank you for your attention.

Radomir Vlastelica, Head of Department
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