

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Page | 1

Company name: Çobo Winery

Country/region of operation: Berat, Albania

Sustainability dimension: Environmental, Social

Description of the enterprise/imitative :

The Çobo family has a long tradition of wine production that dates back to the early 1900's. Initial success in the Albanian market enabled the company to grow gradually, reaching their current production of 100, 000 bottles annually. From the beginning, the philosophy and goal of the Çobo family has been to create an identity for their vineyard based on the unique and superior quality of its wine.

Social impact and business results achieved:

Çobo winery currently produces 100,000 bottles annually, and the family has the capacity to increase production to match demand without compromising the wine's quality. Çobo wine is quickly attracting world-wide attention and has been represented at several wine expositions. By recent events Çobo winery has had the opportunity to look towards foreign markets in Europe with the hope that it can show the world the quality of Albanian wine and ensure that their patrons enjoy drinking each bottle as much as the family enjoys its creation.

Financial situation / sustainability of the business model:

The model used focuses on the continuation of the Çobo family tradition in the production of vines before the 1945s. The inheritance of formulas and fanatical preservation over the years has ensured the quality of the product. Trade agreements related to participation in important international trade fairs such as VINITALY have secured sales markets by financially empowering the company.

Key success factors: Good service. Early tradition in wine making. The use of new methods by creating unique, innovative products for the area. Experimental Tourism. Tourists often visit the winery by consuming and buying products.

Challenges and problems: Lack of Albanian customers who know the product. Lack of good quality schools for product service. Lack of large areas of land due to fragmentation for the cultivation of different varieties.

Contact person for more information:
info@cobowineryonline.com

Page | 2

References:

<http://www.cobowineryonline.com/>

<https://www.facebook.com/Cobo.Winery/>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.