

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

Subsidy Contract No. BMP1/1.3/2616/2017

Best-Practice Database

Sustainable Development Solutions for Hospitality SME

Company name: Kallmet Winery



Country/region of operation: Zadrime, Lezhë, Albania

Sustainability dimension: Social / Economic / Environmental

Description of the enterprise/initiative: Kallmet is a mostly hilly area where Zadrime field is related in harmony with Vela Mountain. Located 11 km from the town of Lezha, 18 km from the coast of Shengjin and 55 km from Tirana. It is known as an area with an early tradition of grape cultivation.

Kallmeti Winery was established in 2006 thanks to the Gjini brothers' passion for wine and their love for the land where they live, in the heart of their birthplace, Kallmet, after which the grape was named. The main purpose of the winery is to produce the best Kallmet wine, to increase the quantity and improve the quality year after year. From a production of 50 hl of wine in 2007, the winery has grown year after year. Wine is produced entirely from Kallmet grape, cultivated in its area of origin, in Kallmet and the surrounding villages. Part of it is cultivated in the hills of the wonderful Bukmira hills over 500 m above sea level.

Social/ community impact sought: The initiative creates the possibility of experiencing tourism where the combination of tourist trips in the Kallmet area, especially after visits and pilgrimages to the Church of St. Euphemia, creates a unique itinerary and connects it with the assets of the area.

Stakeholders: Guest, lovers of wine and oil, lovers of religious tourism etc. Clients of the winery are many of the restaurants in all of Albania who appreciate it as one of the best Albanian wines.

Approach applied: The production process is carried out by focusing on quality: after the grape is selected, the wine production process is monitored by SEA (Enologico Studio Associato), an Italian company from the Marche region, with a long experience, run with love and passion by Pr. Dr. Luigi Costantini.

Innovation applied: The family production winery combines artisan craftsmanship with the latest machinery and technology, where fresh grapes in the vineyards around the winery are processed within hours.

Financial situation / sustainability of the business model: The winery creates a model for financial sustainability. It not only produces a variety of articles but also includes in this batch a part of the community for collaboration. Opening to tourists by helping in the tourism experience provides a direct income to the winery.

Key success factors: Collaboration, the pursuit of the best contemporary techniques, the continuous marketing with participation in national and international fairs, and better marketing realized by the customers. Technology does not differ much from the usual custom, but is the grape that enables the quality of this wine, the purity of the environment.

Social/ community impact sought: Collaboration with the community, providing high quality grapes, a good name for the entire area where the territory is now identified with the wine of Kallmet and the continuity to engage in this process and many surrounding areas impact on the increase of social impact. Occasionally, meetings with young people influence them to lead them to viticulture in this territory.

Challenges and problems: The ever-increasing demand for wine and oil products, increasing their export rate and signed contracts, requires year-round production growth and the network's main product safety assurance.

Year when the enterprise was created:2006

References: <http://kantinakallmeti.com/en>
<https://www.facebook.com/kantinakallmeti/>