

**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: Kantina Gjergj Kastrioti Skënderbeu



Country/region of operation: Durrës, Albania

Sustainability dimension: Environmental

Description of the enterprise/imitative: The Gjergj Kastrioti Skenderbeu Beverage Winery was founded in 1933 in the area of Sukth. It deals with the production and marketing of alcoholic beverages, wine, non-alcoholic beverages; import-export of its products etc.

Social/ community impact sought: The involvement of the community in the activities of the winery, the realization of the tour experiences of different visitors have both the local and international social impact

Stakeholders: Guests

Approach applied: Keeping with fanaticism the many years of tradition and incorporating modern elements so that the product competes in the foreign market

Innovation applied: In 2001, the "Gjergj Kastrioti Skenderibeu" Sha Winery was privatized and since then they have made investments in improving the technology and introducing new automatic lines for filling, packaging, labelling of alcoholic beverages with a completely new configurable way, with bottles of 0.2; 0,5; 0,7; 0.75 litter. Investments have been carried out in accordance with modern standards of water supply, steam, electricity, automation of grape processing lines as well as packaging of our products.

The Gjergj Kastrioti Scanderbeg Wine Cellar is one of the few wineries in Albania that is dealing with grape cultivation. In the Arapaj area of the Durrës district there are about 36 ha of cultivated varieties of grapes such as Trebbiano, Sangiovese, Cabernet Sauvignon, etc., kept under constant supervision by Western specialists.

The range of our products is the successful and demanding job of a professional and creative team. Our goal is to preserve the tradition and to improve not only the grape processing technology but also the application of contemporary knowledge in this field.

Social impact and business results achieved: Experiences related to tourism experience provides a model with a diversified product where visits to nature and the cantina are accompanied by the unique product and gastronomy of the territory.

Financial situation / sustainability of the business model: Consistency in quantity and quality of vineyards during the years provide the basis for a special product that brings financial sustainability too.

Key success factors: The quality of the product's quality throughout the years

Challenges and problems: Increase of competition in the Albanian market and challenge to be among the best products in the market.

Year when the enterprise was created: 1995

References: <http://www.kantinaskenderbeu.al/>
<https://www.facebook.com/kantinaskenderbeu.al/>