

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

Subsidy Contract No. BMP1/1.3/2616/2017

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Company name: Kokomani Winery

Country/region of operation: Durrës, Albania

Sustainability dimension: Environmental, Social

Description of the enterprise/imitative :

Kokomani Winery is located in the hilly area of central Albania, in the village of Eminas i Vogël, bordering the village of Shesh, where the well-known grape variety “Shesh” originates. This autochthonous variety is presented in two types: “Sheshi i Bardhë” and “Sheshi i Zi”, which are distinguished for the production of high quality wines and their very special fragrance and flavor. With ancient Albanian traditions in vineyard cultivation and wine production in this area, the founders of this winery were enriched thanks to their 15 year experience in the Tuscany region of Italy, near the most prestigious wineries of this region. The winery produces three types of wines of high quality both from the content and from their packing. These are: “Sheshi i Bardhë”, “Sheshi i Zi” and St. Mhill (Shën Mhill). St.Mhill (Shën Mhill), a classic international wine, is a mix of three well-known varieties: Cabernet Sauvignon, Petit Verdo and Merlot.

Approach applied:

Increasing the cultivation of vineyards in a biological way without pesticides.

Innovation applied:

Spotting watering. Stone buildings, which allow good storage conditions for the products.

Social impact and business results achieved:

Seasonal employment for many residents of the area. Preserving the environment from pesticides.

Financial situation / sustainability of the business model:

The expansion of the product’s export market, marketing realized using the history of the wines of the Durrës area, known in the ancient times, the precursor of French wines. Correct use of logos based on Durres mosques.

Key success factors: Fairness with customers and increased service to vineyards has been associated with increased product quality.

Challenges and problems: Lack of local clientele, which is connected with the wine, in the early beginnings of business.

Year when the enterprise was created:2008

Contact person for more information:

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References:

www.kokomani-winery.com

<https://www.facebook.com/Kokomani-Winery-609843739034218/>