

**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: Mrizi i Zanave Agroturizëm**

**Country/region of operation:** Lezhë, Albania

**Sustainability dimension:** Environmental, Social, Resource saving technologies, Experimental Tourism

**Description of the enterprise/imitative :**

Mrizi i Zanave is set in Fishtë, Lezhë, a blessed location which gave birth to Albania's national poet, Gjergj Fishta, the author of The Highland Lute. Two young entrepreneurs decided in 2010 to return in their hometown, to open a slow food restaurant called "Mrizi i Zanave". In a short time "Mrizi i Zanave" became one of the best restaurants in Albania. This thanks to the investment of the Prenga family in "Mrizi i Zanave" restaurant.

Managers initially were faced with the lack of standardized farms for cultivation and processing of products of the region. This drove them to search for a permanent solution. They decided to set up a consortium with membership of the farmers.

The consortium with farmers membership focus on the establishment of poly-lab for processing and production of meat, milk and wild fruits. Setting up an enterprise of food products in the area contributed on restoring the tradition and good reputation for agricultural and livestock products and helped local people recover economically.

**Social/ community impact sought:**

The consortium will be the guarantee for providing a fair proportion of quality and price. Providing the fair price for the product in the area will increase the income of farmers.

**Stakeholders:** Altin and Anton Prenga.

**Approach applied:**

Network and collaboration with the farmers in the area. In the future they will be around 100 members.

**Innovation applied:**

The entrepreneurs tested the idea through a set up mini-lab for gathering and processing of milk and wild fruits in the restaurant. Experimenting proved successful. The interest of farmers and stockbreeders is growing.

**Social impact and business results achieved:**

The area was unknown and unexplored until 2010, but in 2013 Fishta village counted 40 thousand visitors of which 70% from other Albania' towns and 20% foreign visitors.

**Financial situation / sustainability of the business model:**

Managerial innovation like resource saving technology. Mrizi has begun the use of bunkers of the area as refrigerators for product storage throughout the year.

**Key success factors:** Collaboration, network, new way of service.

**Challenges and problems:** Fragmented production that conditions the products' offer. It is necessary to establish collaborative cooperatives, where farmers will cultivate together products that already have the insured market.

**Year when the enterprise was created:** 2010

**Contact person for more information:**

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**References:**

[www.mrizizanave.al/](http://www.mrizizanave.al/)

<https://www.facebook.com/MriziIZanaveAgroturizem/>