

**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: Tikves Winery



Source: <http://tikves.com.mk/vinski-turizam/>

**Country/region of operation:** Kavadarci, FYRO Macedonia

**Sustainability dimension:** social/economic/environmental

**Description of the enterprise/imitative:** Tikveš Winery offered Tour of the winery and introduction to the process of making and special tours including a visit to a winery.

Tour of the winery and introduction to the process of making Tikveš Winery is among the few wineries that offer a huge variety for the visitors who choose to explore it closely. The

visit to the winery begins with a 30-minute walk for acquainting with the method of production and technology that Tikveš uses in the creation of its unique wines. The modern production equipment reflects the recent investments and vision of development of the winery, while each of the oak barrels in the wine cellar tells about the history, past harvests, challenges and successes that build the fascinating Tikveš story. Impressions of the visit are completed with tasting of the wines at the restaurant, located in the underground part of the winery, where the Tikveš team will guide you through the magical world of flavors of finest cuisine and wine, perfectly combined to round up this unique experience.

If you love nature and want to satiate with beautiful vineyards scenery, then you can choose one of the tours that include a visit to a site well-known both for its beauty and the quality of the grapes grown there. We offer the opportunity to visit Barovo, situated on the slopes of Mount Kozuv, in the peace and tranquility of untouched nature. The freshness of the mountain air and the warm airflows from the Aegean create ideal conditions for growing grapes of exceptional quality. On the spot, you will learn more about what is necessary to produce premium wine, while the walk through the vineyards will abound with interesting information about growing high-quality grapes. You can decide to visit Lepovo and enjoy the sunbathed hills, where the elements of nature have blended to create amazing conditions for growing high-quality grapes. The walk through the vineyards will discover the unique features of the soil, but also the influence of the sun and wind in creating the rich flavors of the grapes grown here. The tours including vineyard visits are available from 15 April to 15 October. Their realization requires at least 6 people present and is subject to prior reservation of at least 7 days. Apart from the visit of the vineyards, these tours also include sightseeing of local landmarks.

**Social/ community impact sought:** Act as an integral part of our broader surroundings by taking care about the community in which we live and work and by providing support for its wellbeing.

**Stakeholders:** local community, local business sector, suppliers

**Approach applied:** Continually follow the needs and expectations of consumers and clients. They are in the center of each our activity and are the basis for our future business proposals and solutions.

**Innovation applied:** professionalism and professional conduct imply building personal and professional integrity and credibility, completing our duties and obligations in a responsible, timely and quality manner, as well as loyalty to the company and its objectives.

**Social impact and business results achieved:** economic and social dimensions,

**Financial situation / sustainability of the business model:** Their growth is based on the principle of sustainability, not only within the company, but also at wider societal level. All vineyards in ownership of Tikveš Winery and the largest part of vineyards owned by our contractors have a Global GAP Certification on sustainable growth, environment protection, clean water and air, protection of the surrounding flora and fauna and treatment of hazardous waste. We are devotedly working on reducing energy and water consumption, whereas using renewable energy is among our highest priorities. In an effort to reduce greenhouse gas emissions (so called carbon footprint), we use lightweight bottles for all our wines, thinner carton without partitions and screw-capped bottles as much as possible. Tikveš is one of the founders of the Macedonian association of manufacturers that collect packaging waste (boxes, glass, PVC). Another verification of our commitment to environment protection and sustainable growth is having acquired the highest international standards in this area, such as ISO 14001. We are truly passionate when it comes to our products and our company and emphasize their advantages on any given occasion. We are constantly investing in the education of consumers and clients and aspire to take the art of winemaking to new heights.

**Key success factors:** By fostering open and honest communication and respect, we build trust in the company, its products and employees. We thus ensure long-lasting partner relations with consumers and clients.

**Challenges and problems:** poor infrastructure, incomplete tourist offer of the region

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://tikves.com.mk/vinski-turizam/> [https://www.youtube.com/watch?time\\_continue=3&v=iea-u ckUWM](https://www.youtube.com/watch?time_continue=3&v=iea-u ckUWM)  
<https://www.youtube.com/watch?v=4WYzaXtou00>

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