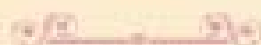
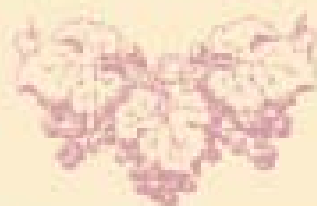


# ΟΔΗΓΟΣ ΠΙΣΤΟΠΟΙΗΣΗΣ QUALITY AGREEMENT



## APPETIZERS

Stuffed vegetables

Asparagus, Peas, egg beans, tomatoes, potatoes, onions,

stuffed with cheese and served hot

Peas with St. George

Beans with tomato

Salads

4 PCs

Star wine (appetizer)

white dry PGD wine

(Bulgaria, Macedonia, Greece)

red dry PGD wine

(Greece, Macedonia, France, Italy)

QUALITY APPROVED

TERRA

VINO

4 PCs

Vegetable pie with

onion and egg

Chicken Fillet

Fried or grilled, vegetable or meat

or

Stuffed with PGD cheese

Traditional baked greens with rice

white dry

PGD wine

(Greece, Bulgaria, Italy)

PGD wine

(Macedonia, Italy, France)

4 PCs

## MAIN COURSE

Local, baked or fried (mainly fish or meat)  
Garnish: Vegetables (4 pieces) or traditional cheese /  
potatoes / corn. Cooked in oven, in pot, or served



grey wine and cheese, with vegetables  
and dry aged PGD Garambuz  
(Macedonia, Bulgaria)  
Lemon & baked meat  
white dry local PGD Redfish  
(Italy, Greece, Macedonia,  
France, Slovenia)

Fish (bake or sea trout North Aegean) with vegetables  
(3 different vegetables) Grilled or baked in oven

white dry PGD wine

(Greece)



## DESSERT

Fruit with syrup or honey and Greek local yogurt

Fresh fruit baked in syrup with some honey

or

Local sweet with chocolate / cake / biscuits / chocolate

wine sweet

PGD Super Italian Milk

(Macedonia, Champagne)

Swissport (Italy)

or

Serve with Italian "Tiramisu"

Interreg - IPA CBC




Greece - Republic of North Macedonia

TERRA VINO



Decoration in Goumenissa winery \*



In times of economic crisis and unprecedented changes for the country, the Greek-Italian Chamber of Commerce of Thessaloniki is called to make the most to management in the best way the funds of European territorial cooperation programs INTERREG, in order to ensure with this project the growth perspective, employment and extroversion in the Wine Tourism Sector.

We are pleased to present this important guide, dedicated to wine tourism, an area that makes one of the greatest advantages of many countries' economy, as well as a very important tool of promoting food and wine products around the world. In recent years, the wine tourism sector has undergone many structural changes following the phenomenon of globalization, which has affected all sectors of the economy, worldwide.

This Guide, is developed in the framework of the European program TERRA VINO and is addressed to those who want to work in the field of wine tourism, to companies related to wine tourism (winemakers, hoteliers, service providers, etc.), but also to local authorities (tourism promoters, trade associations, etc.).


The project therefore aims to provide good practices in the field of winemaking and tourism in the cross-border area, trying to highlight both, a theoretical and a practical framework for the internationalization of companies so that they can adapt and grow successfully in the global market.

**Marco Della Puppa**

Project Manager

On behalf of the Greek-Italian Chamber  
of Commerce of Thessaloniki





The Guide at your disposal is a concise informative manual for the implementation of Interregional Quality Agreement and Joint Quality Trademark which were developed in the context of the implementation the TERRA VINO project.

This Guide is a useful tool for the oenotourism (wine tourism) businesses (wineries, restaurants, hostels, delicatessen, winebars) in order to apply the quality criteria and characteristics described in detail below. Through the application of this Guide we expect to strengthen the wine tourism identity of each area by highlighting the prominent features based on which the tourist profile could be established and centered on wine, gastronomy and local products.

The drafting of this Guide was grounded on a specialized Study conducted by International Hellenic University.

The Greek-Italian Chamber of Thessaloniki, apart from coordinating the TERRA VINO project, is the body providing information and managing the certification process for awarding the Trademarks and is greatly experienced in agri-food and wine tourism.

**Anastasios Zafiridis**

Project Manager

On behalf of the Ministry of Interior

Sector Macedonia and Thrace

# table of contents

1. Introduction	6		
2. Presentation of TERRA VINO project	7		
3. Presenting the results of the primary study on the project of wine tourism from the International Hellenic University	8		
4. Introduction to the main oenotourist traits of the area	9		
5. The value of PDO, PGI and TSG products	10		
6. The Interregional Quality Agreement and Joint Quality Trademark initiative.	11		
Certification process	12		
Certification benefits	12		
Right to apply for TERRA VINO certification	12		
Business requirements for certification	13		
Summary of the Certification process for obtaining the Trademark	15		
7. Certification criteria	16		
TERRA VINO certification trademark	16		
Obligations of certified businesses	16		
Certification criteria (version A)	17		
<b>A. MANDATORY CRITERIA</b>	<b>17</b>		
IMPORTANT CRITERIA FOR ASSESSMENT	18		
Architecture and interior design	18		
Environmental awareness	19		
Customer Service	19		
Businesses which promote guided tours and wine tasting services	20		
		<b>B. OPTIONAL CRITERIA</b>	20
		8. Menu TERRA VINO	21
		9. Wine tourism routes maps	24
		Outcomes of database launching for wine tourism businesses members of Italian-Hellenic Chamber of Thessaloniki	26
		Wine Roads in cross-border zone	24
		The wine route of Pella – Goumenissa	24
		The wine route of the Lakes	24
		The wine route of Thessaloniki	27
		West TERRA VINO wine route	27
		Wine routes in Rosoman	29
		10. Typical local wine varieties	30
		Florina	30
		Kilkis	30
		Pella	31
		Serres	31
		Thessaloniki	31
		Rosoman	31
		Representative grape varieties	33
		11. Guide promotion	34
		Marketing goals	34
		Promotional policy, establishment and expansion	35
		Conclusion	35
		References	36



# 1. Introduction

Wine culture produces a plethora of primary and secondary positive multiplier effects for the economy and the community as a whole. In addition, it plays a key role in boosting tourism in local and regional networks. Thus, an opportunity for economic diversification and smart specialization as well as a chance to increase the prestige of a region are offered. Therefore, it is important to mention that modern wine culture plays an important role in the tourist experience, as it is unanimously accepted that wine culture is the one that composes a well-rounded experience and motivates the consumer to visit a specific destination / route.

This “Certification Guide” was conducted in the context of delivering the project under the distinctive title “TERRA VINO”. The TERRA VINO project addresses to businesses whose activities are relevant to wine tourism products and which are based in the cross-border region between Greece and Republic of North Macedonia.

The admittance of such businesses to the network of certified TERRA VINO companies is a unique opportunity for catering and food trade professionals to acquaint themselves with the wine, through the implementation of actions that contribute to creating new jobs in the catering, trade, tourism and culture sectors.



Wine tourists in a winery cellar in Goumenissa\*

## 2. Presentation of TERRA VINO project

### General information

The TERRA VINO project is implemented within the framework of the “INTERREG IPA Cross Border Cooperation Programme Greece – Republic of North Macedonia” and is financed by the European Regional Development Fund (by 85%) and by national resources (by 15%). The Hellenic-Italian Chamber of Thessaloniki is responsible for businesses’ certification process for this Guide.<sup>1</sup>

### Project objectives

TERRA VINO project aims to create new jobs through the support of the wine tourism sector and its promotion, in order to achieve the development of cross-border areas. Wine and agri-food products, through gastronomy, can highlight the tourism services of businesses. Combined with the systematic training of professionals they can establish the region as a wine tourism destination on the world map.

### Project actions

The actions and the results of this project as a whole include:

- The composition of two studies for the development of wine tourism as a sustainable alternative form of tourism (one in each country), in order to exploit the existing potentials and promote sustainable development, local products and tourism services.
- The development of a joint quality trademark which will be in accordance with the existing European legislation.
- Conducting ten training seminars on wine tourism (four for young professionals and six for already established professionals).
- Conducting five wine tasting events in Greece which will promote the food and tourism chain in the cross-border region.
- The development of two databases for wine tourism businesses as well as the establishment of a cross-border network which will allow the creation of a common brand name.
- The design of the “Certification Guide” for the Interregional Quality Agreement (the manual at hand) and conclusion of Quality Agreement.
- Providing consulting services for wine tourism companies that indirectly contribute to promoting of smart, sustainable and inclusive growth along with the development of integrated actions to support job and business creation.
- The creation of an exhibition area/wine museum equipped with the required facilities for educational services and international tasting competition.
- Actions for promoting and familiarizing local small and mid-sized businesses in the field of gastronomy and wine, emphasizing innovation methodologies, in line with the objectives of the European Union strategy «Europe 2020».



Photo: I.C.I.F. restaurant, Italy  
Wine tasting room, 2019<sup>2</sup>

### Company structure

- Italian – Hellenic Chamber of Thessaloniki, Greece
- International Hellenic University – Sindos Campus / Department of Business Administration / Direction of Tourism Business Administration, Greece
- Ministry of Interior (Sector Macedonia and Thrace), Greece
- Rosoman Municipality, Republic of North Macedonia
- Tikves Wine Routes Foundation, Republic of North Macedonia

1. See in detail: [www.italchamber.gr](http://www.italchamber.gr)

2. Source: G. Palisidis' personal photo archive



### 3. Presenting the results of the primary study on the project of wine tourism from the International Hellenic University

The study<sup>3</sup> conducted by Dr. Spyros Avdimiotis, Assistant Professor at the International Hellenic University, had set the immediate objective of creating a value-chain, based on the standards of the European Union (Avdimiotis, Palisidis, & Karakitsios, 2019).

The proposed model of TERRA VINO as a complete wine experience, promotes a process of development not only for tourism, but for wider industry, seeking to strengthen the entirety of business activities.

#### The primary results of this research are:

- Identification of certified wineries by the Ministry of Tourism as “worth visiting”
- Drafting of three (3) innovative/original menus with local wines and products integrated into them.
- Register of local products with competitive or potentially competitive advantages.
- Statistical analysis and correlation of the connection between the primary sector and the tourism services as a value-chain with significant added value.
- Recognition of uniform quality value relating to the wine tourism experience.

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3. Study: Oenotourism in Central & West Macedonia. International Hellenic University



Wine tanks in Goumenissa\*



## 4. Introduction to the main oenotourist traits of the area

According to the study conducted by the International Hellenic University, the cross-border region (terroir) between Greece and the Republic of North Macedonia, is ideal for oenotourism growth mainly due to climate and geo-territorial conditions. International practice also indicates that the goodwill of the cross-border territory (terroir) provides a crucial competitive advantage on which a corresponsive financial goodwill is built. Paradigm areas such as Asti in the region of Northern Italy (see photos: wine tourism in the region of Asti in Italy), Tuscany in central Italy, Bordeaux and Burgundy in France reinforce this conclusion while constituting models of wine tourism growth at the same time. In this regard, it is important to develop specific practices that will strengthen the wine industry and wider economy of wine tourism areas. In this project (TERRA VINO) specific actions were carried out in accordance with the proposals for wine tourism development laid down by European Union (Collective project keep.eu, 2006) and are the following:

- **Tastings in winery** with emphasis on its location and history. Wine pairing with local products and delicacies (food pairing).
- **Tastings and food pairing with local products** in grocery stores, delicatessen and cellars.
- **Different wine types** with vertical and horizontal tastings provided by cellars and wine tour operators.
- **Degustation restaurant menus, table d'hôte** consisting of 5-7 delicacies.
- **Presentations to tourism destination promoters**, such as bloggers, participating in familiarization trips (fam trips).
- **Viticulture (wine-growing) tour** and information events held for adults and children. It is rather important to note that despite the prohibition on alcohol consumption by minors, the international practice of significant wine growing areas proves that cultivating vines is a core element of local culture. In this regard, wineries in Italy and France welcome elementary students in order to talk to them about viticulture and the importance of wine in local culture. For example, the wineries in France that are available to visit have the "Creative Corner", a place to paint pictures of grapes, tread grapes and make must. They even have a cooking-baking workshop.

Photos: Oenotourism in Asti region in Italy.  
Working group TERRA VINO<sup>4</sup>



Φωτογραφίες: Προϊόντα οινοτουρισμού σε εστιατόρια, winebars, καταλύματα και οινοποιεία



4. Source: G. Palisidis' personal photo archive, September 2019

## 5. The value of PDO, PGI and TSG products.

Geographic indications are the key factor in wine products competitiveness.

**Protected Designation of Origin** (Ministry of Rural Development and Food) is defined as the name determining a product:

- I. which originates from an area, a specific place or, in exceptional cases, a country
- II. whose quality or properties are significantly or exclusively determined by the geographical environment, including natural and human factors, and
- III. whose production, processing and preparation takes place within the determined geographical area.

**Protected Geographical Indication** (PGI) is defined as the name determining a product:

- I. which originates from a specific place, area or country
- II. which has a specific quality, goodwill or other characteristic property, attributable to its geographical origin and
- III. whose at least one of the stages of production, processing or preparation takes place within the determined geographical area

**Traditional Specialities Guaranteed** (TSG) refers to a traditional food product of a specific character:

- I. whose production method or processing is considered “traditional” or
- II. whose raw materials or ingredients are traditional.

**For a product name to be registrable under the TSG scheme, according to the existing national and European legislation it must:**

- I. have been traditionally used to refer to the specific product or
- II. identify the traditional character or specific character of the product

There is also the designation «**Mountain Product**», which refers exclusively to animal products that are produced in mountainous areas.

The competent authority for the approval of submitted applications for **PDO**, **PGI** and **TSG** in Greece is the Hellenic Agricultural Organization «DIMITRA». In cooperation with the Directorates of Agricultural Economy and Veterinary of the Regional Units, the observance of the specifications for the certification of products of registered businesses is ensured.



European Union Labels: PDO, PGI and TSG <sup>5</sup>

<sup>5</sup>Source: [http://ec.europa.eu/food/audits-analysis/news\\_detail.cfm?id=69](http://ec.europa.eu/food/audits-analysis/news_detail.cfm?id=69)



## 6. The Interregional Quality Agreement and Joint Quality Trademark initiative

The international practice in developed wine regions indicates that the increase of the benefit in local economy is boosted (among other things) by the interconnection between important geographical regions (terroir), thus creating wine complexes (routes). These cross-border wine routes can create significant value-chains and at the same time contribute to the development of a greatly competitive tourist product. In the TERRA VINO area, which remains a broadly unexplored tourist destination, distinguished by significant wine varieties and various landscapes, the interconnection between wineries can attract high quality tourism with special interests. This however, requires the joint quality upgrade of wine products, the wider agri-food sector and tourism (see the example of synergy of wine

pairing and traditional cheese «Greek products: Cheese blackened with xinomavro and truffles»). In any event, it is important to understand that local products contribute to creating an area's "tourism identity", forging bonds between them, its human resources, landscape and culture.

For the success of this project and in accordance with the application of terms and quality principles to the cross-border area, it is suggested that the Joint Quality Agreement (Interregional Quality Agreement) be adopted which will support the common vision for quality standards, not only as a trademark (Joint Quality Trademark) but also as an essential development tool.

Synergy: Food pairing wine and traditional cheese with goodwill



Aged wines in Vaeni association in Naousa, 2018<sup>6</sup>



Greek products: Cheese blackened with "xinomavro" and truffles<sup>7</sup>



Photo: Joint Quality Trademark<sup>8</sup> TERRA VINO logo<sup>9</sup> for certified businesses

6. Source: Photographic archive of G. Palisidis

7. Source: Photographic archive of G. Palisidis, Greek truffle production company: Kores Tis Gis

8. The logo is created by the Italian-Hellenic Chamber of Greece.

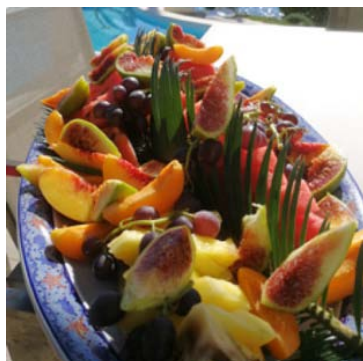
9. Source: Italian-Hellenic Chamber of Thessaloniki

The Quality Agreement prescribes rules to be abided by businesses that are encompassed in TERRA VINO network and observe the following principles:

- The protection, preservation and dissemination of local grape varieties.
- The promotion of wine as an integral part of cross-border region's production capacity (carrying value).

- The improvement of quality of tourism services in the cross-border region.
- The promotion of available tourist activities which showcase the tourist product.
- The acquaintance with region's everyday life and productive activity of its individual areas.
- The utilization of digital advertising media which promote wine tourism growth.

Food and Wine Pairing / Suggestions for combinations of local wines with local products<sup>10</sup>



Seasonal fruit platter. Food pairing with semi-sweet Muscat of Alexandria



Delicacies presented for tasting Malagousia from Thessaloniki or Smederevk from Tikves. Octopus braised in wine with fava beans



Traditional cuisine with local rice and potatoes to pair with a dry rosé Xinomavro or Vranec

## Certification process

### Certification benefits

The purpose of this certification is to create a value-chain, boost the competitive advantage and promote products and services on the local and wider market by attracting visitors and consumers.

### Right to apply for TERRA VINO certification

Obtaining TERRA VINO Trademark, the "Winery Open To The Public" or the "Greek Cuisine" certification by the Ministry of Tourism (with respect to Greek business) is not mandatory. The sectors of economic activity – businesses/ services which can be included are:

- Wineries
- Grocery stores / Delicatessen
- Restaurants/ Taverns with local cuisine
- Wine bars
- Confectionaries / Bakeries
- Traditional lodgings
- Clubs or business associations that promote a sustainable and balanced growth of the region
- Nonprofit Organizations (NPO) or Social Cooperative Enterprises (SCE) related to tourism and wine tourism
- Tourist Information Centres (info-centres) related to tourist activity and wine
- State actors that promote a sustainable tourist and gastronomic culture
- Municipal enterprises such as restaurants, hotels and hostels

10. Source: Photographic archive of G. Palisidis

11. Greek legislation for «Winery Open For Visit» trademark Joint Ministry Decision 13143/2018 – Government Official Gazette No 3233/B/7-8-2018. <https://www.taxheaven.gr/circulars/20292/k-y-a-ariom-1746-21-1-2015>



### Business requirements for certification

- To be based in TERRA VINO project region (Regional Units of Florina, Pella, Kilkis, Serres, Thessaloniki of Greece and the Regions Pelagonia, Vardar and Southeastern of Republic of North Macedonia)
- To be part of one of the aforementioned business sectors or institutions
- To have obtained the proper authorization and to operate in accordance with all legal provisions of their country and European Union
- To be operating for at least 6 months
- To use products that comply with the requirements set by transnational agreements and the regulations/directives laid down by the European Union

### Process for the certification of target businesses

The duration of documentation is estimated at 3 months, for businesses have to meet specific requirements such as purchasing special equipment, integrating local products and wines on the menu as well as the proper training of staff on wine (see Standard wine serving etiquette in oenotourism businesses).

#### The process to be followed is:

- 1.** Information on the certification offered by the TERRA VINO project operators (Chamber & TWR)
- 2.** Expression of interest (contact through phone or e-mail)
- 3.** Communication between the Hellenic-Italian Chamber

of Thessaloniki / Tikves Wine Routes and the interested business. The Chamber / TWR sends the application and the Compliance Guide in which the analysis of the «Basic Criteria» of the certification are presented. The time available for compliance is up to 2 months.

**4.** Submitting application to the Chamber by the interested party. Actions on its part to comply with the certification criteria.

**5.** The business collects and sends the proof of documentation such as photos, relevant purchase receipts, (staff) training and menus. In the course of evidence process the chamber counselor is available to give directions.

**6.** The Chamber shall establish a two-member committee for the on-site inspection. The Inspector then contacts the company by phone to check the criteria and sets a meeting date.

**7.** The Inspectors carry out on-site inspection by grading the criteria and sign the corresponding Inspection Document. The same team draws up its decision in the Office. The final performance of the certification has the Board of Directors of the Hellenic-Italian Chamber of Thessaloniki or the inspection committee.

**8.** The decision is announced to the company. In case she receives the certification, then she is awarded the mark by the Chamber. Delivery expenses are borne by the applicant. Upon receipt of the certification, the company must follow the promotion steps of the network after being informed.



Winery in Goumenissa\*



Layout: TERRA VINO certification flow chart



## Summary of the Certification process for obtaining the Trademark

The first 30 businesses from the R.U. of Serres, Florina, Kilikis, Pella and Thessaloniki, as well as for the first 20 from the R.U. of Pelagonia, Vardar and Southeastern, will be certified following a procedure which includes 4 meetings and lasts 2-3 months. The procedure is as follows:

### > Stage 1:

Business application

### > Stage 2:

Collection of supporting documents.

### > Stage 3:

Training – consulting program.

### > Stage 4:

Filing training record.

### > Stage 5:

Evaluation of training – consulting results.

### > Stage 6:

Preliminary business inspection by consultants.

### > Stage 7:

A two-member committee defined by the Italian-Hellenic Chamber performs the On-site inspection of the compliance with the paradigm standard. If businesses fail to meet the required criteria they have to comply within two months from the on-site inspection date, in order for a second inspection to take place afterwards.

### > Stage 8:

Suggestion of the two-member committee to the Board of Directors of the Italian-Hellenic Chamber.

### > Stage 9:

Ratification of the decision awarding Quality Trademark.

### > Stage 10:

Trademark and certification regulation awarding.

The procedure remains the same and will be kept updated on the project's and on the Italian-Hellenic Chamber of Thessaloniki websites. **The Italian-Hellenic Chamber of Thessaloniki is exclusively responsible for awarding the certification for both countries.**

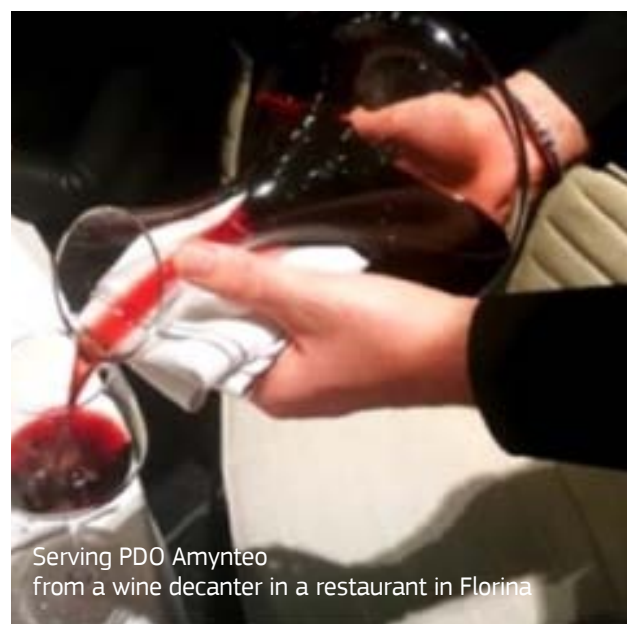
Photos: Standard wine serving etiquette in oenotourism businesses <sup>12</sup>



Vertical tasting with «tastevin»  
Sommelier necklace <sup>13</sup>



Wine cooler in Strofilia restaurant with a variety of  
tasting menus on Greek wines, Brussels 2019



Serving PDO Amynteo  
from a wine decanter in a restaurant in Florina

12. Source: G. Palisidis' personal photographic archive, September 2019

13. Training on wine serving, 2019

## 7. Certification criteria

### TERRA VINO certification trademark

“TERRA VINO Interregional Quality Agreement’s” primary goal is to facilitate the cooperation in manners of showcasing and promoting local products and to upgrade the provided services. The Italian-Hellenic Chamber of Thessaloniki is the information providing body and awards the specific trademark for both countries ([www.italchamber.gr](http://www.italchamber.gr)). The trademark has taken into account quality criteria provided by Ospitalita Italiana quality agreement and by Chamber of Asti’ wine competition and the event – celebration Douja d’ or.

### Obligations of certified businesses

Initially, 50 businesses (30 from Greece and 20 from the Republic of North Macedonia) can obtain the Quality Trademark cost free. It should be noted that regarding the consulting services, a strict priority policy will be observed.

**The implementation of “TERRA VINO Quality Trademark” by businesses that intend to comply with it, prescribes the following obligations:**

- Promoting TERRA VINO Quality Trademark at the businesses’ premises, the packaging and social media.
- Registering at the Italian-Hellenic Chamber of Thessaloniki (excluding the first 30 members to apply) or at Tikves Wine Routes Network (excluding the first 20 members to apply).
- Organizing at least a daily or a two-day event about wine every six (6) months.
- An event-based participation in the International Wine Day (May 25th), Vranec (October 5th), Xinomavro (November 1st) and other important dates that will occur. A similar event is organized for businesses-members of TERRA VINO project.
- Organizing a staff visit to a local winery at least every six (6) months.
- Participating physically, located either in their branch or in a respective area, in the TERRA VINO Day or Festival (the procedures are similar to the Douja d’Or of Asti) and in the events organized by the Italian-Hellenic Chamber of Thessaloniki or Tikves Wine Routes aimed at promoting local wine and products.
- Specialized staff training on marketing and serving wine and local products.
- The Italian-Hellenic Chamber of Thessaloniki holds the right to inspect at any given time whether the certified business observes the rules. The certification body might modify new data to the certification process and request that the certified companies adjust within a reasonable time frame.
- The certification lasts for 2 years.

Photos: Oenotourism events



Workshop on oenotourism in Serres



Workshop on oenotourism in Florina



## Certification criteria (version A)

The criteria for the certification are divided into two categories, “mandatory” and “optional”:

### A. MANDATORY CRITERIA

#### 1. INSPECTION PREREQUISITES

- Businesses must be located in the project related area, comply with the legal framework concerning its lawful operation and with all legal provisions in force in the respective country and European Union.
- Businesses must be established and operational for at least six (6) months according to TERRA VINO tourism model so as to promote the destination’s sustainable and balanced growth.
- Businesses must clearly indicate the country of origin on the documents signed by it and its digital presence, when required, in accordance with the interstate agreements and the European legislation.
- In accordance with the interstate agreements and European legislation, businesses must indicate -or approve of the indication- the country of origin and label details on wine and agri-food labels that are produced, promoted or used by them.

#### 2. INSPECTION CRITERIA

Does the business offer or promote (to the supervising bodies) a menu meeting the TERRA VINO project specifications? The enterprise should meet at least one of the following or corresponding to the following options, respecting locality and sustainability.

- ☐ TERRA VINO menu (set menu with PDO and PGI or including other local products)
- ☐ TERRA VINO platter (cheeses or cold cuts with PDO cheeses and sides or including other local products)
- ☐ TERRA VINO meze (with PDO and PGI products or including other local products)

*(select all that applies)*

Is the following food or tasting wine serving equipment available?

- ☐ Wine glasses for red wine (at least 12 glasses)
- ☐ Wine glasses for white wine (at least 48 glasses)
- ☐ Professional corkscrew (for the waiter) (at least 2 pieces)
- ☐ Wine tasting spittoons (only for wine tasting areas)
- ☐ buckets for white and rosé wine bottles (at least 6 pieces)
- ☐ Dual-zone wine cooler or two separate wine coolers (for white and red wines) or a chamber-like glass wine cellar
- ☐ Sous plat for tasting (optional). Template provided on the website
- ☐ Tasting plates made of natural material (wood, porcelain, glass, metal)
- ☐ Tasting forks made of natural material (wood, metal)

*(select all that applies)*

Is there a wine list (including other spirits) section in the menu or provided separately? Does it include pricing or not? Is it available in at least two languages? Grocery stores/delicatessen and wine cellars can only display the menu with price tags or price lists.

The wine list or the price tags should be in a neat menu/list (printed or digital) with eligible letters. Also, the quality characteristics of wine and local products should be mentioned.

*e.g. Producer, PDO Amynteo, 2008, aged for 2 years in barrel, Xinomavro*

- ☐ The menu or brochures should be at least translated in a foreign language.
- ☐ English
- ☐ Italian
- Other.....

Is there a dish in which the local wine is the main ingredient and is said wine referred in the menu either by type or by label?

Are 30% of the local wines from the cross-border region?

Are there 6 wines   PDO from the cross-border region (for Greece)   Local Wines (for the Republic of North Macedonia)?
Are there 10 wines   PGI from the cross-border region (for Greece)   Local Wines (for the Republic of North Macedonia)?
Are there 6 tsipouro with geographical indication Tsipouro (for Greece) or Rakjia (for the Republic of North Macedonia)?
If housewine is served, then it should be produced in the cross-border region.
Are at least 10 PDO and PGI local products mentioned in the menus or sold in grocery stores/delicatessen and wineries of the cross-border region?
Is the service staff trained in wine related matters?
Has a specialist been appointed who is familiar with the wines and local products of the cross-border area?
At least 60% of the staff lives for at least 3 years or originates from the cross-border region (and should be familiar with the area). This is proven by an oral statement provided by the business owner.
Is there a specially designed area with chairs and tables or a bench where the wine tasting takes place? The space must be closed, clean, with adequate ventilation and air conditioning, easy access to wc and a required number of chairs.
The company observes the rules of hygiene and safety for staff and visitors as they are prescribed by the competent authority of each country (according to Covid-19, etc.)
<p>Does the food provided during wine tasting meet TERRA VINO project standards?</p> <p>Basic rules that apply are:</p> <p><input type="checkbox"/> TERRA VINO menus available. Three (3) available menus or at least one of them.</p> <p><input type="checkbox"/> Use of cross-border region PDO and PGI products.</p> <p><i>(select all that applies)</i></p>

## IMPORTANT CRITERIA FOR ASSESSMENT

ARCHITECTURE AND INTERIOR DESIGN
The exterior architecture elements of the premises along with the primary construction materials (wood, tiles, stone etc.) should be aligned with the cultural identity of the region and coincide with traditional architecture. The premise should be in excellent condition.
The interior design and furnishing should be in accordance with local traditions. Art pieces or items of cultural and agri-food inheritance (animals, trees, vines, wineries) should complement the interior. Furniture placed either in the exterior or in the interior of the premise should be in excellent condition.
The linens (tablecloths, curtains) should be in accordance with the traditional style and if possible, be supplied by local businesses or producers. The use of paper sous plat is also permitted.
Serving equipment should be supplied by local workshops: wooden plates, porcelain utensils, clay plates and serve-ware.
Waiters' outfit should be uniform.



## ENVIRONMENTAL AWARENESS

Does the company recycle?

Is company's environmental footprint (food miles) light?

Does the company use environment friendly cleaning products?

Is the company eco-conscious?

Has the Certification ISO 14001 been awarded to the company?

## CUSTOMER SERVICE

Are there staff members in customer service with adequate knowledge of English Language?

Are there staff members in customer service with adequate knowledge of Italian Language?

Has at least the 50% of the staff received customer/visitor service related training?

Is the staff that informed about the region, the history of wine and the features of the TERRA VINO region so as to be able to provide information about local products, local tradition in wine and the rest of the products?

Is there a business web page available where the customer could be further informed?

Is there a parking space within 200 meters of the business reception?

Is online booking and product purchasing available?

Are the local products available for sale in the business premises or in stores nearby (less than 100m.)?

Other certifications the business has received

- ☐ WINERY OPEN TO THE PUBLIC by Ministry of Tourism
- ☐ GREEK BREAKFAST by Hellenic Chamber of Hotels
- ☐ GREEK CUISINE by Ministry of Tourism
- ☐ Other:.....
- ☐ Other:.....

Awards by private bodies:

- ☐ Boussias Estia
- ☐ Restaurants.gr
- ☐ Tripadvisor
- ☐ Booking
- ☐ Lonely planet
- ☐ Google maps
- ☐ Guide Michelin
- ☐ Other:.....
- ☐ Other:.....

## BUSINESSES WHICH PROMOTE GUIDED TOURS AND WINE TASTING SERVICES

It concerns businesses and bodies related to guided tours.

Is there a specially designed area with chairs and tables or a bench where the wine tasting takes place?

Does the food provided during wine tasting meet TERRA VINO project standards?

Basic rules that apply are:

☐ TERRA VINO menus available. Three (3) available menus or at least one of them.

☐ Use of cross-border region PDO and PGI products.

*(select all that applies)*

Are the suppliers and the products used part of TERRA VINO certified local businesses?

TERRA VINO Businesses' network is preferred.

Are products of the cross-border region certified as Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) part of the tasting experience?

Is there any further information and instructions available to participants during the wine tasting (wine varieties, vineyard history, tasting process)?

Is there a relevant video presenting the vineyard and the rest of TERRA VINO tourism products projected in business' premises or on its website or on its Social Media?

Photos: Oenotourism seminars for professionals<sup>14</sup>



Terra VINO workshop in OAED Florina



Workshop at Goumenissa cultural center



Workshop in Goumenissa (Aidarinis Winery)

## B. OPTIONAL CRITERIA

Does the business participate in voluntary projects, cooperation networks, citizen movements and thematic networks?

Does the business use certified organic local products for its menu? (At least 4 products)

There are wines represented from all 8 regions of the cross-border area (Serres, Florina, Kilkis, Pella, Thessaloniki from Greece and Pelagonia, Vardar, Southeastern from the Republic of North Macedonia).

Are at least 4 labels of local ouzo or rakia available?

Does the catering company apply new technologies to cooking methods of local products?

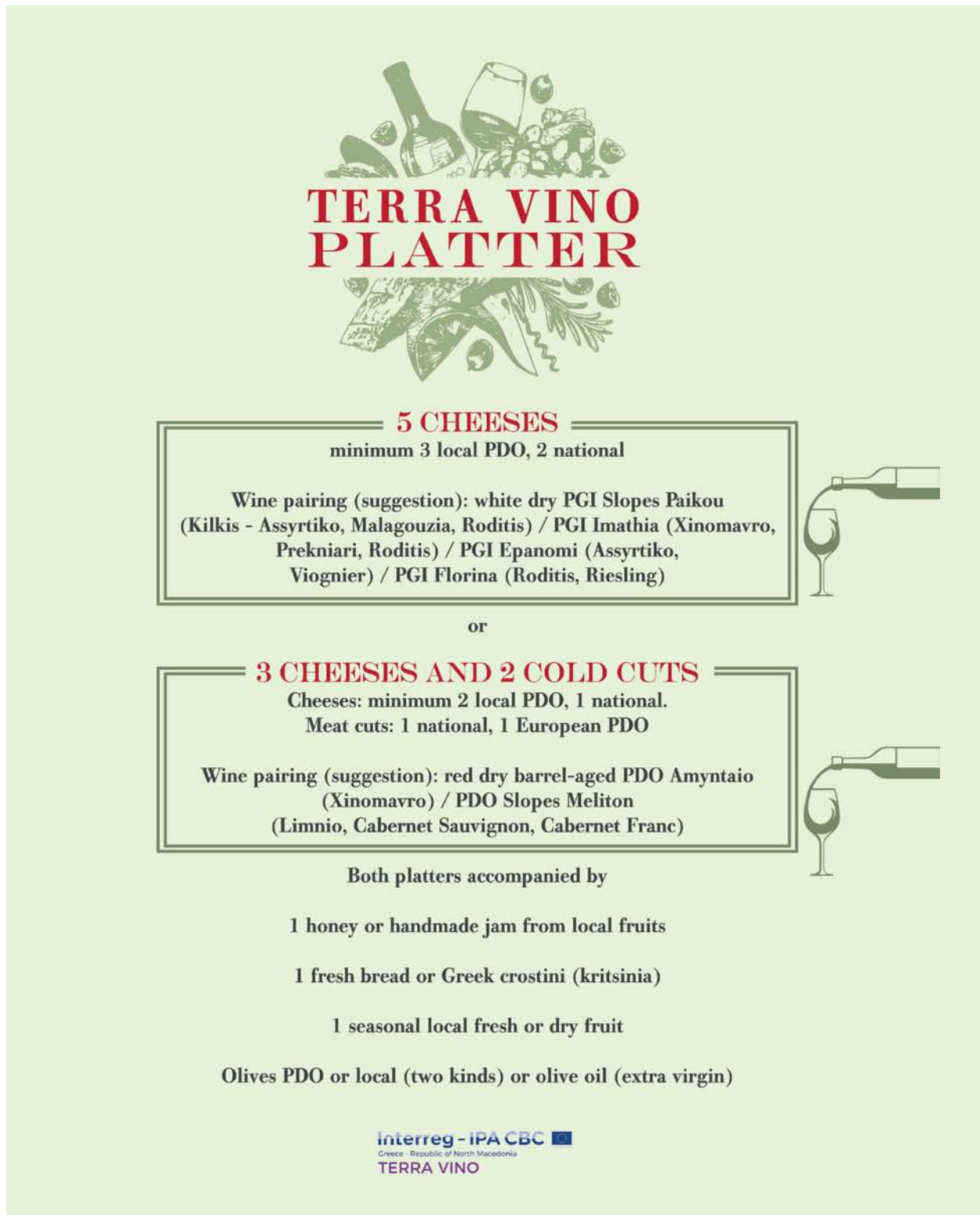
Products used in wine side dishes should be local and PDO or PGI

14. Source: G. Palisidis' personal photo archive



## 8. Menu TERRA VINO

The menus are indicative and the same underlying policy should guide their implementation, i.e. the use of local products and delicacies combined with local wines even from Republic of North Macedonia or Greece. The three menus are part of the deliverable text of the study by the International Hellenic University.<sup>15</sup>



The graphic is a menu for 'TERRA VINO PLATTER'. At the top, there is a decorative illustration of wine bottles, glasses, and various fruits. Below this, the title 'TERRA VINO PLATTER' is written in a large, bold, red serif font. The menu is divided into two main sections, each enclosed in a double-lined rectangular box. The first section is titled '5 CHEESES' in red, followed by 'minimum 3 local PDO, 2 national'. It lists wine pairing suggestions: white dry PGI Slopes Paikou (Kilkis - Assyrtiko, Malagouzia, Roditis) / PGI Imathia (Xinomavro, Prekniari, Roditis) / PGI Epanomi (Assyrtiko, Viognier) / PGI Florina (Roditis, Riesling). To the right of this box is an illustration of a wine bottle pouring into a glass. The second section is titled '3 CHEESES AND 2 COLD CUTS' in red, followed by 'Cheeses: minimum 2 local PDO, 1 national. Meat cuts: 1 national, 1 European PDO'. It lists wine pairing suggestions: red dry barrel-aged PDO Amyntaio (Xinomavro) / PDO Slopes Meliton (Limnio, Cabernet Sauvignon, Cabernet Franc). To the right of this box is another illustration of a wine bottle pouring into a glass. Below these two boxes, the text 'Both platters accompanied by' is centered, followed by a list of accompaniments: '1 honey or handmade jam from local fruits', '1 fresh bread or Greek crostini (kritisinia)', '1 seasonal local fresh or dry fruit', and 'Olives PDO or local (two kinds) or olive oil (extra virgin)'. At the bottom center, there is a logo for 'Interreg - IPA CBC' with a small European Union flag, and below it, 'Greece - Republic of North Macedonia' and 'TERRA VINO' in red.

**TERRA VINO PLATTER**

**5 CHEESES**  
minimum 3 local PDO, 2 national

Wine pairing (suggestion): white dry PGI Slopes Paikou (Kilkis - Assyrtiko, Malagouzia, Roditis) / PGI Imathia (Xinomavro, Prekniari, Roditis) / PGI Epanomi (Assyrtiko, Viognier) / PGI Florina (Roditis, Riesling)

or

**3 CHEESES AND 2 COLD CUTS**  
Cheeses: minimum 2 local PDO, 1 national.  
Meat cuts: 1 national, 1 European PDO

Wine pairing (suggestion): red dry barrel-aged PDO Amyntaio (Xinomavro) / PDO Slopes Meliton (Limnio, Cabernet Sauvignon, Cabernet Franc)

Both platters accompanied by

- 1 honey or handmade jam from local fruits
- 1 fresh bread or Greek crostini (kritisinia)
- 1 seasonal local fresh or dry fruit
- Olives PDO or local (two kinds) or olive oil (extra virgin)

Interreg - IPA CBC  
Greece - Republic of North Macedonia  
**TERRA VINO**

Photo: TERRA VINO Cheese and cold cuts platters

15. Created by: Chef George Palisidis



## TERRA VINO MEZE PLATE



Use 10 of the below ingredients or dishes to create your own “meze plate terra vino”.

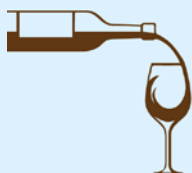


- 2 different olives (green, black)
- 1 pickle (peppers, tomato, cabbage, eggplant)
- Olive oil in a bowl (local, extra virgin olive oil)
- 2 PDO cheeses
- 1 salted fish or mussels (fried or steamed)
- 1 meatballs or traditional sausage (fried or grilled)
- 2 vegetables raw or fry (red or green pepper, eggplants, zucchini)
- 1 pulses PDO (beans) or local chickpeas
- 1 egg (boiled or fried)
- 1 dip from the following: spicy cheese (htypiti), tzatziki, tarama, monk's eggplant spread
- 1 fresh bread or Greek crostini (kritsinia) or dry traditional bread

Tsipouro with label of local distillery  
(Malagouzia, Xinomavro, Limnio, Merlot, Syrah)

or

Wine pairing (suggestion):  
white dry PGI Pella (Roditis, Chardonnay, Sauvignon Blanc)  
/ PGI Makedonia (Roditis)  
/ PGI Florina (Assyrtiko, Malagouzia, Roditis)  
/ Varietal Wine of local area



Interreg - IPA CBC   
Greece - Republic of North Macedonia  
TERRA VINO

Photo: TERRA VINO Meze dish





# TERRA VINO MENU



## APPETIZERS

Wine pairing (suggestion)

### Stuffed vegetables

Zucchini flowers, vine leaves, tomatoes, peppers, onions,  
stuffed with rice or minced meat and rice

white dry PGI Serres

(Roditis, Moschato Alexandrias)

or

### Pulses a la Grecque

Beans with tomato sauce / lentils soup or garnish /  
chickpeas soup or in gastra

red dry PGI Florina

(Limnio, Xinomavro, Pinot noir)

## FIRST COURSE

### Pita with cheese

Traditional pie with local PDO cheeses, mixed or not mixed with  
semolina or flour or trachana or rice

white dry

PGI Florina

(Xinomavro, Assyrtiko)

or

### Cheese PDO

Fried or grilled, saganaki or wrapped

/ PGI Kozani

(Malagouzia, Bataki, Roditis)

or

### Salad with PDO cheese

Fresh or boiled greens with cheese

## MAIN COURSE

Local lamb or beef (meatballs or meat) with wine sauce.  
Garnish: Vegetables (3 types) or traditional pasta / trachana /  
pligouri / orzo. Cooked in oven, in gastra, grilled or stewed

Spicy sauce: red / brown with aromatics  
red dry aged PDO Goumenissa  
(Xinomavro, Negoska)  
Lemon & herbal sauce:  
white dry barrel PGI Halkidiki  
(Athiri, Assyrtiko, Malagouzia,  
Moschato Alexandrias)

or

Fish (lake or sea from North Aegean) with vegetables  
(3 different vegetables). Grilled or baked in oven.

white dry PGI Serres

(Assyrtiko)

## DESSERT

Fruit with syrup or honey and Greek local yogurt  
Fresh fruit boiled in syrup with some honey

semi sweet

PGI Slopes Paikou Kilkis

(Malagouzia, Chardonnay,

Sauvignon Blanc)

or

Local sweet with almonds / nuts / hazelnuts / chestnut

/

Sweet wine Siatista "Liasto"

## 9. Wine tourism routes maps

### Outcomes of database launching for wine tourism businesses members of Italian-Hellenic Chamber of Thessaloniki

Aiming to create significant value-chains, wine routes presented on the cross-border region are based on the local unions of each country and are named “Wine Roads”. These special routes have the proper markings and along them there is a variety of cultural, nature-loving and environmental tourist attractions. The purpose of these routes is to offer experiences to their visitors closely interwoven with wine, local products and delicacies. Local wineries and other wine stations (restaurants, grocery stores/delicatessen and wine cellars) are an integral part of these routes, offering wines paired with delicacies. The viticultural zones have been created by the Ministry of Rural Development and Food in collaboration with the Regions.

### Wine Roads in cross-border zone

Wine Roads of Northern Greece consist of 8 Wine Routes, three of which cross the cross-border region (National Inter-Professional Organization of Vine and Wine of Greece, 2020):

- The Wine Route of the Lakes (Florina)
- The Wine Route of Pella – Goumenissa (Kilkis)
- The Wine Route of Thessaloniki

### The wine route of Pella – Goumenissa

The Wine Route of Pella – Goumenissa stretches in the northern part of Central Macedonia. In the western part of Kilkis region the vineyards of Goumenissa are found, where the wines PDO Goumenissa and PGI Slopes of Paiko are produced.

In Kilkis tourists can visit the archaeological museum and St. George's cave. Balkan Botanic Garden of Kroussia, Palatiano (Ancient Ioron) in Kilkis, the Byzantine Castle of Ginekokastro, the waterfalls and Blue Lake of Skra, Axioupolis natural history museum and Doirani Lake are some of the highlights of the wider region.

The wine route of Pella – Goumenissa – Doirani Lake extends to the west in Pella region where PGI Pella wines are produced. The most significant attraction in the area is Pella's archaeological site and its museum. In Edessa, tourists can visit the famous waterfalls, the water museum, the sesame museum, the historical settlement of Varosi and ancient Edessa. The ski resort in Kaimaktsalan is a destination for ski-lovers while the Pozar thermal baths of Almopia offer spa services and treatment.

Photos: Vineyards of wine tourism routes<sup>16</sup>



Vineyard in Asti (Italy)



Vineyard in Pella



Grape harvesting from tourists



Autumnal Vineyard

16. Source: G. Palisidis' personal photographic archive



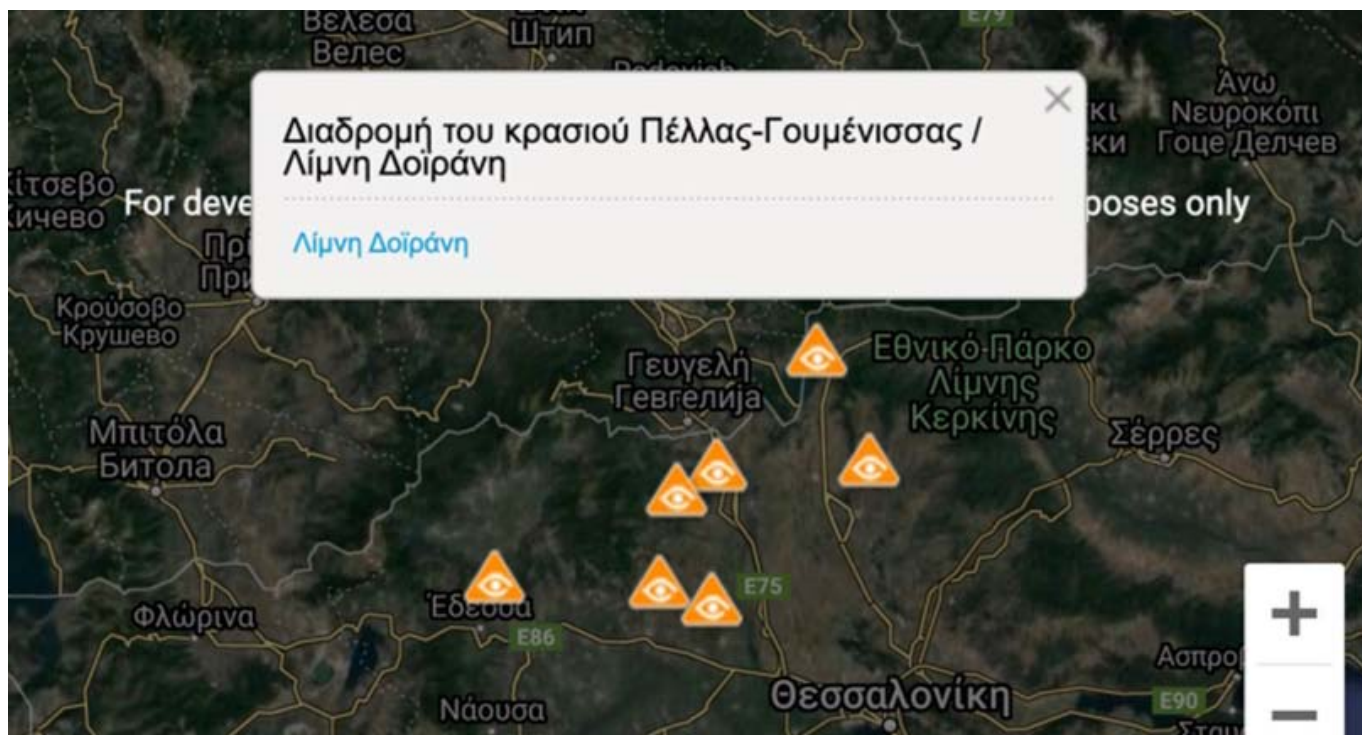


Photo: Wine route of Pella – Goumenissa – Doirani Lake, Source: Google Earth<sup>17</sup>

## The wine route of the Lakes

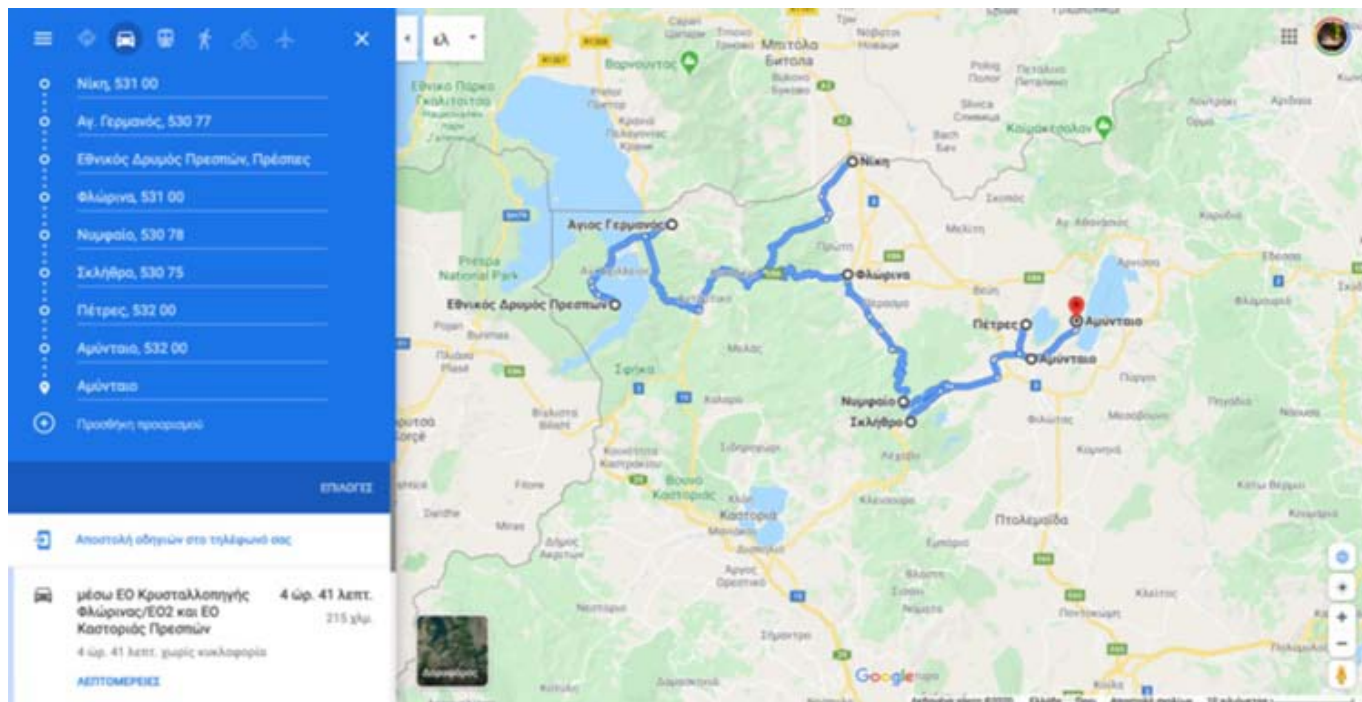
The wine route of the Lakes takes place in the Region of Western Macedonia. The Regional Unit of Florina revolves around the vineyards of Amynteo where PDO Amynteo wines are produced (National Inter-Professional Organization of Vine and Wine). Lakes Vegoritida and Petron, the prehistoric settlement of St. Panteleimon and Nymphaio village with its wildlife park, where the environmental organization Arcturos (Environmental Centre ARCTUROS) hosts its activity, are of great appeal in the wider region of Amynteo. Passing by Florina, the wine route of the Lakes continues southwest in the area of Kastoria, where PGI Kastoria wines are produced. The route then proceeds in the centre of West Macedonia, specifically in Kozani, which is the home town of PGI Kozani, PGI Velvendo and PGI Siatista wines. This route extends to the south, to the area of Grevena, where visitors can pair fine mushrooms with local wines. This route is available on mobile phones (smart-phones) and computers with Google Maps following the link: <https://goo.gl/maps/fCCKC8MySNgtYAMYA>



Buffaloes graze in Kerkini\*

17. Goumenissa wineries: Aidarini, Valtaras, Domaine Tatsis, Boutaris, Sakalaki  
Pella wineries: Thomaidis, GP oenos, Zinideos, Alexandridis, Ligas, Mourapata, Skidrea Gi, Winepellas, Tsiropoulos, Penteridis, Tsavdaris, Porto Carras, Sideris, Anna Marie, Karakitsi, Konakoglou, Tosios, Pellaia Gi, Rekos, Polikarpis





Map: Wine Route of the Lakes

Source: Google Earth



Setting with barrels at a visitable winery in Florina\*



## The wine route of Thessaloniki

At the heart of Wine Roads of North Greece lies Thessaloniki. Visitors can wander around the temples, the Ancient Market, Galerius Palace, the hippodrome and the city's castles. During the wine route of Thessaloniki visitors can be toured to the following wineries: Ktima Gerovassiliou located at the slopes of Epanomi, Domaine Babatzimopoulos near Ossa in the wider area of Lagada, Kechris winery in Kalochoi, Kamara Estate Winery in Liti, Domaine Florian in Perea etc. Along the way visitors can enjoy warm hospitality and local flavors and products such as mussels, buffalo, rice, fish and cheeses.



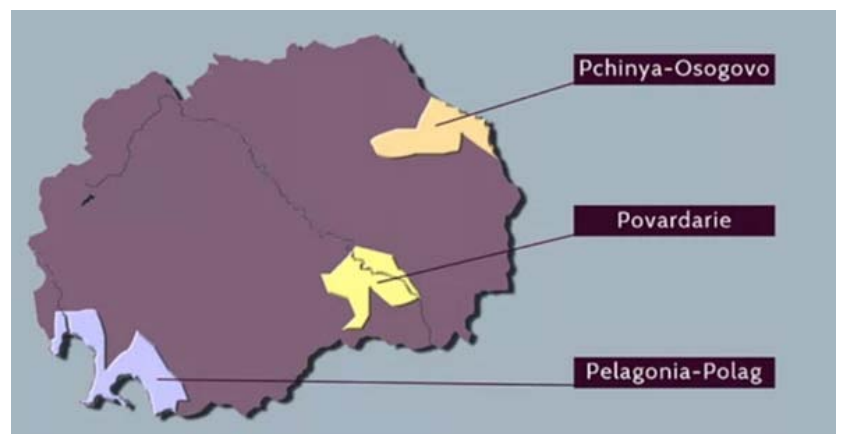
Vineyard and Winery in Thessaloniki



Urban Event Vineyard  
FOOD FESTIVAL THESSALONIKI

## West TERRA VINO wine route

Regions of Florina and Pelagonija – Polog (West Region) are proposed to be included in the cross-border route in order to promote growth to its western section (Plano2, 2020). Essentially, it is proposed to create a route that combines the existing wine route of the Lakes which already crosses the R.U. of Florina and the viticultural zone of Pelagonija – Polog in Pelagonia Region. Following this planning, the suggested route will include significant wine-making and tourist centers such as Amynteo, Nymphaio, Prespes, Ohrid and Bitola. The viticultural area of Pelagonija – Polog grows at an altitude of 600-680 meters. The climate consists of cold and wet winters and hot and dry summers. The Region of Pelagonija – Polog includes six wine-producing regions in total: Prilep, Bitola, Prespa, Ohrid, Kičevo and Tetovo.



Map: Winemaking regions of Republic of North Macedonia <sup>18</sup>

18. Source: <https://wicklowwineco.ie/>

Region	Subregion	Number of wineries
Povardarie	Tikveš	39
	Gevgelija - Valandovo	7
	Vales	6
	Skopje	7
Pcinja – Osogovo	Strumica	5
	Ovče Pole	4
	Kumanovo	4
	Kratovo	1
	Kochani	1
	Pijanec	0
Pelagonija - Polog	Ohrid	2
	Bitola	1
	Prespa	0
	Prilep	1
	Kichevo	0
	Tetovo	0



Wine bottles in the stage of the bottling process

Table: Wineries in the Republic of North Macedonia  
(Kwietniewska & Charzyński, 2020)



Vineyard in Thessaloniki With roses\*

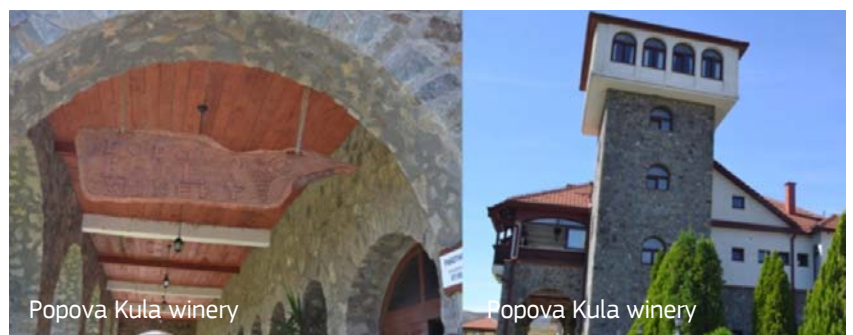


## Wine routes in Rosoman

The Rosoman and Tikves region produces 83% of country's wine. The area's huge vineyard landscape is iconic. There is a significant number of modern winemakers who already host a large number of tourists in their hostels. The area is home to one of the most important wineries in the Balkans, Tikves Winery with a history of over a century. The predominant grape variety in the area is Vranec, a type of red grape producing tasteful must which, through aging, becomes an excellent red wine with red fruit aromas. This particular wine is being exported and is very popular in high gastronomy restaurants (Haute Cuisine) around the globe.



Photo: Wineries map in Kavadarci & Rosoman region <sup>19</sup>



Photos: Wineries in Rosoman / Kavadarci <sup>21</sup>

19. Source: Stojanovski, 2013. Map design: G. Palisidis (2020)

20. Source: Italian-Hellenic Chamber of Thessaloniki archive

21. Source: G. Palisidis' personal photo archive

## 10. Typical local wine varieties

The vineyards of Central and Western Macedonia in the cross-border region are located in Amynteo, Florina, Goumenissa, Paiko, Ossa and Epanomi.<sup>22</sup> The production of both Regions including Thrace amounts to 14,8% (370,000 liters | Year 2018 | National Inter-Professional Organization of Vine and Wine<sup>23</sup>) of Greece's wine production as a whole. The most significant viticultural regions of Tikveshiya Wine District of Pvardarie Region amounting to 83% of the domestic wine production (1,743,000 litres | Year 2020 | Institute of Agriculture "Ss. Cyril and Methodius" University Skopje | Prof Klime Beleski<sup>24</sup>) are the Municipalities of Demir Kapija, Kavadarci, Rosoman, Negotino and Gradsko.<sup>25</sup>

### Florina

In Florina, special trademarks for high quality wine are found: PGI Florina (Protected Geographical Indication) and PDO Amynteo (Protected Designation of Origin). Amynteo vineyard lies northwest of Naoussa between Vermio and Voras mountains and features the cultivation of Xinomavro (National Inter-Professional Organization of Vine and Wine). The particularly mild climate of the area is induced by the altitude of 500m. – 700m. (Mountainous and semi-mountainous vineyards) and by four lakes, the largest of which is Vegoritida lake. Amynteo is the only PDO zone where the production of rosé quiet wines and rosé sparkling wines is of the outmost importance. Most sparkling wines are produced by Tank Method (Charmat Method) and only a small portion of those is produced by the traditional method. PDO Amynteo zone is the northernmost with the highest average altitude (615m.) than the rest four PDO zones in which Xinomavro variety is produced (PDO Goumenissa, PDO Naoussa and PDO Rapsani are the remaining regions that produce PDO wines that produce "Xinomavro" variety).



Florina\*

### Kilkis

The most significant viticultural region of Kilkis is the PDO Goumenissa zone. The area includes Paiko mountain which at an altitude of 150m. – 250m. offers ideal growing conditions (National Inter-Professional Organization of Vine and Wine). Xinomavro and Negoska are the most widespread varieties. Negoska is found in 23-30% of the blended bottle PDO Goumenissa. Regarding the PGI Slopes of Paiko the following varieties are produced: Assyrtiko, Malagousia, Rhoditis, Chardonnay, Sauvignon Blanc, Limnio, Negoska, Xinomavro, Cabernet Sauvignon, Merlot, and Syrah.



Byzantine Fortress  
of Gynaikokastro, Kilkis

22. Central and Western Macedonia includes other significant areas: at least 4 Protected Designation Origin Label (PDO) wines: Naoussa, Goumenissa, Amynteo, Slopes of Meliton and 20 Local Wines: Makedonikos, Paggaiion, Drama, Agora, Adriani, Serres, Halkidiki, Sithonia, Agioritikos, Thessaloniki, Epanomi, Slopes of Vertiskos, Mesimvria, Pella, Florina, Kastoria, Imathia, Velventou, Grevena, Siatista are found.

23. Source: [shorturl.at/izEMS](http://shorturl.at/izEMS)

24. Source: <http://seerural.org/wp-content/uploads/2019/05/Annex-6-North-Macedonia-Klime-Beleski.pdf>

25. Source: PopovaKula winery. [shorturl.at/rIMR4](http://shorturl.at/rIMR4)

1. Povardarie region (Vardar valley, i.e. Central Region) – 83% of the total production

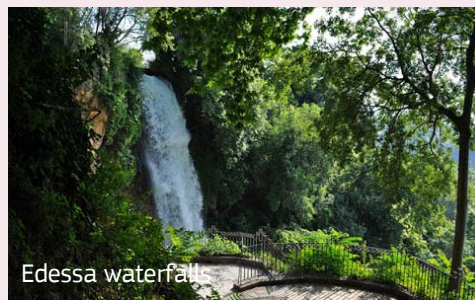
2. Pelagonia-Polog region (Western Region) – 13% of the total production

3. Pchinya–Osogovo (Eastern Region) – 4% of the total production



## Pella

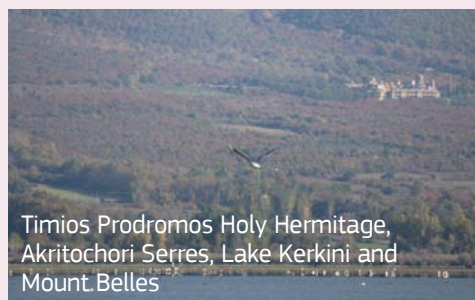
PGI Pella zone is located within the region of Giannitsa, Eordea and Skydra. The wine varieties which can be bottled as PGI Pella are: Rhoditis, Chardonnay, Sauvignon Blanc, Trebbiano, Agiorgtitiko, Limnio, Moschomavro, Xinomavro, Negoska, Cabernet Sauvignon, Merlot, Syrah.



Edessa waterfalls

## Serres

In recent years a remarkable vineyard has been created in Serres, with 24 official wineries, where both local and international varieties are cultivated. PGI Serres wines include the following varieties: Agoumastos, Athiri, Asprouda Serres, Assyrtiko, Zoumiatiko, Malagousia, Muscat of Alexandria, Batiki, Rhoditis, Chardonnay, Sauvignon Blanc, Trebbiano, Koiniariko, Lemnio, Pamidi, Cabernet Franc, Cabernet Sauvignon, Merlot, Syrah.



Timios Prodromos Holy Hermitage, Akritochori Serres, Lake Kerkini and Mount Belles

## Thessaloniki

The wider region of Thessaloniki has developed into one of the most important wine-producing regions of Greece. The climate is Mediterranean with mild winters and warm summers tempered by the sea breezes. The area possesses four (4) PGI wines: PGI Thessaloniki, PGI Epanomi, PGI Nea Mesimvria and PGI Vertiskos Slopes. In this region both local and international varieties are cultivated such as: Assyrtiko, Malagousia, Rhoditis, Sauvignon Blanc (white wines) and Limnio, Xinomavro, Syrah, Merlot, Cabernet Sauvignon and Greneche Rouge (red wines)



White Tower of Thessaloniki

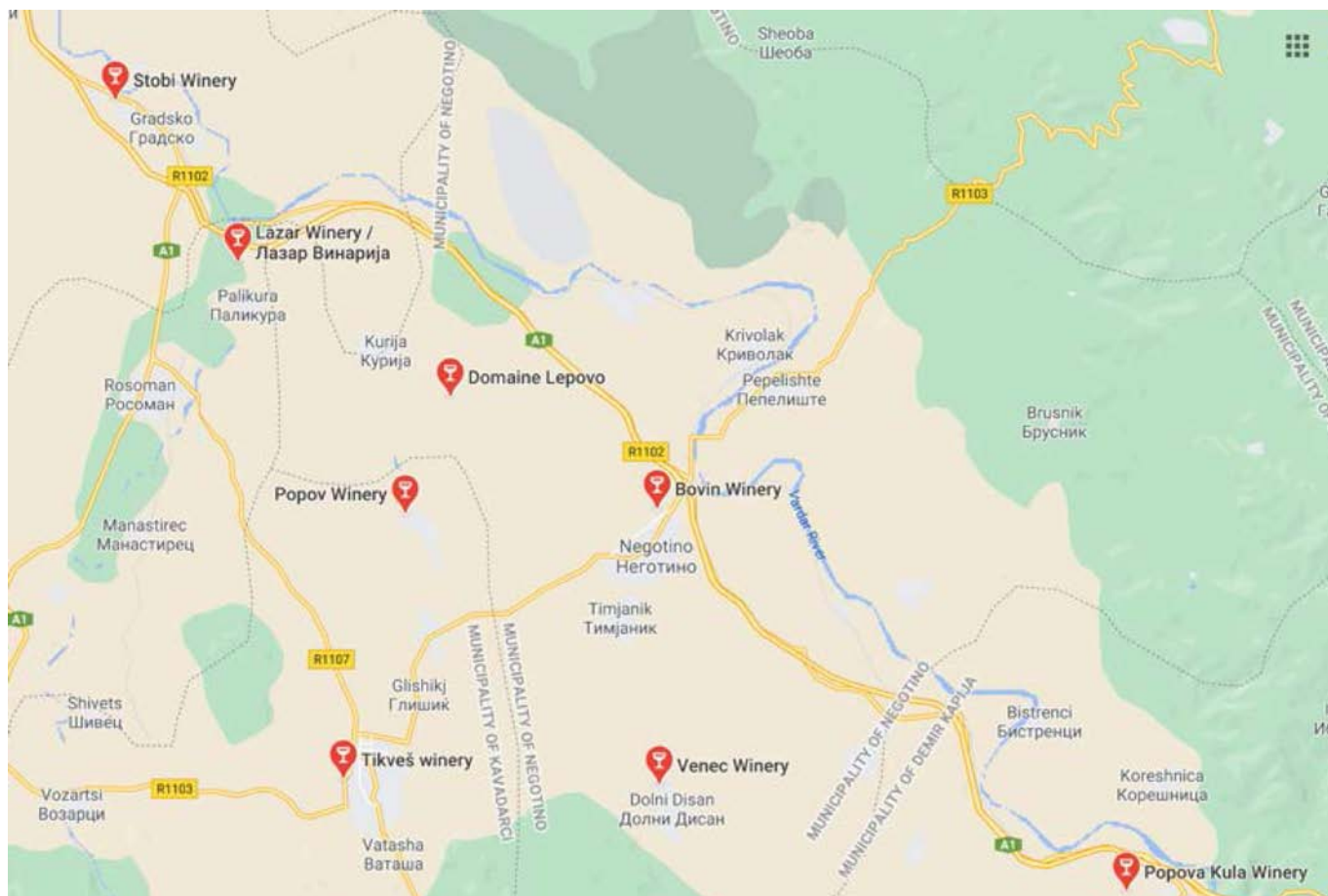
## Rosoman

Rosoman region is a geographical zone with significant microclimate. Its soil is ideal for vineyard cultivation and the climate conditions, being ideal for wine, result in unique wines of both local and international varieties. Significant wine tourism projects and activities of this region are: the establishment of Wine Museum in Negotino, the coordination of wine seminars for professionals and wine tourists, familiarization tours to Italy and Bulgaria for professionals and the wine festival in Rosoman and the accommodation of wine journalists. Tikves region provides a wine-themed travel experience whose route stretches through Kapija, Negotino, Kavadarci and concludes in Rosoman. In the course of the wine route visitors will enjoy the magnificent landscape of the river Vardar, the archaeological site of Stobi and the endless vineyards. They will also taste local delicacies accompanied by wines of local varieties of Muscat, Vranec, Kratosija, Smederevka and Stanušina Crna in local restaurants.



Rosoman Centre





Map: Wineries in Municipality of Rosoman Google map (taken on 05-05-2020)<sup>26</sup>



Wines in a winery\*

26. Source: <https://www.google.com/maps/search/north+macedonia++wineries/@41.4898193,22.021466,11.76z?hl=en>

## REPRESENTATIVE GRAPE VARIETIES OF THE CROSS-BORDER REGION



### Xinomavro grape

PDO Amynteo &  
PDO Goumenissa  
Source:  
National Inter-Professional  
Organization of Vine and Wine<sup>27</sup>



### Negoska grape

PDO Goumenissa  
Source:  
National Inter-Professional  
Organization  
of Vine and Wine<sup>28</sup>



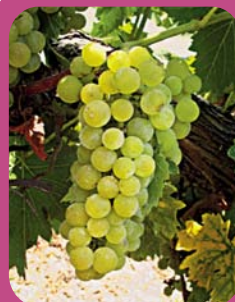
### Malagousia grape

PGI Epanomi  
Source:  
National Inter-Professional  
Organization of Vine and Wine<sup>30</sup>



### Rhoditis grape

PGI Pella  
Source:  
National Inter-Professional  
Organization  
of Vine and Wine<sup>31</sup>



### Muscat of Alexandria grape

PGI Serres  
Source:  
National Inter-Professional  
Organization  
of Vine and Wine<sup>29</sup>



### Vranec Rosoman area

Source:  
Filovski Winery



### Smederevka Rosoman area

Source:  
personal archive GP

27. Source: <https://winesofgreece.org/el/varieties/%ce%be%ce%b9%ce%bd%cf%8c%ce%bc%ce%b1%cf%85%cf%81%ce%bf/>

28. Source: [http://www.newwinesofgreece.com/lista\\_me\\_gigeneis\\_poikilies\\_ampelou/el\\_negkoska.html](http://www.newwinesofgreece.com/lista_me_gigeneis_poikilies_ampelou/el_negkoska.html)

29. Source: <https://winesofgreece.org/el/varieties/%CE%BC%CE%BF%CF%83%CF%87%CE%AC%CF%84%CE%BF-%CE%B1%CE%BB%CE%B5%CE%BE%CE%B1%CE%BD%CE%B4%CF%81%CE%B5%CE%AF%CE%B1%CF%82/>

30. Source: <https://winesofgreece.org/el/varieties/%ce%bc%ce%b1%ce%bb%ce%b1%ce%b3%ce%bf%cf%85%ce%b6%ce%b9%ce%ac/>

31. Source: <https://winesofgreece.org/el/varieties/%CF%81%CE%BF%CE%B4%CE%AF%CF%84%CE%B7%CF%82/>

# 11. Guide promotion

## Marketing goals

Marketing goals suggested for TERRA VINO project in current study are fully compliant with the overall design and aspirations of the European Union on tourism services and growth of the cross-border region as a whole i.e.:

- Recognition of TERRA VINO as a brand.
- Promotion of TERRA VINO as the main body coordinating and pursuing tourism growth of the cross-border region.
- Introducing a distinct and positive image of TERRA VINO (to local, national and international standards)
- Developing and maintaining mutual trust among TERRA VINO members and all the target groups to which it is addressed.







Barolo village in Italy

## **TERRA VINO Certification Label for businesses Promotional policy, establishment and expansion**

TERRA VINO, as a wholesome wine and cultural experience, will achieve and support through its partners an even more effective global market penetration, following the example of ASTI and BAROLO wineries in NW Italy.

**Explicitly, the promoting, establishing and expanding actions are:**

### **Authentic experiences:**

promoting local traditions, customs, events, celebrations, folk music and dancing, food and other cultural products and practices.

### **Cultural and Wine Routes:**

UNESCO sites, monuments and museums, festivals and concerts (connection with European Union programs such as Medeat, design and promotion of joint taste and culture routes - tourist packages)

### **Scents and Flavors:**

cooking lessons, visits to wineries, food processing companies, gastronomy and food festivals.

### **Ecological Activities:**

cycling, hiking, sailing, fishing, bird watching and thermal baths.

### **Trade Routes:**

City Break, modern ports and cities, painting exhibitions, business centers.

## **Conclusion**

It is important to realize that TERRA VINO project, as a wine and cultural experience will enrich creativity in an emerging market referring to wine as a cultural product. Through this project, the international position of European culture and agri-food industries will be boosted accordingly and new long-term international collaborations will emerge focusing on local demand and job creation. Moreover, TERRA VINO will be a gateway for discussions, dialogue and cooperation with local stakeholders, which will facilitate trade missions and the organization of networking events in compliance with European Legislation and transnational agreements.

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## Vocabulary

R.U. = Regional Units

PDO = Protected Designation of Origin

PGI = Protected Geographical Indication

The photos with asterisk (\*) are from G. Palisidis' personal photo archive

### Disclaimer

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Βαρέλια σε οινοποιείο\*



**Project Partners:**

- Greek-Italian Chamber of Commerce of Thessaloniki
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- International Hellenic University / Department of Organizational Management, Marketing and Tourism
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