



VINISTRA



ISTRIA WINE REGION

7th February 2022

ISTRIA REGION

- Istria is the biggest and most developed touristic region in Croatia, and it acts according to the sustainable development model
- The Sustainable development model focuses on development of tourist attractions, while preserving them and making them sustainable
- On a yearly basis it has 5 mil visitors and 30 mil overnight stays
- It was pronounced the best EV olive oil region in the world 7 times in a row - FLOS OLEI

(The FLOS OLEI is the first international guidebook dedicated to extra virgin olive oils, selected by strict criteria)

TOURISM DEVELOPMENT PROJECTS IN ISTRIA

Istria's strongest tourism branches are:

1. Wine tourism
2. Gourmet tourism
3. EV Olive oil tourism
4. Truffle tourism
5. Accomodation in wine regions



WINE TOURISM

- Among all producers in our Istrian gourmet guide, we included 150 best wine producers over 7 wine roads
- Istria has more than 700 professionals working in the wine industry
- Every year our best wine cellars are visited by 325.000 wine lovers from all over the globe
- On a yearly basis we have more than 30 wine events as additional tourist attractions



CROATIAN WINE REGIONS



WINE INDUSTRY

- Thousand-year long viticulture tradition
- More than 3,000 hectares
- Yearly production of over 10 milion bottles
- Most important grape variaties: Istrian Malvasia, Teran and Žlahtina
- Istrian Malvasia is a bright, fragrant, spring-like white wine
- Croatia's most successful grape variety



Malvazija Istarska is a dry and refreshing wine when labelled IQ

by a slightly sweeter fruitiness tuned to more exotic fruit and an almost regular banana flavour. Such differences in styles have not been solely caused by the versatility of the positions but also by Malvazija subtypes, the settlement and cataloguing of which is under way. Malvazija endures ageing extraordinarily well; thus two basic types can mainly be found in the market - fresh, supposed to be consumed within 2 years, and mature, ready for market in the third year after harvest at the earliest.





■ Bašanija

■ Farnažine

■ Momjan

■ Koreniki

■ Buje

■ Buzet

■ Fernetiči

■ Krasica

■ Grožnjan

■ Brtonigla

■ Brajki

■ Ipšci

■ Dajla

■ Nova Vas

■ Nardući

■ Kostajnica

■ Motovun

■ Vrh

■ Medveje

■ Novigrad

■ Bajkinci

■ Bataji

■ Kaldir

■ Lašiči

■ Ferenci

■ Ohnići

■ Mekiši

■ Markovac

■ Broskvari

■ Brčići

■ Radovani

■ Poreč

■ Pršurici

■ Ženodraga

■ Velanov Brijeg

■ Gračišće

■ Fuškulin

■ Sveti Petar u Šumi

■ Flengi

■ Krunčiči

■ Brajkovići

■ Rovinj

■ Golaš

■ Novi Vinodolski

■ Bale

■ Vrbnik

■ Filipana

■ Krnica

■ Vodnjan

■ Šišan

VINISTRA

- Vinistra - the Association of Winegrowers and Winemakers of Istria has been active since 1994 with the basic goal of improving and developing viticulture and winemaking in Istria.
- It is based in Poreč, a town and municipality on the west coast of the Istria peninsula
- Members of the Association are engaged in the production of grapes, wine and grape products as well as planting material, selection, research and other aspects of viticulture and winemaking
- All the members' permanent place of residence is in the territory of the Istrian County and Primorsko-goranska County



VINISTRA WINE AND SPIRITS COMPETITION

- This year's competition will take place from April 5th to April 8th 2022
- There are two parts of the competition, one focuses on evaluating a variety of wines from the regions of Istria, Kvarner and Slovenian Istria, and the other focuses solely on assessing the type of wine "Malvasia" from all over the world (The World of Malvasia)



THE WORLD OF MALVASIA

- Since it has been launched, the number of countries involved has grown. Samples from Slovenia, Italy, Spain, Portugal, Greece and United States have been a part of the competition so far.
- The competitions' official stamps have been redesigned for this year's evaluation
- 30% of the manufacturers at the competition have the right to use official stamps in their promotional materials and they can purchase them through the association



INTERNATIONAL WINE AND WINEMAKING EQUIPMENT FAIR "Vinistra"

- The "Vinistra" fair is the biggest, most well-known and respected wine event in Croatia
- It is held every year in the Sports Hall "Žatika" which is in the city of Poreč
- It showcases more than 130 exhibitors throughout 3 days, where they have the opportunity to exhibit their already released products, but also the new wines that had been evaluated in the competition prior to the event
- The fair is open to industry professionals and the general public, and its focus is to promote winemakers and connect them with industry professionals



27th INTERNATIONAL WINE AND WINEMAKING EQUIPMENT FAIR - "Vinistra"

- The most recent, 27th edition of the Vinistra fair had to adapt to be in compliance with the epidemiological measures
- The fair was held outdoors, in Poreč's Peškera Bay, for the first time ever
- The new venue couldn't support the same quantity of people, so the fair was reduced to 60 winemakers with the highest quality wines
- The different edition of the fair was a success, it was promptly accepted by the winemakers and visitors



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**Thank you for your
time**
