

## *A complete value chain of traditional Albanian Wine*

Name and address of the organization: ARTAN BALAS - Cerkovine, Vlore

Country and region: Albania, Vlora Region

Contact person: Artan Bala

Tel./Mobile: +355 69 29 55 247

E-mail: [balajartan@gmail.com](mailto:balajartan@gmail.com)



ARTAN BALAS was created in 2006 as a wine producing company. Its activities are related with:

1. Production of grapes in the owned vineyards and in 3 rented hectares of land, and buying of grapes from local farmers.

2. Processing of grapes and wine production. Specifically, ARTAN BALAS produces:

Red wine:

- Red wine - Vlosh 4%
- Red wine - Merlot 35%
- Red Wine - Syrah 6%
- Red wine - Kabernet 35%
- Others – 10 %

White wine:

- White wine - White Square 70%
- Others – 30 %

For its productions, ARTAN BALAS uses certified seedlings from the Albanian agency for native seeds conservation of Tirana, and cultivates 60.000 saplings per year (mostly planted trees, but also grafts).

ARTAN BALAS is strongly working on its marketing techniques, in order to improve them and develop a label to be used on products and for products launch campaigns. An important, preliminary part of this process is the development of a market study on wine production in Albania and its key trends.

Mr. Artan Bala has been trained in Italy (he spent 10 years in Friuli) in how to plant, cultivate and harvest grape, and in the distillation and fermentation processes of wine.

Mr. Bala has a complete value chain of wine production , he start from qualities certified Albanian seedlings, he has the vinery with this cultivars and produce in traditionally way the Albanian wine, he do the stage of wine in barrels of oak wood starts from 2 until 5 years, he package the wine in bottles with his label and finally he sell the wine in some of best restaurants in Tirana and Vlora city. He is indentify in the market and the customer know where can find this guaranty and good wine.

