

SUCCESS STORY

Macedonian Quality Wines Succeed in Polish Market



Popova Kula exhibiting at the "Enoexpo" trade fair in Krakow

Photo: AgBiz Program's Staff

The sunny and mountainous Republic of Macedonia is a centuries-old producer of some of the Balkan region's best wines. Wine production in Macedonia dates back to ancient times. Outstanding vineyard elevations and a very favorable and sunny climate enable Macedonia to produce great grapes, the required starting point for outstanding wines. Macedonian wineries carefully merge the wonderful natural advantages of the country with modern winemaking technology to produce the indigenous variety 'Vranec', as well the other local and international varieties. The intense aromas of Macedonian wines are the result of the combined influence of Mediterranean and continental climates, plus plenty of warm summer days and cool nights. When experts are asked to describe the wines produced by Macedonian winemakers, the most frequent answer is "fruit-forward". Macedonian wines are inviting, pleasant and delicate.



Popova Kula's Polish website

USAID recognized Macedonia's potential for marketing its high quality wine, and the need for improving presentations and awareness of the wineries in regional and international markets. To help wineries achieve this objective, AgBiz provides a range of support services to Macedonian wineries to help them enter new export markets and enhance their market share in existing international markets. In recognition of the quality of its products and its marketing plans, AgBiz awarded a US\$40,026 grant to Popova Kula to help implement an extensive market entry program for the Polish market, and thereby significantly expand their exports of bottled wine.

After registration of "Popova Kula Polska" AgBiz support helped Popova Kula promote a range of their wines at the "Enoexpo" fair in Krakow, where they met number of distributors and started the process of sales negotiations. AgBiz also supported Popova Kula wine sampling event during the trade fair that achieved wide and positive media coverage.

AgBiz helped Popova Kula construct www.popovakula.com.mk/pol to improve Polish consumers access to information about the company's wines, and an advertising campaign in "Swiat Vin" and "Magazine Wino", very respectable Polish wine magazines. All these activities resulted in 16,000 bottles of Popova Kula wines being shipped to Poland.

Popova Kula is one of the three wineries out of the 19 Macedonian agribusinesses that received export-focused business expansions grants from USAID's AgBiz Program.

AgBiz also provided technical assistance to Popova Kula to list their wines in UK websites that resulted in new online sales of Popova Kula wines, and supported Popova Kula to exhibit at the prestigious "ProWein" wine trade fair in Dusseldorf, Germany.

Thanks to USAID's AgBiz Program support, just seven months after launching their Polish market entry program Popova Kula wines are on the shelves in Kaufland, Zabka, Hala Banaha, Pjotor and in Pavl retail chains throughout the country. This is proof that a well planned and aggressive market entry program can be successful.

"We've managed to successfully enter a new market! And this is just the beginning! We anticipate a significant market share increase based on the quality of our products and our ongoing marketing program. Thanks to the support provided by USAID, we are able to implement the type of professional marketing and promotional campaign that is essential to successfully enter and sustain our success in the large and growing Polish market!", said Mr. Jordan Trajkov, CEO of Popova Kula.