

## GREECE

### Local development

#### Location

Velies Monemvasia

#### Programming period

2014 – 2020

#### Priority

P6 – Social inclusion & local development

#### Measure

M19 – LEADER/CLLD

#### Funding (EUR)

Total budget 489 122

EAFRD 232 333

National/Regional 12 228

Private 224 561

#### Project duration

2016 – 2018

#### Project promoter

Monemvasia Winery,  
G.Tsibidis & Co

#### Contact

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#### Website

[www.malvasiawines.gr/default.aspx](http://www.malvasiawines.gr/default.aspx)

EAFRD funding enabled the Monemvasia Winery to relocate to meet growing demand for Monemvasia-Malvasia wine.

### Summary

Monemvasia Winery’s core business is growing vines and making, bottling and selling its wine. It carried out extensive studies of the characteristics of local varieties, which led to Monemvasia-Malvasia wine being granted EU Protected Designation of Origin (PDO) status in 2010.



PDO status led to growing demand for the wine. Monemvasia Winery realised that to expand to meet this demand it would be necessary to relocate the business. This project enabled it to increase production by moving to a new site, as part of its business plan to revive Malvasia wine in its place of origin.

### Results

The project enabled Monemvasia Winery to increase production from 200 000 bottles of wine per year to 350 000 bottles per year.

The investment secured two jobs and created prospects for another position.

Most of the supplementary raw material used by the company is supplied by local producers, thus this investment supports the local economy.

### Context

Monemvasia Winery was founded on 20 September 1997 in Velies, which is part of the municipality of Monemvasia in the district of Laconia, Peloponnese. Its aim was to revive a famous medieval wine in its place of origin.

The winery carried out extensive studies with the Greek Wine Institute, which led to Monemvasia-Malvasia wines being granted protected designation of origin (PDO) status in July 2010.

Since then, its Monemvasia-Malvasia wine has won 17 gold medals, including the two Regional Trophy Golden Medals at the 2014 Decanter Wine Awards, a double gold at Finger Lakes International Wine Competition in New York, and the Grand trophy medal as the best Balkan wine for 2014 at the Balkans International Wine Competition.

To meet growing demand for Monemvasia-Malvasia wine, the management of the company decided to expand the business by relocating.

### Objectives

The objective of this project was to relocate the winery in order to expand its production capacity and be able to better respond to increasing market demand.

### Activities

The project proposal concerned the relocation of the existing winery and its installation on a plot of some 16.8 ha. The new winery is a two-storey building, the ground floor includes a storage area, an exhibition area and the bottling line. The first floor includes office space, a laboratory and a room for the security guard. The EAFRD funding was used for construction of the building and the necessary accompanying studies.



### Main results

- the project enabled Monemvasia Winery to increase production from 200 000 bottles of wine per year to 350 000 bottles per year;
- the investment secured two jobs and created prospects for another position;
- the project will improve the competitiveness of the agricultural and agri-food sector, and diversify and enhance rural employment with an emphasis on the triptych "Tourism - Local Products - Quality". It also promotes entrepreneurship, networking and quality, and improves and diversifies the tourism offering in Monemvasia; and
- most of the supplementary raw material used by the company is supplied by local producers, thus this investment supports the local economy.

### Key results

n/a

### Additional sources of information

n/a