

# **Abstract for 'Goriška Brda, The uprising of a Slovenian wine region', the Unit 7 Thesis submitted by Kren Gregor**

## **Introduction and motivation**

The thesis I have written concerns Goriška Brda and its wines. At my early career as a hospitality worker I was on a verge of leaving the business because there was no future for me in hospitality as a bartender. On a certain occasion I participated a degustation of wines from Marjan Simčič winery where I first tried a very unusual combination of desert wine and cheese. As a part of my education for my work and also as an private invitation from my formal boss Matevž Strajnar I was glad to attend it. But I thought that they are actually making fun out of me at the event with pairing desert wine and cheese but the truth was the opposite. From that moment onwards I was drawn into the wine world as the flies are to the light. I still remember the taste in my mouth as it was yesterday. That is why I attended all of the courses of the WSET and also proceeded with a big wish to become a member of an elite club of Weinakademikers. Due to that I decided to write about Goriška Brda as a wine region and its uprising as I am following the area and its wine for the last 15 years threw my line of work as a waiter / sommelier.

## **Problem / Objective**

Goriška Brda had its own deal of problems since the I. and II. World war and also under the Yugoslavian regime. Threw the thesis I presented the problems they encountered and how they have dealt with them and become so successful in a short period of time.

## **Methodology**

As there is no written literature about the chosen topic and the history data are only a general summary of all things that were going on in the area I went to the area and interviewed the most renowned wine producers. Marjan Simčič, Blažič, Ščurek, Edi Simčič, Goriška Brda cooperative and Dolfo gaved information from first-hand how they struggled through time to become what they are today.

## **Content**

Included in the thesis is a short brief of history and a sum up of climate and geology with winemaking and viticulture and also how they perceived knowledge from the area, Slovenia in general, and how they gained useful information and knowledge from the neighbouring Italy and wine fairs across Europe and how they penetrated the foreign markets and become so recognized in the world wine market. Also threw the area's history inventiveness of the wine producers is presented how they managed to survive and build their own wine labels even though the strict regimes were controlling them. Gained knowledge and a wish to develop their unique house style of wine had a deep impact on the usage of barrels in the cellars which helped them later on to perfect the desired style and also place the wines into desired markets. Problems of markets at the time of Yugoslavia are also presented and the 'liberation' of wine producers from cooperatives which were only braking the development of individual wine cellars. Downfall of Yugoslavia helped to penetrate foreign world markets faster and the uprise of Brda began. SWOT in the thesis is a summary of the interviewed wine producers who have common views on Brda and its place on the map in the world. Presenting mostly their strengths and future shape of the market where not only they see the area, but also me.

## **Conclusion**

In my research I have found out that Brda are on the uprise and are going to reach its peak soon. Prices are already premium in the high quality range of wines and the small production of Brda is going to become at the same time a problem and a strategic important factor for local wine tourism. At the same time, it presents a great opportunity for the area to present its native grape variety Rebula and others at its best and to invite people from all over the world to visit Brda and experience it. History can be lived now, in Brda and tradition and terroir threw a bottle of wine from a selected cellar. Its ours for the taking.