Wine production on the border between Croatia, Slovenia and Italy

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ABSTRACT

Motivation for Choosing the Topic

The motivation for choosing this topic stems from both personal and academic interest in the unique cultural and historical connection between the neighboring wine regions of Hrvatska Istra, Primorska, and Friuli-Venezia Giulia. Living in this area and working directly with local wine producers has created a strong personal connection to the region, its traditions and its wine culture. Through this experience, it became evident that, despite their high-quality wines, shared heritage and long-standing winemaking traditions, these regions are still not sufficiently recognized on the international wine market compared to other European wine destinations. Therefore, this topic was chosen to highlight the authenticity, quality and untapped potential of these interconnected wine regions, while also emphasizing the importance of cross-border cultural heritage, regional identity and the growing role of wine tourism and branding in global market development.

Problem Statement and Research Objective

Despite the long shared history, cultural connections and strong winemaking traditions of Hrvatska Istra, Primorska, and Friuli-Venezia Giulia, these neighboring wine regions remain relatively underrecognized in the global wine market. Although they produce high-quality wines and share an interconnected heritage shaped by geography, language and cross-border influences, international consumer awareness and market visibility are still limited. Therefore, the objective of this thesis is to explore and present these three regions through their historical, cultural, linguistic and winemaking connections, while highlighting the uniqueness and quality of their wines and examining their potential to emerge as a more recognized and competitive European wine destination in the international market.

Methodology

The methodology used in this thesis is based on a combination of qualitative research, literature review, analysis of academic and professional sources and interviews with key stakeholders from the wine sector. Information was collected from books, scientific publications, official tourism and wine organization websites, industry reports and relevant online sources. In addition, interviews were conducted with wine producers, winemakers, sommeliers, journalists and wine marketing professionals from Croatia, Slovenia, and Italy. This combination of secondary and primary sources enabled a comprehensive examination of the historical, cultural, geographical and viticultural characteristics of the region, as well as its current challenges, opportunities, and potential for future development.

Content Overview

The thesis is divided into several main sections. Following the introduction, it provides an overview of the historical, cultural and linguistic background of the border region between Croatia, Slovenia and Italy, together with its geographical characteristics. The next section examines wine production, focusing on terroir, climate, soils, grape varieties, viticultural practices, sustainability and the impact of climate change. The central part of the thesis presents selected wine producers from the three countries and explores their approaches to vineyard management, winemaking, marketing and regional promotion. The final sections analyse marketing strategies, wine tourism and cross-border cooperation, before concluding with the main findings, future challenges and recommendations for strengthening the international recognition of the region and its wines.

Conclusion

In conclusion, the wine regions of Hrvatska Istra, Primorska and Friuli-Venezia Giulia possess significant potential to strengthen their position on the international wine market. Continued investment in marketing, promotion and international visibility will be essential for increasing global recognition. At the same time, maintaining and further improving wine quality, preserving authenticity and building a strong regional identity based on shared heritage and unique wine styles will play a key role in their future development. With growing interest in sustainable production, wine tourism and distinctive wine regions, these areas have the opportunity to establish themselves as important and respected emerging wine destinations with a bright future ahead.