



PRESS RELEASE

PROKUPAC DAY 2020 SUPPORT TO PROKUPAC IS VITAL FOR THE DEVELOPMENT OF THE WINE INDUSTRY OF SERBIA

Belgrade – On Tuesday, October 13th 2020, Vinska kultura, with the support of USAID Competitive Economy Project, organized the international wine conference "**TASTE THE DIFFERENCE, TASTE PROKUPAC!**", as a part of Prokupac Day celebration. The conference brought together regional, local and international wine experts, representatives of the industry and all wine lovers to promote wines made from the most important Serbian indigenous grape variety. The aim is also to exchange knowledge and experience on viticultural, technological and market potentials of prokupac and other local grape varieties, as well as promotion of the development of the wine industry in Serbia and its worldwide recognition.

"Serbia has wonderful wines, and it is time for the world to know about it. Prokupac is a way to tell the story of Serbian wines in a unique way and to give Serbia a well-deserved place on the world wine map. For that to happen, together with promotion, we need to work on improving and increasing production, education and inclusion of young people in the industry. In these difficult times, it is important to support domestic producers to persist and not to give up their business plans. That is why USAID, through the Competitive Economy Project, supported the organization of the 5th Prokupac Day." said Shanley Pinchotti, Director of the USAID Serbia Office of Democratic Governance and Economic Growth.

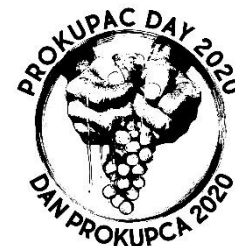
"Prokupac, as a wine variety, has really returned to the domestic wine scene, which is important for building the Serbian wine identity. Five years ago, there were 10 wineries that produced Prokupac, today there are 50! That is why this event is the biggest and most ambitious so far – we are celebrating the return of all those who produce indigenous varieties, including small wineries," said Igor Lukovic, organizer and founder of the event. "At the all-day conference held at the Radisson Collection Hotel in Belgrade, during workshops, guided tastings and master classes, domestic and international wine experts, journalists from the country and abroad, critics and scientists pointed out various aspects of the story about the great Serbian grape variety." added Igor Lukovic.

This year, from October 10th through 18th, more than 50 Serbian wineries are participating at the International Prokupac Day that will be celebrated with a series of events including Prokupac promotions in trade and HoReCa facilities throughout the country. The event begins with the **Prokupac Caravan**, thanks to which the festival of Prokupac for the first time, in addition to Belgrade, arrived to Aleksandrovac and Kragujevac. On the Prokupac Day itself, October 14th, **Prokupac Show** will be held in Hall 5 of the Belgrade Fair, accompanied with a concert by the **Vasil Hadžimanov band**.

All information about the event can be found on the website www.prokupacday.rs

Since 2001 USAID has invested more than \$881 million to stimulate economic growth, strengthen the justice system and promote good governance in Serbia.

For more information, visit <http://serbia.usaid.gov>



CONTACT: For information about the event, please contact Zdenka Kostić at 060 0501534 or zdenka.kostic@vf.rs. For more information about the Project, please contact Mirjana Jevtić at 062 623 524 or mjevtic@konkurentno.rs. For more information about USAID, contact Mirjana Vukša Zavišić at 065 316 4530 or mvuksa@usaid.gov.

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