



Innovative network and promotion of tourist experiences

The European WINE project is an innovative response to the challenges and opportunities facing the wine and tourism sectors in Europe. The initiative aims to promote sustainability, innovation and the promotion of local excellence, addressing crucial issues such as climate change and the demands of global markets.

HOW: Through two interactive platforms and online training modules, the project will provide operators with practical tools to improve their skills, build European networks and make the best use of available resources.

PROJECT RESULTS

- 1 Programme and training course:** A comprehensive and structured online training programme, designed to enhance professional skills in the wine and tourism sectors.
- 2 E-learning platform:** an interactive digital space where participants can complete the training course at their own pace.
- 3 Map of visibility and networking for tourism experiences:** an interactive platform that promotes wine-related tourism experiences, pinpoints producers, wineries and tourist routes, and connects stakeholders.



FOURTH PROJECT MEETING:

On 13 and 14 January 2026, the partners of the WINE project gathered in Sofia and the Melnik region of Bulgaria for the project's final meeting.

Main points of discussion:

- Progress review: a detailed review of all activities carried out was presented, comparing their implementation with the original work plan
- Verification of results: it was confirmed that the final results had been approved by the relevant target groups.



The WINE Project - Multiplier Events & Latest Updates!

The Final Meeting provided an opportunity to review the work carried out over the 24 months of the project, ensuring that the training and innovation objectives in the wine sector were successfully achieved.

During the two days spent amongst the vineyards, participants were able to take part in guided tours of some of the most renowned wineries in the Melnik region, such as Zlaten Rozhen, where they were able to observe and learn about traditional local techniques, both in wine production and in pairing wines with typical regional dishes.

A visit was also organised to a unique and distinctive winery, AYA Estate Vineyard, where innovative techniques combining winemaking and modern art were showcased.

Furthermore, an immersive experience linking wine and creativity was organised with a visit to the Mihovi estate, a distinctive feature of this particular region.



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WINE PROJECT - Outreach events & latest updates!



In parallel with the Final Meeting, the project successfully concluded its dissemination phase by organising Multiplier Events in all six partner countries. These events actively engaged the project's target groups, including new and aspiring wine entrepreneurs, experienced professionals interested in implementing climate change mitigation strategies, and stakeholders from the wine tourism sector. The Multiplier Events provided key opportunities to present the project's results, gather feedback, and foster dialogue and networking at both local and European levels.



In conclusion, this final meeting was not only an opportunity to review and celebrate the achievements, but also an immersive experience that brought together tradition, innovation and creativity, demonstrating how wine can become a tool for education, culture and connection between regions and professionals across Europe.

A true toast to the sustainable future of the wine sector!



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