Slovenian Wine and Food Companies
interested in the Hong Kong market
Slovenian Wine and Food Companies
interested in the Hong Kong market
Slovenia Presents Itself to Hong Kong
Dear businessmen,

Slovenia is a young country in the heart of Europe. As a nation, we have a rich history, our ancestors having migrated from the Carpathians to our present homeland in the 6th century. In the 7th century, they founded the oldest known Slavic state, and later we were part of several countries, most recently, after the Second World War, a part of Yugoslavia. Slovenia gained its sovereignty and independence in 1991 and in 2004 became a member of the European Union.

The long and rich history and tradition of Slovenia are also reflected in our food and wine. Slovenian wine and food production is renowned for its very high level of safety and technological perfection. Due to the natural and structural characteristics of our country and rich tradition, production is focused primarily on quality.

I would like the visit of the Slovenian business delegation to this respected international trade fair to contribute to the visibility of the Slovenian agri-food industry on the Chinese market. Here I see opportunities for promoting trade in goods, in particular in the segment of quality products with high added value. Slovenia has great potential in many areas, including wine, milk and dairy products, processed meat and canned fish products, honey, bakery products, chocolates, confectionery and sweets, soft drinks and bottled water, and beer.

I would be grateful if our products were considered as an opportunity for the diversity of supply of food products to the Chinese market. In Slovenia, we already have good experience in getting familiar with Chinese food, namely already in the nineties the first Chinese restaurants started to appear. The food that was served in these restaurants was something new for the Slovenian consumer at first but soon became very popular, and today we have in Slovenia many good Chinese restaurants. This example shows that people can quickly get used to and indeed welcome new flavours.

Last year Slovenia participated at the Hong Kong International Wine & Spirits Fair for the first time. As a host country, we were privileged to present some of our hidden
culinary and wine gems at the “I feel Slovenia” gala wine dinner. I am convinced that the participation of Slovenia at the Hong Kong International Wine & Spirits Fair will boost the presence of Slovenian wine producers on the respected Hong Kong wine market.

Dear businessmen, this catalogue presents some of the many Slovenian wine producers and food companies interested in offering their products to Chinese consumers; they are looking forward to meeting you at the Slovenian stand. On this occasion I would particularly like to draw your attention to our Slovenian wine producers, who are able and willing to provide the Chinese market with high quality wines at affordable prices. In addition, this year our producers of pumpkin seed oil and ice creams made from high-quality natural ingredients are represented. I would like to highlight to you that in Slovenia, the agri-food sector is subject to one of the most stringent food control systems in Europe.

And there is yet another fact I would like to draw to your attention, namely that Slovenia ranks at the top of the world in terms of number of beekeepers per head of population and for its long-standing beekeeping tradition. Since bees are an excellent indicator of environmental conditions, this is an additional guarantee that Slovenian food is safe and of high quality, tailored to the needs of discerning customers. Due to the importance of bees for nature and human beings alike, Slovenia initiated the campaign to proclaim 20 May World Bee Day, about which you can also find more information in this brochure.

In the hope that you will find among the companies presented here a Slovenian business partner, I wish you every success in the future. I am sure that we will continue to build on the achievements of our past cooperation and that the existing bonds of friendship, mutual understanding and cooperation between our two countries will be strengthened and deepened in all areas where we have common interests. In this context, I am sure that such cooperation will be shaped by the traditional Confucian virtues we share, such as kindness, justice, honesty, decency, wisdom and trust.

Dejan Židan, MSc,
Deputy Prime Minister of the Republic of Slovenia,
Minister of Agriculture, Forestry and Food
SLOVENIA... HOME OF WINE

Slovenia lies in the heart of Europe, where the Alps meet the Mediterranean and the Pannonian Plain meets the Karst. It’s a green country measuring only 20,273 km² in area and is home to sincere, hospitable people of great diligence. Wine-making in Slovenia in fact existed long before the Romans introduced it to France, Germany and Spain! With three diverse wine-producing regions (Primorska, Podravje and Posavje) and vine-growing hills offering some of the best terroir on the planet, Slovenia is something of a microcosm of wine production in Europe. Today Slovenia has more than 30,000 wine producers, making between 80 and 100 million litres annually. Slovenian wine production is very versatile from dry to sweet wines including white, rose and red varieties. Among the most famous wine-makers in Slovenia, two have been ranked among the top 100 wine cellars in the world by the American magazine Wine and Spirits. With wine awards from all over the world, Slovenia remains the leading wine force in the region. Every wine-growing region in Slovenia has wine roads along which you can visit wine cellars and taste excellent wines and learn in greater detail about the wine-growing tradition.

Did you know?

That Slovenia is the home of the world’s oldest grape vine, still producing grapes at over 400 years old? The grape vine is in Maribor, the second largest city in the country, and is listed by Guinness World Records.
Slovenia - also home of the World’s Best Female Chef 2017

The love for diverse local ingredients, safe food of high quality and the rich culinary tradition in Slovenia has received also international attention. This year one of many great Slovenian chefs Ana Roš from restaurant ‘Hiša Franko’ in the Soča Valley was awarded the world’s best female chef of 2017 by the ‘World’s 50 Best Restaurants’ guide. Nevertheless, a journey through Slovenian cuisine can be started in Ljubljana, the nation’s capital, which was listed among the top eight global culinary destinations of 2015 by the Fine Dining Lovers gourmet magazine.

Independent winegrowers of Slovenia

Debra Meiburg,
Master of Wine
(on the occasion of the gala dinner “I feel Slovenia” at the International Wine and Spirits Fair, Hong Kong, 2016)

“One of the oldest wine regions in Europe, Slovenia has much to offer, with its indigenous grape varieties as well as its international productions for wine experts and beginners alike.”
The Klet Brda winery is the leading producer and exporter of Slovenian bottled wine. Renowned for its distinctive style, it is appreciated by wine-lovers in Slovenia and 26 other countries around the world. The winery unites 400 Brda wine-growing families, who have been working together for over 50 years and have turned local winemaking into a success story. Our mission is to capture in our wines the uniqueness of the Brda terroir and to use effective marketing to contribute to the development of the region and the prosperity of the local population. The guiding principle in our day-to-day activities is a deep respect for nature and its cycles, as we believe that superior quality is born in the vineyard.

Our wines are sold in various price brackets, from entry-level to premium.

We export more than 40% of our wines; our largest markets are the US, the EU (Italy, Germany, Austria, Belgium and The Netherlands), China and Japan.

The Alps Wine group of companies distributes Goriska Brda wines in Hong Kong and the People’s Republic of China. Our aim is to build a strong distribution network in both Hong Kong and China.

Examples of award-winning products
1. Merlot Bagueri Superior 2013; gold medal, Concours Mondial, Bruxelles, Belgium
2. Cabernet Sauvignon Bagueri Superior 2013; gold medal, Concours Mondial Bruxelles, Belgium
3. Chardonnay Bagueri 2012; gold medal, Chardonnay du Monde, France
4. Rebula Bagueri Superior 2013; gold medal, Vinalies Internationales, France
5. Rebula Bagueri Superior 2013; champion, Vino Slovenija Gornja Radgona, Slovenia
The beginnings of our beekeeping Jere reach into the early 1980s. Our family combined beekeeping with winemaking and this led to the revival of the oldest alcoholic beverage in the world – mead or honey wine. The drink of our ancestors is made by fermenting the honey solution. With modern winemaking knowledge, we improved the ancient recipes to perfection. But our challenges didn’t end there. We started making the sparkling mead with the classic method, also seen as an upgrade to mead, which is a result of Slovene innovativeness. Our products stand for quality, harmony in taste and excellence.

Our products are mead and sparkling mead.

Products are currently sold in the Slovene market, but our products and mead are being promoted and tasting provided also in Austria and Germany.

We are interested in exporting our wines to Hong Kong market.

Company is looking for an importer, a distributor

**Examples of award-winning products**

1. Mead, dry, 2015; silver medal, FLIWC, 2016, ZDA
2. Mead chestnut, sweet, 2015; silver medal, FLIWC, 2016, ZDA
3. Sparkling mead, 2015; silver medal, FLIWC, 2016, ZDA
4. Mead, sweet, 2016; silver medal, FLIWC, 2017, ZDA
5. Sparkling mead, 2015; silver medal, FLIWC, 2016, ZDA
6. Mead chestnut, sweet; champion Slovenia, 2013, 2014
Oljarna KOCBEK (the Kocbek Oil Mill) boasts a continuous family tradition dating back to 1929 and is known for producing top-quality pumpkin seed oil from domestic crops grown in Slovenia. The Kocbek Oil Mill produces two specialities: cold pressed pumpkin seed oil, which we pioneered and have been producing since 1994, and Štajersko-prekmursko bučno olje (Štajerska-Prekmurje pumpkin seed oil) as a protected geographical indication.

Our product range, which is regularly extended, includes hand-made pumpkin seed and pumpkin oil chocolate, chocolate with various Slovenian ingredients, pumpkin seed pasta and biscuits, dry salami with pumpkin seeds, spreads, preserved tomatoes, pumpkin seed oil lip balm, and ice cream with pumpkin seed oil.

Our main foreign markets are the UK, the United Arab Emirates, Taiwan and the USA.

As regards East Asian markets, we are currently exporting to Taiwan. Our main interest is in finding an importer/representative for the Chinese market, where demand is significant; given the product and the potential this market is very interesting.

Examples of award-winning products

No international competitions are organised for our product range. We would like to point out, however, that our oils are used by Peter X. Kelly, one of the top chefs in the USA, and Ana Roš of Hiša Franko, Female Chef 2017, who has been a longstanding client and partner of ours. At the beginning of this year our products were featured on the menu of the At.mosphere restaurant, located at the top of the world’s tallest building, Burj Khalifa, while our oils are also used by several restaurants awarded Michelin Stars.
Company profile
Vina Kraljica (the Queen Wines) have been established by four former Wine Queens of Slovenia; we produce wines in all three wine-growing regions of Slovenia. We sell the following wines from our own wine cellars: Kraljica Bela (Queen White), Kraljica Črna (Queen Black), Pinela, Rumeni Muškat (Muscat Blanc), Laški Rizling (Laško Riesling) (selected dry berries), Sauvignon (ice wine) and Brut Rose sparkling wine.

Current foreign markets are Belgium and The Netherlands.

Areas of business interest and B2B cooperation
Our main interest is in finding buyers for our wines on the following East Asian markets: Hong Kong, China and South Korea.

Company is looking for an importer, an agent, a distributor

Examples of award-winning products
2. Laški Rizling (Laško Riesling) 2016, selected dried berries; gold medal, 2017, Slovenia
**Company name:** RADGONSKE GORICE d.d.  
(North-eastern Slovenia – continental)  
**Contact person:** Denis Ivančič  
**Address:** Jurkovičeva ulica 5, 9250 Gornja Radgona, Slovenia  
**Phone:** +386 02 564 8510  
**E-mail:** info@radgonske-gorice.si  
**Website:** www.radgonske-gorice.si  
**Annual turnover:** EUR 10 million  
**Share of exports:** 5%  
**Number of employees:** 120  
**Year of establishment:** 1852

**Company profile**  
Radgonske gorice Gronja Radgona d.d. is a renowned company that produces still and sparkling wines of premium quality. The wines are produced from grapes planted in the hilly and sunny vineyards of the region of Slovenske Gorice, between the rivers Ščavnica and Mura, where sub-alpine and Pannonian climates meet, giving the wine its special quality and freshness.

In our cellar, our Radgona Gold sparkling wine has been produced using the traditional or champagne method since 1852. We also produce Radgona Silver sparkling wine using the tank or charmat method, “black label” Traminet, the ever-popular Janževeč, indigenous Radgonska ranina and other bottled wines.

**Areas of business interest and B2B cooperation**  
We currently export to South China. We are interested in selling sparkling wines primarily to shops, hotels and restaurants (HoReCa).

**Company is looking for**  
an importer, an agent, a distributor

**Examples of award-winning products**

1. **Zlata radgonska penina (Radgona Gold sparkling wine), 0.75, brut nature, 2007; gold medal, International Wine Competition, San Francisco, USA**
2. **Zlata radgonska penina (Radgona Gold sparkling wine), 0.75, brut, 2014; gold medal, Great American Competition, Rochester, USA**
3. **Zlata radgonska penina (Radgona Gold sparkling wine) Selection, 0.75 brut, 2014; bronze medal, Decanter**
In the peaceful village of Šmarje near Capodistria, in the heart of Slovenian Istria, extend the vineyards and olive groves of Ludvik Nazarij Glavina. The story of the vintage wines and distinctive Šmarje olive oil incorporated under the Santomas trademark begins with almost 50 acres of vineyards and 7.5 acres of olive groves.

Santomas wines are the fruit of the wine district of Slovenian Istria in the hills of Slovenian coast, extending over 14,300 acres of vineyards. At the Santomas estate we are devoted to growing autochthonous varieties such as Refosco and Istrian Malvazija, beautifully matching the local Istrian fish and meat specialties. In the Santomas wine cellar about 80,000 bottles of wines are bottled each year. Also about 144 rehoboams are bottled in exceptional years, with the best wine of Santomas wine cellar – Grande cuvée.

Our fresh wines are sold a year after harvesting, without ageing in wooden barrels, and boast youthfulness and freshness. They include Refosco, Cabernet sauvignon, Malvazija and Rose Casmere.

Our Santomas vintage red wines are the result of grapes ripen on the very best land, rigorous selection and the vine yield being extremely small (2,000–3,000 l/ha). These wines mature in French barrique oak barrels. You can find Refosco Antonius, Cabernet sauvignon Antonius and Grande cuvée.

We are already exporting to China through the importer Alps Wine Asia Ltd. but are looking for new distributors for our wine.

**Examples of award-winning products**

1. Antonius Refosk 2007; 91/100 by Robert Parker
2. Antonius Refosk 2009; 93/100 by Robert Parker
3. Grand Cuvee 2006; 94/100 by Robert Parker
4. Grand Cuvee 2009; 94+/100 by Robert Parker
<table>
<thead>
<tr>
<th>Company name:</th>
<th>EDI SIMČIČ Wine Estate (Western Slovenia – sub-Mediterranean)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person:</td>
<td>Aleks Simčič</td>
</tr>
<tr>
<td>Address:</td>
<td>Vipolže 39a, 5212 Dobrovo v Brdih, Slovenia</td>
</tr>
<tr>
<td>Phone:</td>
<td>+386 30 602 564</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:info@edisimcic.si">info@edisimcic.si</a></td>
</tr>
<tr>
<td>Website:</td>
<td><a href="http://www.edisimcic.si">www.edisimcic.si</a></td>
</tr>
<tr>
<td>Annual turnover:</td>
<td>EUR 500,000</td>
</tr>
<tr>
<td>Share of exports:</td>
<td>70%</td>
</tr>
<tr>
<td>Number of employees:</td>
<td>5</td>
</tr>
<tr>
<td>Year of establishment:</td>
<td>Family wine estate 1987</td>
</tr>
</tbody>
</table>

**Company profile**

The Edi Simčič Wine Estate was established in 1987. Our main goal is to produce premium-quality wines, whites as well as reds. Five years ago we started with tourism on our estate (see www.almavista.si) as a complementary activity.

We produce high-quality wines with great ageing potential. Work in the vineyards is manual and we do not use any pesticides or herbicides. Our main focus is on local varieties which are of interest to the foreign markets. Our wines are offered in high-end restaurants and specialised shops.

Our main foreign markets are the USA, China, Austria, Japan, Germany and The Netherlands.

**Areas of business interest and B2B cooperation**

We are already present on the Chinese market but are looking to expand our wine sales.

**Company is looking for**

a distributor

**Examples of award-winning products**

We have received very good ratings from wine magazines and guides such as Tasting Panel, Sommelier Journal, Tom Stevenson Wine Guide and Decanter.
Company profile

On an autumn evening, the family gathers, the heart’s desire is strong and the soul longs for more and better… Gewürztraminer shimmers sweetly in the glass. Everything is as it should be, and the silence which follows is filled with love. The Gewürztraminer vine is an expression of gratitude to the warm Pannonian sun and refreshing Alpine winds. We believe in the proclivity of nature, and the vigour and dexterity which picks our grapes across the sixteen hectares of vineyards that lie above the village of Plitvica in northeastern Slovenia. The wine embodies this land, our home. Each autumn, with great care and expertise derived from many years of experience, the new wine is born, but many sleepless nights pass before this vintage is introduced to its audience. Attention and expectation intertwine with pride.

Areas of business interest and B2B cooperation

We are already present on the Chinese market but are looking to expand wine sales.

Company is looking for an importer, a distributor

Examples of award-winning products

2. Steyer Vaneja, Gewurztraminer sweet wine, 2003; gold medal, Decanter, London 2010
Company profile

Company profile (company description, short presentation, products, services, main foreign markets, etc.)

The Stork company specialises in ice cream manufacturing. Our ice creams are sold in elegant 125 ml tubs. Currently we offer the following ice cream flavours: chocolate, vanilla, Greek yogurt with lemongrass, pumpkin seed oil, nut, pistachio, strawberry, raspberry, blueberry and mango.

All our ice creams are made from top-quality ingredients. The assortment of our ice creams without additives contains no artificial colourings, flavour enhancers or preservatives.

The ice creams have various certificates such as gmo free, gluten free, vegan.

Areas of business interest and B2B cooperation

Our objective is to find new buyers and a distributor in the Chinese market.

Company is looking for

an importer, a distributor

Awards for products:

1. IFS Food Certificate Version 6, April 2014
2. Gold award for best innovation, Chamber of Commerce and Industry of Slovenia, June 2017
Company profile

It would be hard to put an exact date on when the Ščurek family first became involved in viticulture, but written records show that Stojan’s grandfather Franc cultivated a single hectare of vines, making some 50 hectolitres of wine. Today Stojan farms 20 hectares of vineyards with the help of five sons, with a yield to match. The major part of the estate’s vineyards lie in the Italian part of Brda, with Grotišče, Dugo, Mahober, Jazbine, Jordano, Gredič and Kozlink being the prime sites. Each year the Ščureks release up to 80,000 bottles of top-quality wine. They have remained faithful to producing fresh but full-bodied wines and delay the first racking until late spring. These wines need a little time to develop in the glass, but once they do it is hard to stop them!

While making use of state-of-the-art technology, the Ščureks also explore the realm of possibilities offered by oak barrels and are notable for their commitment to autochthonous varieties. They are particularly proud of their white and red Stara Brajda blends and the blends sold under the names Up and Kontra.

Areas of business interest and B2B cooperation

We are already exporting to China but are looking to expand our wine sales in this region.

Company is looking for

an importer, a distributor
Vinakoper is a company with 570 hectares of vineyards. Our annual
wine production amounts to 3.5 million litres; 60% are red wines and
40% are white wines. The company focuses on the value for money,
premium and super premium wines.

Our main red varieties are Refošk (Refosco), Cabernet Sauvignon,
Merlot, Shiraz, Cipro and Pinot Noir, our main white ones Malvazija
(Malvasia), Muškat (Muscat), Sivi Pinot (Pinot Gris) and Chardonnay.

Our trademarks include Okusi Istre (Flavours of Istria), Contrasti
Istrian, Purissima, Koper, Capris, Rex, Capo d’Istria and Zakladi Istre
(Treasure of Istria).

Main export markets: USA, Italy, Hong Kong, China, Austria, Canada,
Japan, Belgium, Germany, Croatia, Czech Republic, Asia, etc.

We have an importer and vendor in Hong Kong. Our main purpose in
attending the fair is to present our wines to final consumers and find
potential importers and buyers for the Chinese market.

Examples of award-winning products

1. Capo d’Istria Caberent Sauvignon 2011; silver medal, W&S 2017,
   Hong Kong
2. Capris Merlot 2012; champion, Vino Slovenija 2017
3. Zakladi slovenske istre Malvazija 2011, late vintage; champion,
   Vino Slovenija 2017
4. Rex Fuscus, Refošk 2016; silver medal, Decanter 2017
5. Rex Fuscus, Refošk 2015; silver medal, Decanter 2017
### Company profile

The Vinakras winery has been making wines since 1947. Over the decades, we have acquired a prestigious reputation due to Teran – the region’s best-known and most highly prized wine. Today Vinakras is recognised as the leading winery in the Karst region, known for its exceptional wines and receiving consistent national and international acclaim.

The winery nurtures a deep respect for nature and local wine-making traditions. This is why we cultivate only grape varieties that correspond perfectly to the nature of the terroir. Every bottle of wine produced by Vinakras is true to its distinctive style; all are full-flavoured yet elegant. Within this broad framework, Vinakras produces a range of wine styles to suit every taste.

Our main activities are wine production, fruit cultivation and owning four agromarkets, tourism agency and tourism related activities.

Products: red and white wines, sparkling wines, Teran liqueur

Main foreign markets: Italy, Austria, Czech Republic, USA, China, Canada

### Areas of business interest and B2B cooperation

We are interested in expanding our sales network with the Prestige line – an exclusive line that includes only the best wines from our winery.

### Examples of award-winning products

1. **Teranton, 2011, Refosco**; gold medal, 2017, AWC Vienna, Austria
2. **Rdeči Cuvee, 2013, refosco, merlot and cabernet sauvignon**; gold medal, 2017, Vino Ljubljana, Slovenia
3. **Merlot Prestige, 2013, Merlot**; gold medal, 2017, Vino Ljubljana, Slovenia
THE WINE ASSOCIATION OF SLOVENIA
The Wine Association of Slovenia Ltd.
Dušan Brejc, director
Miklošičeva 4, 1000 Ljubljana, Slovenia
Phone: +386 1 244 1800
Mobile: +386 41 728 151
E-mail: info@vinskadruzba.si

FAMILY WINE ESTATES ASSOCIATION OF SLOVENIA
Bruno Gaberšek, coordinator
Mestni trg 2, 1000 Ljubljana, Slovenia
E-mail: family.estate.slovenia@gmail.com
20 MAY
World Bee Day
INITIATIVE: 20 MAY – WORLD BEE DAY

Why Slovenia and why 20 May?

Slovenians have always been a nation of beekeepers. There are five beekeepers per 1,000 inhabitants, which places Slovenia at the top of the world in terms of beekeepers per head of population. Beekeeping is an important agricultural activity with a long tradition. Our beekeepers are known throughout the world for their professionalism and advanced beekeeping technologies and for Slovenia’s unique historical peculiarities, such as painted beehive panels, bee houses and traditional beehives, of course the reputation of the Carniolan honeybee going before it!

As we are aware of the great importance of bees and other pollinators, we carry out several informative projects, including the Traditional Slovenian Breakfast – honey being a vital component! – educate our young people through beekeeping courses in schools, encourage the planting of honey plants and so on.

On the proposal of the Beekeepers’ Association of Slovenia, in 2014 we started the initiative to proclaim 20 May World Bee Day. (The Slovenian beekeeper Anton Janša, who was the pioneer of modern apiculture and one of the greatest experts on bees in the world, was born on that day in 1734.) It is expected that the General Assembly of United Nations will ratify the resolution and 20 May as World Bee Day this autumn. Its first celebration is already planned for 2018.

Did you know?

- Every third spoon of world food depends on pollination.
- Bees and other pollinators substantially contribute to the world’s food security.
- Pollination is worth annually some EUR 153 billion (HKD 1,403 billion) according to an international study carried out in 2008.
The bee has got to be!

Bees and other pollinators are of outstanding value from economic, social and environmental perspectives. Indeed official data show that one-third of our food depends on pollination by bees. Pollinators play an important role in ensuring the food security of mankind and thereby the related issues of sustainable agriculture and preserving the ecological balance and biodiversity of nature. Bees are also a good indicator of environmental conditions, so by monitoring their development and health conditions it can be established when something is going on in the environment that requires action.

Recently, bees have become increasingly threatened, which explains why the Republic of Slovenia has been working so tirelessly to have World Bee Day proclaimed, as it is only by joint efforts that we can provide for the protection of bees and their habitats.

#WorldBeeDay

The World Bee Day initiative unites and connects the whole world.