



### Market

Skovin AD is a winery with 33 years - old tradition in production of grapes, wine and wine distillates on the domestic and international market. Skovin is the second largest winery in Macedonia, with annual production of more than 10 million litres of wine, which is exported in more than 15 world countries.

Greater part of Skovin's wine is placed on the market in the region and on the European market as well. Other significant markets of Skovin are those in the Middle East, Russia, Japan and China, with which Skovin has established long- term cooperation, while the quantity of wine that is being exported in these regions has been increasing each year. Skovin wines are placed on the markets in the overseas countries and Australia as well.

### Achivements

Skovin pays great attention to and invests in progress on many fields, such as :research and development of new products, and in latest technology in production of wines and grape varieties.

Skovin has implemented the standards for quality and environment control ( ISO 9001 and ISO 4001), the international standard for safety of food( HACCAP) and the international food standard (IFS). Skovin also, has implemented the Global Gap standard (Global Gap) and is the first winery that acquired the Certificate for organic production of grapes.

The introduction of new technologies and improvement of the quality and structure of sales, contributed to the advantages of Skovin, and enabled it to meet the demands for higher quality in larger quantities within the region and wider.

Skovin pays great care and attention at selection of human resources, their education and vocational training which are on obligatory high level. For further improvement of Skovin's staff, the company provides additional courses and seminars, enabling the company teams to become experts in specific areas, who will later on bring progress in each field.

Very significant achievement of Skovin for 2011 and 2012 is the entry on some new markets such as: the Dutch market, the Polish, French market and the more profound entry at the Russian, Chinese and Japanese market.

The Japanese market is rather fastidious market, with high standards and criteria regarding the quality and safety of wine, and Skovin has been operating on this market successfully for years and has kept close cooperation with three largest wine producers in Japan and has been increasing constantly the quantities of exported wines.

The entry at the Russian market is a great success for Skovin, which is one of the largest markets of alcoholic drinks in the world, and the breakthrough at this market was not easy at all. Skovin managed to prove its capacity for delivery of large quantities of wine for a short period of time, with high quality, taste and design of its wines that completely satisfy the demands of the Russian consumers.

Another great achievement for Skovin was the participation at the wine selection in Hong Kong in 2011, and among many other wineries that took part in the event, Skovin's wine "Markov Manastir" was awarded a gold medal for greatest compatibility



with the local food. On this occasion the national television in Hong Kong dedicated one of its TV programmes to this wine and the Macedonian variety of grapes of which this wine is produced- "Vranec".

Another significant achievement for Skovin in 2011 was the entry of Skovin wines at the Dutch market, at the shelves in the traditional supermarkets and on the on-line web- shops of the importers as well. It is relevant to mention that Skovin wines are present even in the "Michelin-Star" restaurants in Netherlands, which is proof of superior quality of our wines per se.

### History

Skovin Winery was established in 1979, continuing the centuries-old tradition of wine production in Skopje wine-growing area, which dates from Roman Ages. The Winery has been a place where people from Skopje have been able to buy authentic domestic wine for years.

After becoming a part of Fersped Group, followed by large investments, Skovin became one of the best-equipped wineries in the region, which produces large quantities of high quality wines, according to latest technologies and standards and it provides wide distribution of wine in the country and abroad.

With annual growth rate of 40% in the last 5





years at the domestic market and 30% in the region, Skovin has grown into serious competitor to other leading wineries in the region.

### Product

Skovin vineyards are well-known for providing unique wine aroma, as a reflection of the sharp ice and long, dry and sunny summer. Their unique location of 400-600 metres above sea-level at the southern slopes of Vodno, covering area of 500 ha in the location called "Sonceva Dolina" and the ideal combination of autochthonous and international grape varieties, the specific agro-technical measures that are applied in the vineyards as well as the successful compatibility of the traditional wine-making with new technologies, represent part of the factors that contribute to production of wine with superior and unique aroma and style.

The product portfolio of Skovin includes wide range of quality wines, sparkling wines and brandies that satisfy the taste of the most fastidious consumers.

The most present products in Skovin's portfolio are the red, white and rose wines. Their supreme quality and specific aroma has been proven in the world by acquiring 53 international awards and acknowledgements.

The products of Skovin are available on the market in several lines and packaging size (0,75 l; 0,187 l; 1 l; 1,5 l; 3 l).

The strategy of Skovin for 2012 is focused on

further enlargement of its product portfolio, enriching it with more new wines, in the existing lines and launching a whole new line of "barrique" wines.

### Recent Developments

Skovin is a pioneer in organic production of grapevine in Macedonia. The four years of preparation, disciplined and standardized cultivation of the plantation for organic production gave the first fruits in 2011. Skovin launched its first organic wine "Sangiovese" which is produced without pollution of the environment, according to highest ecological standards and is completely natural, and it gives its consumers supreme quality and delight.

In 2011 and at the beginning of 2012, Skovin enriched its assortment with the wines Merlot, Cabernet Sauvignon, Santa Marija and Traminac.

Very important activity of Skovin in 2011 was the investment made in the wine cellar, which was equipped with barrique-barrells, and the wine produced in this way is expected to be placed on the market during 2012.

At the moment, in Skovin winery several projects are underway, such as: re-designing of labels, launching of new products, increasing of the market share at present markets and entering new markets as well.

### Promotion

Skovin AD pursues a variety of marketing activities and promotions, that are grouped in 3 groups: BTL activities, ATL activities, and events.

Most present BTL activities are promotions in supermarkets, restaurants, bars, and disco clubs.

Most present ATL activities are advertisements in newspapers and magazines, flyers, billboards, and advertisements in electronic media, like television and radio. Skovin also uses new media like web-pages and social networks, which have proved to be very useful method for direct and interactive contact with the consumers.

Skovin AD is a sponsor of various cultural-artistic, sports and musical events.

In 2011 Skovin opened its wine cellar for visitors. The fact that Skovin is the biggest wine cellar in Skopje and nearby, makes the wine cellar exceptionally convenient for organized wine tasting, as well as various business and other events, where the consumers can get advice from professional sommeliers and enologists, and in the same time they will have the opportunity to enjoy the unique and intimate atmosphere, enriched with wide variety of food, complemented with the rich wine offer.

In the same time, upon the visit of the wine cellar the visitors can take a tour in the Winery and learn more about the process of wine production.

The consumers are of highest priority to Skovin, building long-term relations with all customers based on mutual confidence. When communicating with the customers, Skovin pays attention to supreme quality in the first place, then tradition and safety, which are offered by Skovin winery.

### Brand Values

Skovin is wine cellar with long-years tradition in production of high quality wine by available prices. The main values of this trade mark are quality, confidence, safety and availability.

Skovin is a company with reputation of good employer, who takes care of its employees and provides them with adequate working conditions and freedom of expression. The management appreciates the team work spirit, creativity and leadership skills of the employees. For this purpose it puts great effort and attention to motivate and promote the employees.

Skovin pays attention and also takes care of its employees and other concerned parties as well. Skovin AD is a socially responsible company, which takes care and helps society, produces safe and high quality products, in a way which does not endanger the environment.

The brand Skovin is well-known and recognized brand in the country and abroad, ascertained by the numerous awards and acknowledgements worldwide. The fact that Skovin wines can be found on the markets in Europe, Asia and Australia is a confirmation per se for the value of this trade mark.

[www.skovin.com.mk](http://www.skovin.com.mk)



### THINGS YOU DIDN'T KNOW ABOUT...

#### SKOVIN

- The wine cellar Skovin is pioneer in the production of high quality - premium wines, sparkling wines and organic wines in Macedonia.
- The national television in Hong Kong dedicated one entire TV programme to the wine "Markov Manastir" on the occasion of winning a gold medal for greatest compatibility of the wine with the local food at the wine selection event in Hong Kong.
- Parts of the advertisement Macedonia Timeless, that aired on CNN, were shot in the vineyards of Skovin winery in the southwestern slopes of Vodno.
- Skovin is one of the largest wine exporters in the European Union.

