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Acronym: Cross-border wine routes 2

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### Croatian and Hungarian winemakers presented at wine routes products market organized the on Wine route of Križevci Prigorje

In the organization of Town of Križevci, in co-operation with the Tourist Board City of Križevci and the Destination Agency Križevci d.o.o., Wine routes products market was held from Friday 2<sup>nd</sup> to Sunday 4<sup>th</sup> December 2022 as part of this year's Advent program on Antun Nemčić Square in Križevci.



Cross-border wine routes product market was organized as a part of the project "Cross-border wine routes 2" with the aim of presenting and selling the products of members of the wine routes the citizens of Križevci and its surroundings, guests and visitors.

The members of Križevci Prigorje and the members of the partner Wine route Villány-Siklós presented themselves to the visitors, who enjoyed excellent Croatian and Hungarian wines and a rich gastronomic offer from local producers.



*As a reminder, Wine route Križevci-Kalnik-Orehovec was extended to the territory of the Municipality of Gornja Rijeka at the meeting on 9<sup>th</sup> November 2022, and its name was changed to the Wine route of Križevci Prigorje.*

*The project "Cross-border wine routes 2" has been approved for co-financing within the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020. The project will be implemented by the Lead Beneficiary Grad Križevci and Beneficiary Tenkes Borvidékfejlesztő Nonprofit Kft. in the period from 01.09.2020 to 31.12.2022. Main project objective is to support the creation of recognizable Hungary-Croatia cross-border region image as "cross-border wine region" through further development, market positioning and branding of the existing and networked wine routes Križevci-Kalnik-Orehovec and Villány-Siklós, ensuring as well the increase of their attractiveness and growth of tourism capacities, for the purpose of generating increase in number of visitors in the region, prolongation of their stay and increase in visitors' spending. Total project value is 399.771,57 EUR.*