

BOSNIA & HERZEGOVINA

Vineyard and Wine sector overview

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I. Historical and Cultural Overview

Viticulture and wine production in the territory of present-day Bosnia and Herzegovina represent a deeply rooted cultural and agricultural tradition that spans several millennia. The earliest evidence of viticultural practices in the region dates back to the Illyrian period, during which Thracian populations are believed to have introduced grapevine seedlings to the Balkan Peninsula.

The cultivation of grapevines, particularly in the Herzegovina region, expanded significantly with the arrival of the Romans around 200 BCE. The Romans played a pivotal role in the proliferation of viticulture throughout the area, establishing techniques and practices that persisted for centuries.

Chart 1 – Tvrdos Monastery: Wine Production Since the 13th Century



The Ottoman conquest of Bosnia and Herzegovina in the 15th century marked a turning point for the region's wine industry. Under Ottoman rule, which lasted for approximately four centuries, wine production experienced a marked decline due to decreased demand, largely influenced by religious and cultural factors.

A resurgence occurred during the Austro-Hungarian administration (1878–1918), which initiated significant infrastructural and economic development. Agriculture, including viticulture, became a central pillar of the economy. However, the collapse of the Austro-Hungarian Empire and the onset of World War I introduced severe disruptions to viticulture. Vineyards were decimated by pests and disease, wine production was interrupted, and the quality of wines deteriorated, leading to the loss of long-established markets.

Despite these challenges, the adversity of the early 20th century prompted increased attention to autochthonous grape varieties. Among the most prominent were **Žilavka**, **Krkošija**, **Blatina**, **Skadarka**, and **Trnjak**, which began to define the regional identity of Bosnian and Herzegovinian wines.

The interwar period marked a golden age for the local wine industry. In 1929, wines from Herzegovina received the prestigious "*Médaille de Platte*" at the International Exposition in Barcelona. This international recognition was further solidified in 1937 when Herzegovinian wines were awarded the *Grand Prix* medal at the International Exposition in Paris.

A new phase of modernization began in the 1950s with the formation of the Socialist Federal Republic of Yugoslavia. Viticulture stabilized after the disruptions of the early 20th century, and efforts to modernize production methods were implemented across the region.

However, the violent dissolution of Yugoslavia and the conflict from 1992 to 1995 significantly disrupted all sectors of agriculture, including viticulture. Vineyards were abandoned or destroyed, and wine production plummeted.

Since 1999, the viticultural sector in Bosnia and Herzegovina has experienced a steady revival, driven by the dedication of passionate winemakers. By 2021, approximately 4,000 hectares of vineyards were under cultivation. In recent years, continuous efforts by domestic producers have led to the international recognition of Bosnian and Herzegovinian wines, which have garnered numerous awards at prestigious wine competitions worldwide.

II. Soil and Climatic Diversity of Bosnia and Herzegovina

Bosnia and Herzegovina, though a relatively small country, exhibits remarkable geographical and climatic diversity. In the north, the terrain follows the valleys of major rivers, forming the Pannonian lowlands. These areas share many landscape and climatic characteristics with adjacent regions in continental Croatia. The viticultural zones of northern Bosnia are primarily classified within the **B climatic viticultural zone**, with localized high-altitude sites that fall within **zone A**, according to the European Union's viticultural zoning system based on heat summation.

The central part of the country is predominantly hilly to mountainous, and currently lacks significant viticultural or winemaking activity. However, recent shifts in climate patterns have rendered parts of this region increasingly suitable for grape cultivation. Preliminary efforts have begun, and several small-scale, non-commercial vineyards and wineries have already been established, marking the early stages of potential viticultural development in central Bosnia.

The majority of Bosnia and Herzegovina's vineyards are concentrated in the southern region, particularly in **Herzegovina**, where vines are cultivated on predominantly **karstic soils**, interspersed with smaller **alluvial deposits**. This region benefits from a **Mediterranean climate**, characterized by hot, dry summers and generally mild, wet winters, making it highly conducive to **southern-type viticulture**. Consequently, Herzegovina is especially suited to the cultivation of indigenous grape varieties that thrive in such conditions.

One exemplary variety is **Žilavka**, whose wines exhibit a compelling duality—possessing both the full-bodied, extract-rich profile typical of warm southern climates, and the floral, herbal aromas and freshness more commonly associated with wines from cooler viticultural regions. According to climatic data, Herzegovina's wine-growing areas fall within the **C viticultural-climatic zone**, indicating a high potential for producing premium-quality wines with strong varietal expression.

Bosnia and Herzegovina possesses exceptional natural potential for grape and wine production.

This potential is rooted in favorable **agro-climatic conditions**—including optimal sunlight exposure, varied altitudes, and diverse soil profiles—as well as a **long-standing cultural and historical tradition** of viticulture. The interplay between climate and terrain exerts a profound influence on vine physiology, grape yield, and the chemical and sensory profile of the resulting wines, positioning the country as a promising area for both traditional and modern wine production.

Topography, Soil Composition, and Viticultural Suitability

Bosnia and Herzegovina is predominantly mountainous, with the **Dinaric Alps** dominating the western boundary along Croatia. Numerous other mountain ranges—including **Kozara, Vlašić, Plješevica, Grmeč, Cincar, and Raduša**—traverse the country primarily in a northwest-to-southeast orientation. In the southern and southwestern regions lies the **Karst**, a distinctive landscape composed of arid limestone plateaus characterized by **sinkholes, caves, and underground drainage systems**. These upland zones are often barren due to historical deforestation and shallow soils. However, the valleys and depressions between ridges, known as *polja*, are filled with **alluvial soils** that are relatively fertile and well-suited for agricultural use, including viticulture.

Soil type is a fundamental factor in viticulture, significantly influencing both vine health and grape quality. Grapevines are adaptable and can be cultivated in a variety of soil types—such as **sandy loams, sandy clay loams, red sandy soils, shallow to medium black soils, and red loams**—provided certain conditions are met. Optimal vineyard soils are **well-drained**, have **good water retention capacity**, and lack any impermeable or compacted layers (such as a hardpan) that could hinder root development.

The relationship between soil and wine quality is rooted in the **water and nutrient dynamics** of the vine. Soil's physical, chemical, and biological characteristics directly impact both **yield quantity** and **grape composition**, including sugar content, acidity, phenolic compounds, and aromatic precursors—all of which are crucial for high-quality wine production.

Along the **Herzegovina Wine Route**, soil diversity is a defining feature. The two most important soil types for viticulture in this region are **red soils** and **limestone-based soils**:

- **Limestone soils**, formed from the fossilized remains of marine organisms, are rich in **calcium carbonate** and derived from sedimentary rocks. These soils provide excellent drainage during wet periods while retaining moisture during droughts. Their **high pH** and **light-reflective properties** contribute to slower grape ripening and increased acidity, often resulting in wines with high **freshness and structure**—qualities particularly valued in white wine production.

- **Red soils** are distinguished by their reddish hue, which results from **oxidized iron compounds**. These soils typically form in **warm, humid climates** and are often rich in **essential nutrients** such as nitrogen, phosphorus, and potassium. Their good drainage and fertility make them well-suited for vine cultivation, particularly for indigenous grape varieties.

Thanks to the favorable natural conditions, a long-standing winemaking tradition, and accumulated local expertise, Bosnia and Herzegovina continues to cultivate primarily **autochthonous varieties**, the most prominent of which are **Blatina** (a red grape) and **Žilavka** (a white grape). These varieties are exceptionally well-adapted to the local terroir and form the foundation of the country's unique and increasingly recognized wine identity.

Climatic Influences

Although Bosnia and Herzegovina lies in close proximity to the Mediterranean Sea, much of its territory is shielded from direct Mediterranean climatic influence by the **Dinaric Alps**. As a result, the country features distinct regional climate zones that play a critical role in shaping its viticultural potential.

The **Bosnian** region, particularly in the north and central areas, experiences a **continental climate** comparable to the **southern Austrian highlands**—generally mild but subject to harsh winters. In **Banja Luka**, for instance, the coldest month is **January**, with an average temperature of approximately **32 °F (0 °C)**, while **July** is the warmest month, averaging **72 °F (22 °C)**.

In contrast, **Herzegovina** in the south exhibits a climate more akin to **coastal Dalmatia** in neighboring Croatia. Summers can be intensely hot and dry, while winters are mild and wet—conditions that are highly favorable for viticulture. In **Mostar**, located along the **Neretva River**, January averages around **42 °F (6 °C)**, and July reaches an average of **78 °F (26 °C)**.

Climate and Viticulture

Climate is one of the most influential factors determining the suitability of a region for viticulture. Key climatic components—especially **temperature, precipitation, solar radiation, and wind patterns**—directly influence grapevine phenology, berry development, and, ultimately, wine quality.

Grapevines require a balance of **warmth and sunlight** during the growing season to ensure proper ripening, sugar accumulation, and flavor development. Meanwhile, **dry summer conditions** help minimize the incidence of fungal diseases, and **mild winters** allow vines a necessary dormancy period to recover and prepare for the next growth cycle.

In the **northern regions**, such as Banja Luka, climatic and soil conditions are more suitable for the cultivation of **international grape varieties**, which are better adapted to cooler growing environments.

Conversely, **Herzegovina** benefits from **a pronounced Mediterranean influence**, with **intense sunlight** for nearly half the year. The region's landscape—comprising rocky hillsides, glades, and valleys—supports diverse native vegetation, including **oak, ash, spruce, pine, and field maple**, creating a unique ecosystem conducive to viticulture. These warm, sun-rich conditions ensure that grapes reach full ripeness, while the natural dryness limits the risk of disease and reduces the need for chemical intervention.

Traditional Viticulture in Herzegovina

Herzegovina's viticultural heritage is deeply intertwined with its **land, climate, and cultural identity**. Traditional viticulture in this region is characterized by **small-scale, family-owned vineyards**, where generational knowledge and practices are preserved and passed down. This approach emphasizes sustainability, respect for terroir, and a focus on quality over quantity.

A defining feature of Herzegovina's wine culture is the use of **indigenous grape varieties**, particularly **Blatina** (red) and **Žilavka** (white). These varieties have evolved over centuries to thrive in the region's specific soil and climatic conditions. As a result, they yield wines that are **distinctive, terroir-driven, and unique to the region**.

Cultivating native varieties not only reinforces the authenticity of Herzegovinian wine but also plays a critical role in preserving the **region's viticultural biodiversity and cultural legacy**. Today, traditional viticulture in Herzegovina continues to be a celebration of the region's history, natural resources, and dedication to excellence in winemaking.

III. Vineyard regions

Vineyard Surface and Regional Distribution in Bosnia and Herzegovina

The total area under vine cultivation in Bosnia and Herzegovina is estimated to be between 4,000 and 5,000 hectares, with the International Organisation of Vine and Wine (OIV) reporting an official figure of 4,430 hectares as of 2021.

Vineyards in Bosnia and Herzegovina are geographically divided between two primary regions: the Bosnian wine region in the north and the Herzegovina wine region in the south.

Northern Region – Bosnian Wine Zone

Viticulture in the northern part of the country is more dispersed and includes the following sub-regions:

- **Kozara Region:** Centered around the city of **Prijedor**.
- **Ukrina Region:** Spanning between **Derventa** in the north and **Banja Luka** in the south.
- **Majevisa Region:** Located in the vicinity of **Tuzla**.

These areas typically cultivate **international grape varieties**, as the climate and soil composition are more suitable for cooler-climate viticulture.

Southern Region – Herzegovina Wine Zone

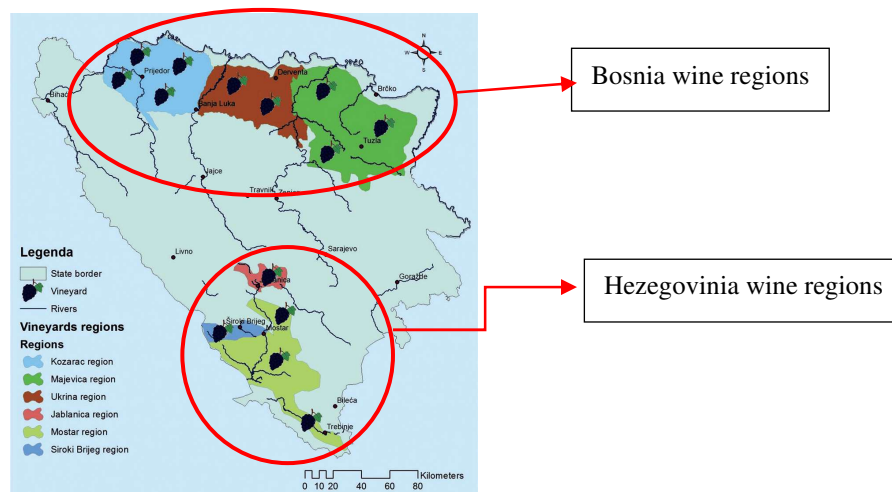
The **Herzegovina wine region** is the core of Bosnia and Herzegovina's wine production. Vineyards are primarily located between the **Neretva** and **Trebišnjica** rivers, where climatic and soil conditions are particularly favorable for grape growing. This region is home to the vast majority of the country's wineries and is focused on cultivating **indigenous grape varieties**, especially **Žilavka** and **Blatina**.

Key wine-producing sub-regions include:

- The **Mostar area**, with a concentration of vineyards in the sub-regions of **Čitluk** and **Međugorje**.
- The **southern Herzegovina belt**, encompassing the municipalities of **Ljubuški**, **Čapljina**, **Stolac**, and **Trebinje**.

These municipalities form the **heart of the country's wine industry**, hosting the largest concentration of vineyards and nearly all commercial wineries.

Chart 2 – Vineyard area in Bosnia & Herzegovina



Source: Mr Nurković R. – 2012

IV. Grapes

The two main indigenous grapes of Bosnia-Herzegovina are **Blatina** and **Žilavka**.

- **Blatina: An Indigenous Red Grape Variety of Herzegovina**

Blatina is an indigenous red grape variety native to Herzegovina, notable for its unique botanical and oenological characteristics. One of its defining traits is that it possesses a **functionally female (auto-sterile) flower**, which means it is incapable of self-pollination. As a result, Blatina must be cultivated alongside compatible pollinator varieties such as **Alicante Bouschet (locally known as Kambuša)**, **Merlot**, and **Trnjak**, which facilitate successful fertilization during the flowering period. However, pollination can be significantly hindered by **adverse weather conditions**, especially **rain during flowering**, which can lead to poor fruit set. This phenomenon is so common that Blatina is colloquially referred to as "**praznobačva**"—meaning "**empty barrel**"—reflecting the risk of low yields in unfavorable years.



When harvested at optimal ripeness, Blatina produces a **dark ruby-red wine** with the following typical analytical parameters:

- **Alcohol content:** 12.0–13.5% vol.
- **Total acidity:** 5–7 g/L
- **Dry extract:** 25–32 g/L

Thanks to its balanced acidity and phenolic structure, Blatina wines are capable of **aging gracefully for five years or more**, developing complexity and depth over time. The variety plays a central role in Herzegovina's red wine production and is a key contributor to the region's oenological identity.

Žilavka: A Distinguished Indigenous White Grape Variety

Žilavka is a prominent white grape variety native to **Herzegovina**, widely regarded as one of the region's most emblematic and high-quality white cultivars. While the precise origin of the name *Žilavka* remains uncertain, it is commonly believed to derive from the word "*žila*" (meaning *vein* in Bosnian/Croatian/Serbian), referring to the **fine, vein-like patterns** visible beneath the grape's thick yet **translucent skin** at full ripeness.

Wines produced from Žilavka are typically **structured and expressive**, characterized by the following analytical parameters:

- **Alcohol content:** 12–14% vol.
- **Total acidity:** 5–6 g/L
- **Dry extract:** 20–27 g/L

Žilavka wines are often **vinified as single-varietal wines**, showcasing their distinctive profile—**fresh, mineral, and balanced**, often with floral, herbal, and stone fruit notes. However, Žilavka can also be blended with other **autochthonous white varieties** from Herzegovina, such as **Krkošija** and **Bena**, to enhance complexity or balance.



Resilient and well-adapted to the **karst terrain and Mediterranean-influenced climate** of southern Bosnia and Herzegovina, Žilavka continues to be a cornerstone of the region's white wine production and a strong expression of local terroir.

In addition to international varieties such as Cabernet Sauvignon, Merlot Shiraz, Chardonnay, Sauvignon, other local varieties could also be found in Bosnia & Herzegovina:

- ***Vranac: A Robust Red Grape Variety of the Western Balkans***

Vranac is a red grape variety native to the **Balkan Peninsula**, predominantly cultivated in **Montenegro** and **North Macedonia**, but also widely grown in **Herzegovina** and parts of **Dalmatia**. It is one of the most important regional varieties and plays a significant role in the red wine production of these areas.

The grape is characterized by **large, loosely packed clusters** with an **elongated, egg-shaped form** and a **long peduncle** (stem). The **berries are large, round**, and have a **deep blue to dark purple skin**, which is **thin and smooth**. A typical grape cluster weighs between **150 and 350 grams**.

Vranac is known for **reliable and consistent fruit set**, and achieves high levels of sugar at full ripeness—typically **22–25%**, with **acidity levels around 6 g/L**. These parameters contribute to wines with an **alcohol content ranging from 12% to 13.5%**, offering a **balanced and pleasant flavor profile**.

While young **Vranac wines** often display **deep, inky coloration**—suggestive of a **rich, full-bodied structure**—the variety is also capable of producing **vibrant, medium-bodied wines** with **lively acidity** and **relatively soft tannins**, making it versatile in both varietal and blended expressions.

- ***Plavac Mali: A Resilient Southern Red Grape Variety***

Plavac Mali is a traditional red grape variety native to the **Dalmatian coast of Croatia**, and while it is cultivated only in **limited quantities in Herzegovina**, it has shown promising adaptability to the region's **karst terrain and Mediterranean climate**.

This variety is known for its **consistent and productive yields**, with **good fertilization** and **notable resistance to fungal diseases**, making it well-suited for sustainable viticulture in warm, dry environments.

The berries are **small to medium-sized**, with **thick skins**, **firm pulp**, and a **high sugar content**, contributing to the grape's ability to produce rich, structured wines. **Late-ripening** by nature, Plavac Mali requires extended sun exposure to achieve full maturity.

Wines made from Plavac Mali typically exhibit the following analytical characteristics:

- **Alcohol content:** 12.0–13.5% vol.
- **Total acidity:** 4.5–5.5 g/L
- **Dry extract:** up to 26 g/L

The resulting wines are **dry and robust**, often displaying a **distinct bitterness**, with a **deep purple to dark red color**. Plavac Mali is emblematic of southern-style red wines—**powerful**, **earthy**, and **age-worthy**, with flavor profiles that may include **dark berries**, **dried figs**, **Mediterranean herbs**, and **spice notes**.

Though less widespread in Herzegovina, its cultivation contributes to the region's varietal diversity and offers winemakers an opportunity to experiment with expressive, full-bodied blends or distinctive single-varietal wines.

- ***Bena: A Resilient Indigenous White Grape Variety***

Bena is a native white grape variety traditionally grown in the warmer regions of Herzegovina. Known for its reliable pollination and fertilization, Bena typically ripens in the first half of September, making it an early- to mid-season variety. The average weight of a grape cluster is approximately 130 grams.

This variety is particularly valued for its resistance to grapevine diseases, including downy mildew and various fungal pathogens, which makes it well-suited for low-intervention or organic viticulture. Bena performs well even on poor soils and steep, hard-to-reach slopes, thanks to its adaptability and vigor. When pruned regularly using short or narrow pruning techniques, it delivers consistent and good yields.

The must of Bena typically contains:

- **Sugar content:** 16–22%
- **Total acidity:** 4.9–7.8 g/L

Wines made exclusively from Bena tend to be of medium body and moderate aromatic intensity, often consumed young. Due to its balanced acidity and neutral profile, Bena is most commonly used as a blending partner, especially with the indigenous Žilavka variety, enhancing freshness and structure in the final cuvée.

In addition to its use in winemaking, Bena is also appreciated as a table grape, offering a pleasant taste and firm texture when consumed fresh.

- ***Krkošija: A Delicate Indigenous White Grape Variety***

Krkošija is a traditional white grape variety from **Herzegovina**, known for its **late ripening**, typically occurring in the **third quarter of the year**, around the same time as **Žilavka**. However, one of its key limitations is **irregular fertilization**, primarily due to **anomalies in flower structure**, which can result in inconsistent yields.

The grape clusters are relatively small, ranging in weight from **100 to 200 grams**. Krkošija responds well to **short pruning techniques** and prefers **well-drained soils with adequate moisture**, especially **ultisols (red soils)**. Its best performance is recorded in the **Brotnjo, Dubrava, and Ljubuški** areas. The variety is **sensitive to poor, dry, and infertile soils**, where both yield and quality may suffer.

When grown in **fertile vineyard conditions**, Krkošija produces **grapes with high sugar and acidity levels**, making it a valuable blending component. The resulting wine is typically **greenish-yellow in color**, with a **good extract** and a **balanced, fresh character**. Due to its **sensitive flowering** and **less stable yields**, Krkošija is **rarely vinified as a single-varietal wine**. Instead, it is most commonly **blended with Žilavka**, where it enhances freshness and contributes to the aromatic complexity of the final wine.

V. Wine industry

As of **2021**, Bosnia and Herzegovina had **73 officially registered wineries**, according to data from the **Regional Rural Development Standing Working Group (RRDSWG)** and **GFA Consulting Group (2022)**. Among these, only **four wineries** possess **significant production capacity**, while the majority operate as **small-scale, family-owned micro-enterprises** with limited output.

In terms of international trade, **Bosnia and Herzegovina exported approximately 6.7 million litres of wine in 2021**, generating an estimated **USD 3.14 million in revenue**. This positioned the country as the **64th largest wine exporter globally**, based on volume.

Despite these figures, wine ranked only as the **221st most exported product** from Bosnia and Herzegovina, reflecting the relatively modest scale of the national wine industry in the broader context of the country's export economy.

The **principal export markets** for Bosnian and Herzegovinian wine in 2021 included:

- **Croatia**
- **Serbia**
- **Germany**
- **China**
- **Montenegro**

Between **2017 and 2021**, the most rapidly growing export destinations were **Croatia, Serbia, Montenegro**, and the **Netherlands**, indicating a strengthening regional and EU market presence.

The **Herzegovina wine region**, which constitutes the core of national wine production, is characterized by **limited vineyard surface area** and **low to moderate grape yields**, which constrains large-scale production. Consequently, **mass-market, low-quality wine production is not a strategic focus**. Instead, wineries have increasingly prioritized **quality enhancement**, aiming to produce wines with **distinctive regional identity** and **added value**. This emphasis on quality is not only critical for **export competitiveness** but also underpins the development of **wine tourism** as an integrated component of rural economic development. The sector's continued evolution relies on targeted investments in **quality control, oenological innovation, and marketing strategies** that promote **indigenous grape varieties**, such as Žilavka and Blatina, within **premium wine segments**.

VI. Tourism as a Key Driver of Economic Development

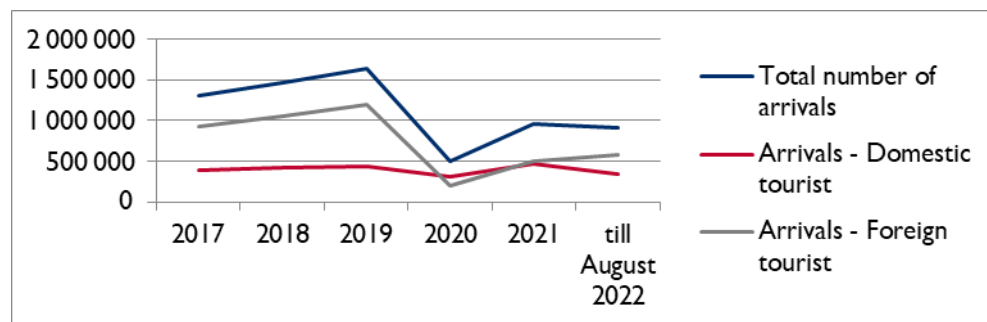
Tourism represents a significant sector in the economic development of **Bosnia and Herzegovina (BiH)**. In **2019**, the country recorded a total of **1,641,201 tourist arrivals**, marking a historical peak. That year, BiH experienced the **third-highest global tourism growth rate**, with the sector contributing approximately **€409 million** to the national economy, equivalent to **1.9% of the country's Gross Domestic Product (GDP)**.

However, the onset of the **COVID-19 pandemic** in 2020 precipitated a sharp contraction in tourism activities. Revenues from tourism declined by **more than 85.6%**, severely disrupting sectoral growth and impeding recovery efforts during 2020 and subsequent years.

Encouragingly, preliminary data from the **first eight months of 2022** indicate a notable rebound in tourist arrivals, suggesting the gradual restoration of the industry. Over the past five years, the composition of tourist arrivals has maintained a relatively stable ratio, with **international tourists accounting for approximately 62%**, and **domestic tourists comprising the remaining 38%** on average.

The recovery trajectory and evolving tourism dynamics underscore the sector's critical role in economic resilience and regional development strategies within Bosnia and Herzegovina.

Chart 3– Total tourism arrival in BiH per country



Source: Agency for Statistics of BiH

Emerging Developments in Wine Tourism in Bosnia and Herzegovina

Wine tourism in Bosnia and Herzegovina (BiH) can be broadly categorized into two distinct operational models based on winery size and production capacity:

- **Small-scale family-owned wineries:** These typically have an annual production capacity of up to 20,000 litres (e.g., Bojanić winery). Approximately 90% of their sales are direct-to-consumer, primarily through on-site purchases. These wineries are open to wine tourists and leverage digital platforms such as social media for promotion; however, they generally lack formal collaboration with tourism agencies. Visitor experiences are intimate, accommodating small groups of 5 to 10 people, and wine tours are frequently hosted by family members, often the winemakers themselves, ensuring a personalized engagement.
- **Medium to large-scale wineries:** Wineries with production volumes exceeding 20,000 litres per year (e.g., Angjelić with 100,000L, Vukoje 200,000L, Andrija 700,000L) represent a more commercialized segment of the industry. Several of these entities prioritize premium wine production and have made substantial investments in vineyard management, winemaking facilities, and wine tourism infrastructure. Wine tours at these wineries tend to be professionally organized, although hosting duties may still involve family members. Promotion efforts include both direct marketing to visitors and partnerships with local and regional tourism agencies, facilitating broader outreach.

The growing international recognition of Herzegovina wines has catalyzed an increase in wine tourism within the region. Visitor demographics indicate that approximately 30% of tourists are wine enthusiasts or professionals, while the remaining 70% constitute general leisure tourists.

The geographical proximity to major Croatian tourist hubs, notably Dubrovnik, enhances the region's appeal, with many visitors extending their travel itineraries from Croatia into Herzegovina for multi-day wine experiences.

The region's viticultural heritage is complemented by Herzegovinian hospitality, characterized by generous food and beverage offerings that create a holistic and memorable tourist experience. The warm reception, convivial atmosphere, and cultural richness contribute significantly to visitor satisfaction and repeat visitation.

The Herzegovina Wine Route exemplifies the integration of quality viticulture and regional hospitality, linking vineyards, dining establishments, and accommodations under a shared commitment to traditional winemaking practices. The route offers a spectrum of experiences—from rural, rustic settings serving local cuisine to exclusive hotels featuring elevated gastronomic offerings.

Moreover, the Wine Route is embedded within a wider cultural and recreational context, enriched by historical sites, festivals, and outdoor activities that cater to diverse tourist profiles, ranging from those seeking leisure and relaxation to those pursuing active and adventurous tourism.

VII. Bosnia & Herzegovina wine legislation

According to the 2022 "Report on the Viticulture and Wine Sector in the Western Balkans" published by SWGRRD, the regulatory framework governing the vine and wine industry in Bosnia and Herzegovina is comprised of four distinct legislative acts. These laws apply at both the state level (Bosnia and Herzegovina – BiH) and the entity levels, encompassing the Federation of Bosnia and Herzegovina (FBiH), the Republic of Srpska (RS), and the Brčko District:

- Law on Wine, Brandy, and Other Grape and Wine Products (BiH Official Gazette, No. 25/08);
- Wine Law (FBiH Official Gazette, No. 55/12);
- Wine Law (RS Official Gazette, No. 80/15);
- Law on Wine and Brandy (Brčko District Official Gazette, Nos. 35/05 and 19/07).

The report highlights that these legislative instruments are outdated and currently lack alignment with the European Union's regulatory standards for viticulture and wine production, indicating a need for comprehensive legislative modernization to facilitate harmonization with EU norms and support sectoral development.

VIII. Bosnia & Herzegovina Vine and Wine sector SWOT

Analysis

Chart 4: SWOT analysis of Bosnia i Herzegovina vine and wine sector

