

MAPA ZANATSKIH PROIZVOĐAČA PIVA U SRBIJI

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Sažetak:

Rad daje prikaz aktivnosti unutar projekta mapiranja svih zanatskih pivara u Srbiji, koje podrazumeva kreiranje sveobuhvatne i ažurne geografske i informativne baze podataka svih lokalnih malih i nezavisnih pivara. Ovaj projekat uključuje identifikaciju lokacija ovih pivara, kategorizaciju na osnovu njihove ponude i specifičnosti i integraciju svih informacija od značaja za krajnjeg korisnika. Ciljevi projekta su: Podizanje svesti o zanatskim pivarima u Srbiji i njihovoj raznolikosti; pružanje korisnih informacija turistima i ljubiteljima piva; podrška razvoju lokalne industrije piva i promocija mikro i malih preduzeća; kao i kreiranje resursa koji će olakšati povezivanje između pivara i krajnjeg potrošača. Ovaj projekat će igrati ključnu ulogu u razvoju i promociji zanatskog piva u Srbiji, doprinoseći rastu i razvoju ove dinamične industrije.

Kratkoročni rezultati su:

1. Sveobuhvatna baza podataka sa informacijama o svim zanatskim pivarima u Srbiji, uključujući njihove lokacije, kontakt podatke i vrste piva koje proizvode
2. Razvijena i dostupna mapa koja vizualizuje lokacije pivara i omogućava korisnicima da lako pronalaze pivare u njihovoj blizini.
3. Promocija zanatske proizvodnje piva: organizovane promotivne aktivnosti i kampanje za podizanje svesti o značaju zanatske proizvodnje piva, uključujući događaje, društvene mreže i medijske objave.

Dugoročni rezultati:

1. Razvoj industrije zanatskog piva kroz povećanu vidljivost i podršku zanatskim pivarima, što vodi do većeg interesovanja potrošača i većeg rasta industrije.
2. Jačanje lokalne zajednice putem podrške lokalnim preduzećima i uticaj na razvoj lokalnih ekonomija kroz promociju malih zanatskih pivara.
3. Povećana dostupnost informacija o zanatskim pivima, što poboljšava iskustvo potrošača i njihovu sposobnost da razlikuju zanatsko u odnosu na industrijska piva i otkriju nova piva i nezavisne male pivare.
4. Dugoročna promocija i integracija kroz stalnu promociju i integraciju projekta u širu gastronomsku i turističku ponudu Srbije, uključujući saradnju sa turističkim organizacijama i agencijama.

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MAP OF THE CRAFT BREWERS IN SERBIA

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Summary:

The paper presents the activities within the mapping project of all craft breweries in Serbia, which entails compiling of a comprehensive and up-to-date geographical and informational database of all local small and independent breweries. This project includes the identification of the locations of these breweries, the categorization based on their offer and specificity and the integration of all information relevant to the end user. The goals of the project are: Raising awareness about craft breweries in Serbia and their diversity; providing useful information to tourists and beer lovers; support for the development of the local beer industry and promotion of micro and small enterprises; as well as creating the resources that will facilitate the connection between the brewer and the end consumer. This project plays a key role in the development and promotion of craft beer in Serbia, contributing to the growth and development of this dynamic industry.

The short-term results are:

1. Comprehensive database with information about all craft breweries in Serbia, including their location, contact information and types of beer they produce
2. Developed and accessible map that visualizes brewery locations and allows users to easily find breweries near them.
3. Promotion of craft beer production: organized promotional activities and campaigns to raise awareness of the importance of craft beer production, including events, social networks and media announcements.

Long-term results:

1. Development of the craft beer industry through increased visibility and support for craft brewers, leading to greater consumer interest and greater industry growth.
2. Strengthening the local community by supporting local businesses and influencing the development of local economies through the promotion of small craft breweries.
3. Increased availability of information on craft beer, which improves the consumer experience and their ability to differentiate between craft and industrial beers and discover new beers and independent small breweries.
4. Long-term promotion and integration through constant promotion and integration of the project into the wider gastronomic and tourist offer of Serbia, including cooperation with tourist organizations and agencies.

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