From a Frustrating Experience to a Revolutionary Idea: Winera is Born

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Born from the awareness of a need, Winera is the brainchild of wine expert Djordje Milivojevic, who turned the challenge of booking winery visits into an opportunity. This intuitive app is revolutionizing wine tourism by simplifying access to unique wine experiences, helping travelers connect effortlessly with wineries and discover authentic, tailored adventures across renowned wine regions.

Djordje Milivojevic is a wine expert and an entrepreneur in the wine sector for many years; years during which, together with his partners, he directly experienced how complicated it can be for a visitor to access a winery. It is not uncommon to find oneself trapped in exhausting email exchanges, phone call

waits, and repeated calls, sometimes made even more inconvenient by geographic distance. From this disheartening reality came the idea of a tool to make everything smoother: **Winera** a user friendly platform for wine tourism , designed for those who love wine and want to discover wineries in a simple and quick way, without barriers and without wasting time.

Djordje, usually the best ideas come from a need: can you tell us in particular what's behind Winera?

"I was exploring the famous Italian wine regions, hoping to visit the most renowned wineries. But the process was nerve-wracking: endless emails, never-ending phone calls, language barriers, and bookings that were never confirmed. I asked myself: 'Why isn't there an easier way to organize these experiences?'. That trip opened my eyes to a much broader problem affecting wine lovers around the world: organizing winery visits shouldn't feel like a puzzle. Hence the idea of connecting wine lovers to wineries and to carefully selected wine experiences."

Let's follow Djordje in the thought process that led him to found Winera and that now keeps him busy in growing the project.

"Wine tourists are very different from one another:

- Occasional enthusiasts looking for a fun day out
- Knowledgeable connoisseurs eager to deepen their expertise
- Couples or groups celebrating special moments
- Travelers in search of authentic local experiences.

With the growth of wine tourism, modern visitors increasingly seek authenticity, simple planning, and memorable moments like winemaking workshops, private vineyard tours, and tastings paired with local cuisine.

Yet they all face common obstacles: unclear information,

complicated bookings, and difficulties in finding hidden gems. This growing demand represents a golden opportunity for wineries: to stand out by solving these issues and offering engaging experiences. Winera can guide the visitor through their journey and revolutionize the way they organize and book their experience, simplifying every step."

What are Winera's strengths?

"Winera is revolutionizing how wine tourists organize and book their experiences; it's an innovative mobile app, designed for wine lovers and built to offer maximum ease of use. It allows users to browse, discover, and enjoy wine-related experiences intuitively. Its most interesting features are:

• The ability to book winery experiences at the same price as direct bookings
• 24/7 support, essential for maximum trip customization
• The "near me" function, to easily find the closest experiences
• The presence of categories with intuitive icons and advanced filters to truly find a tailor-made experience.

Winera helps wineries create unforgettable experiences that go beyond a simple visit. By collaborating with Winera, wineries can meet the needs of the modern tourist and stand out in an increasingly competitive market, helping to shape the future of wine tourism, visit after visit".

Winera brings wine tourists closer to wineries: to explore the platform's benefits, visit the Winera website or download the app on Google Play or App Store.

Key points:

1. **Winera simplifies wine tourism** by allowing users to

easily book winery experiences;
2. **Born from real** need, the app was created after Djordje Milivojevic faced the difficulties of organizing wine visits in Italy;
3. **User-friendly and intuitive**, Winera offers features like “near me” search and real-time support for tailored experiences;
4. **Wineries benefit too**, gaining visibility and tools to offer engaging, customized experiences to modern tourists.