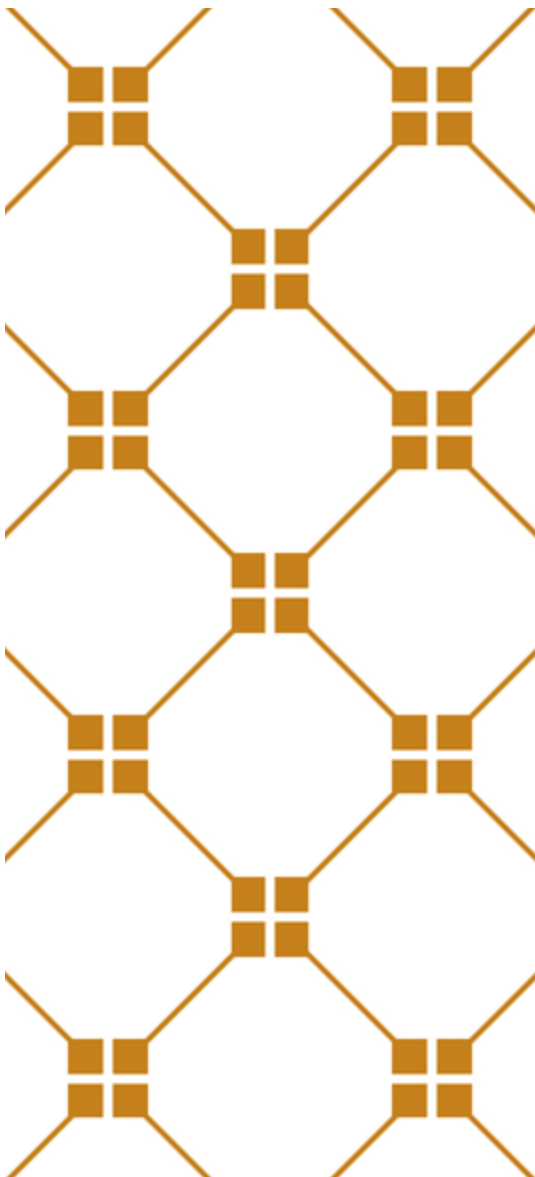




INNOVATIVE APPROACHES TO MARKETING FOOD IN TOURIST DESTINATIONS

Lucija Gartner

*Združenje kmečkih sirarjev Slovenije, Kmetija
Gartner*



Established our own
cheese dairy 25
years ago

A family-run farm
with a small team of
employees

GARTNER TOURIST FARM



STRONG IDENTITY AND AUTHENTIC STORY BEHIND THE BRAND





SALES CHANNELS

Direct sales at the farm

Farmers' markets and food fairs

Local product corners and specialty shops

B2B sales – hotels, restaurants, and catering

Development of our own retail points

Pop-up sales at high-traffic tourist sites (in cooperation with landowners)





GUIDED EXPERIENCES & TASTINGS

Around 25% of our income comes from tastings and guided farm experiences

Growth has been organic – no paid marketing or major promotions

Activities available for pre-booked groups only

Key considerations: timing, space, and visitor expectations

FACILITIES & EQUIPMENT



CREATING OFFERS & PROGRAMS

Design basic and upgraded packages

Tailored variations for schools, small groups, or corporate visits

Pricing strategy: agency commissions, minimum group size, etc.

Standardized program structure with room for small adjustments

Offers for the next season are sent in August–September — plan ahead!

We organize degustations for larger groups, which must be announced beforehand. We introduce them to the traditional way of making our Bohinj cheese, organize workshops, and serve our cheeses and meat products.

New in 2024: Virtual walk through mountain valley Laz with VR glasses (suitable for small groups).

CHEESE DEGUSTATION AT GARTNER FARM



**CHEESE AND DRY MEAT PRODUCT DEGUSTATION AT
GARTNER FARM**



MAKE YOUR OWN CHEESE! WORKSHOP



MAKE YOUR OWN BUTTER! WORKSHOP



DEGUSTATIONS

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CHEESE DEGUSTATION AT GARTNER FARM

Includes:

Welcome drink
Mohant cheese, three kinds of cheeses
Herbal tea or juice
Presentation of alpine cheese dairy and farming in the Triglav National Park area

Price:

20 – 60 visitors: 13 € per person
60 or larger: upon inquiry

Additional service: 1 dl wine or 2 dl local beer – 3 € per person

Expected duration of a program: 45 – 75 min

*Tax is included in all prices.



MAKE YOUR OWN CHEESE! WORKSHOP

Bohinj is a crib of cheese making in Slovenia. Learn how the cheese is made at the Gartner farm and glimpse into living at the high alpine pasture in Planina v Lazu in summer.

Includes:

Guided experience rewarded with Bohinjsko/From Bohinj certificate with the farmer
Cheese and butter making in a traditional way
Virtual walk through the mountain pasture Laz
Welcome drink
Cheese and meat degustation:
Mohant cheese, three kinds of cheeses, butter
Smoked sausage and salami, smoked ham
Potica cake
Herbal tea or juice

Price:

1 – 12 visitors: 300 € per workshop

Additional: 1 dl wine or 2 dl local beer – 3 € per person

Expected duration of a program: 120 min

*Tax is included in all prices.



LOGISTICS & COORDINATION

Use a shared calendar to track all bookings

Designate one main contact person (email + phone)

Keep clear records: billing info, group size, tasting type, status

Allow enough time between groups for preparation and clean-up

Coordinate with employees in advance

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Dod. dog. na 1. jun.						

WHAT CAN GO WRONG? — AND OTHER 'LITTLE SURPRISES'

Group size differs from reservation

Groups arrive too early or late

Allergies and dietary restrictions

Accessibility issues (elderly visitors, limited mobility)

Optional drink pairings (beer, wine)

Small gift packages for company teambuildings

Complimentary participation for guide and driver

FAM trips for agents, journalists, or study groups

ADDITIONAL MARKETING OPPORTUNITIES

GET
YOUR
GUIDE



viator®
A Tripadvisor company



BOHINJ
TRIGLAV NATIONAL PARK

<

Rovinj



THANK YOU FOR
YOUR ATTENTION!

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