

WINE

ROUTES

SOUTH

EAST

SERBIA

WHERE TO NEXT?

Road trip guide for
the best wine & gastro
routes of South & East Serbia



WHISPER OF WINE

Season 2024-2025

The burgeoning interest of companies in engaging with traditional rural activities and nature has inspired us to craft innovative incentive programs. Drawing upon the rich geolocation and cultural-historical heritage of the region, our wine routes in southern Serbia are inspired by esteemed European cultural routes such as the "Roman Emperors and Danube Wine Route, Tesla Ways, and Via Militaris. These routes seamlessly intertwine significant archaeological sites from the Roman era, charming wineries, ancient fortresses, museums, cultural landmarks, and the authentic gastronomic delights of Southern and Eastern Serbia.



WHISPER OF WINE ROUTE

UNVEILING THE SECRETS OF SOUTHERN & EASTERN SERBIA

Join a journey along the Whisper of Wine Route in South & East Serbia, where every turn reveals a tapestry of wineries, cultural wonders, and natural splendors.

Peel back the layers to uncover hidden treasures seamlessly woven into the landscape. From age-old landmarks to quaint wineries, each stop offers a unique glimpse into the vibrant tapestry of this captivating voyage.

Explore renowned landmarks such as Mediana, once home to the Roman emperor Constantine the Great; Felix Romuliana, a UNESCO World Heritage Site; Iustiniana Prima, a pivotal Byzantine city; and the enduring Niš Fortress, a testament to centuries of history. Dive deeper into the journey to discover the intriguing HE Plants on Tesla Ways Route, the acclaimed Kilim of Pirot on the UNESCO Tentative list, and the rustic charm of the Negotinske Pivnice, listed on UNESCO tentative list.

The city of Niš and the Sićevo region in southeastern Serbia boast a rich winemaking legacy dating back to ancient times, making them among Europe's oldest wine-producing regions. Today, these areas are home to a variety of wineries crafting wines ranging from traditional indigenous blends to international favorites like Prokupac, Tamjanika, Chardonnay, Cabernet Sauvignon, and Merlot.

Venture into East Serbia, a region renowned for its prolific wine production and viticultural heritage. Navigate the allure of Negotinska Krajina, where natural beauty, cultural heritage, and a thriving wine scene converge to offer travelers an authentic Serbian experience. Explore iconic attractions like the Rajac Wine Cellars and savor local grape varieties such as Black Tamjanika, Bagrina, Začinak, Prokupac, Gamez, and Muscat Hamburg, alongside international classics like Cabernet Sauvignon, Merlot, Chardonnay, and Sauvignon Blanc.

Furthermore, the Niš region and southeastern Serbia are home to five hydroelectric power plants on the Tesla Way route, operational for over a century. These plants stand as a testament to Serbia's industrial heritage, offering a glimpse into the country's rich history and technological advancements.

Join us as we uncover the secrets of this enchanting region and indulge in its rich tapestry of flavors, cultures, and traditions.

TRAVEL

IS THE BEST FORM OF EDUCATION

WINE ROUTE OF SOUTH SERBIA

This route traverses five regions (Niš, Prokuplje, Leskovac, Vranje) and encompasses several renowned vineyard areas, including Svrljig, Malča, Čegar, Prokuplje, Vlasotince, Vinaračko, and Vrtoško. Along the journey, you'll encounter seven distinguished wineries specializing in indigenous grape varieties. Indulge in wine tastings paired with gastronomic delights, and immerse yourself in the rich cultural heritage of southern Serbia, all while following the historic Roman Emperors route.

WINE ROUTE OF KNJAZEVAČ-TIMOK REGION

The Knjaževac region boasts a wine production tradition dating back to Roman times, with vineyards in Potrkanje steeped in history. Archaeological finds, such as the statue of Dionysus, discovered at the late antique site Timacum Minus near Knjaževac, offer testament to this ancient legacy. Roman legions once fortified themselves with these exquisite wines before embarking on their military campaigns.

WINE ROUTE OF NEGOTIN REGION

In Eastern Serbia, the Negotin Wine Route stands as a beacon of wine tourism, renowned for its "Rajac and Rogljevo Pivnice" complex. Comprising 270 wine cellars dating back to the 18th century, these authentic stone structures are emblematic of the region's viticultural heritage. Many of these cellars have been transformed into wine-tasting venues, attracting visitors from far and wide.

FELIX ROMULIANA - UNESCO

The palace represents an artistic achievement of late antiquity 3rd and 4th centuries. It's the work of Roman Emperor Galerius Velerius Maximinus, who became the heir to the emperor Diocletian after marrying his daughter Valeria. But, the love for his mother Romula that had no bounds had proved when he built a magnificent palace Felix Romuliana in Gamzigrad, near today's Zajecar City.

Research has also shown that Magura Hill, a part of Romuliana, where Galerius and his mother Romula were buried and listed as constellations of Gods, has been a sacred place of greatest reverence since prehistoric times.

Felix Romuliana is on the UNESCO World Heritage List. Negotinske Pivnice (Rajac, Rogljevo, Smedovc cellars) and Felix Romuliana represent the most significant localities on the official European culture route "Roman Emperors Route and the Danube Wine Route".

MEDIANA - ARCHAEOLOGICAL PARK

Mediana was a residential villa of the Constantine the Great who was born in Niš, and Roman settlement established in the late 3rd and early 4th centuries, comprising a complex of summer residences such as urban villas and a large estate by the road leading to Serdica and Constantinople. Declared an immovable cultural asset of exceptional significance, notable structures include a villa with a peristyle, baths, a wine cellar, a palace with an octagonal tower, two early Christian churches, and a necropolis.



IN THE FOOTSTEPS OF THE ROMANS

Half day tour / History / Culture / Wine & Gastro

An introductory narrative about Niš's history unfolds, with a focus on the cultural landmarks visible in the city center.

The tour of Niš Fortress follows, symbolizing the city and standing as one of the best-preserved fortresses in the Balkans. It features preserved structures from the Ottoman Empire, including Bali-beg's Mosque, arsenal buildings, forges, and baths (now the Jazz Museum), as well as archaeological excavations from prehistoric, ancient, Byzantine, and medieval periods. Situated in the heart of the city on the right bank of the Nišava River, its final form was established in 1723 when the Turks restored it. Niš Fortress remains an integral part of the city's core and hosts festivals, knightly games, tourists, and leisure activities.

After a fifteen-minute drive, the tour proceeds to the archaeological park Mediana, accompanied by a narrative about the once magnificent structure and the life of Emperor Constantine the Great.

Our journey continues to Sićevo and a viewpoint offering a beautiful panorama of the Sićevo Gorge and the Sićevo Dam, part of the industrial heritage and the European Tesla Ways route. The village of Sićevo is renowned for grape cultivation since Roman times and the ancient Roman road Via Militaris, which passed through here from Belgrade (Singidunum) via Niš (Naissus) and Sofia (Serdica) to Istanbul (Constantinople). The segment of this Roman road that traversed through Serbia was constructed in 33 AD. A delightful wine tasting experience awaits at an authentic cellar over 200 years old in Sićevo, serving as a museum of viticulture and tradition of southeastern Serbia.



From Sićevo, we head to the Malča wine cellar, where you'll relish the fusion of tradition and culture spanning Roman emperors, medieval Serbia, and Georgian amphora craftsmen unique in Serbia. During the cellar tour, you'll learn about wine production methods through various epochs that have endured to this day. An interesting fact is that the old Roman road (Via Militaris) passed through the yard of this winery. Following the cellar visit, a lunch paired with a tasting of 3 wines (Riesling and Sauvignon Blanc, gold medalists at the "Wine Vision by Open Balkan" fair, and a red wine from the Anonymous line is organized.



Inclusions: Tour guide, transportation, wine tasting, and a delightful lunch at the renowned Malča winery, as well as a wine tasting experience at the esteemed cellar of Ramonda Serbica.

Additional costs: Amphorae aged wines, and personal costs.



THE PATHS OF PROKUPAC

Whole day tour / History / Culture / Natural phenomena / Wine & Gastro

Explore the renowned Devil's Town (Djavalja Varoš), famed for its two natural wonders: highly acidic and mineralized springs, and 202 mystical stone formations that captivate visitors with their allure. Embark on a tour of "Toplički Vinogradi," a magnificent winery nestled amidst expansive vineyards spanning 51 hectares. Here, the indigenous Prokupac grape variety, emblematic of southern Serbia, thrives, offering a breathtaking spectacle.

Enjoy a panoramic excursion of Kuršumlija City, featuring a visit to the historic monasteries of St. Nicholas and The Most Holy Mother of God—endowments of Stefan Nemanja, the founder of the Serbian state and the illustrious Nemanjić dynasty. Dating back to 1159–1166, these sites hold profound historical significance.

Embark on an easy stroll through Devil's Town, designated as a natural monument of exceptional importance due to its unique stone formations, sculpted over centuries by erosive forces. Indulge in a delectable lunch at the charming cottage restaurant.

Experience a brief visit to the settlement of Pločnik, once part of the Vinča culture and a pioneering site for metallurgy in Europe.

Conclude your journey with a visit to the esteemed family-owned Doja Winery, renowned in the Toplica region for cultivating the indigenous Prokupac grape. Delight in a wine tasting session paired with delectable bites in the tasting room, offering panoramic views of the vineyards.

Return to Niš by approximately 8 pm, concluding a day filled with cultural immersion and gastronomic delights.

Inclusions: The tour guide, transportation, wine tasting & bites in wineries Doja and Toplički Vinogradi (3 wines, wine board), lunch at the cottage restaurant.

Additional costs: Personal costs.

Note: The program is optional and can be tailor-made until the details, according to clients free time and preferences.



EMPRESS' TOWN

Whole day tour / History / Culture / Wine & Gastro

Embark on a captivating journey through the vineyards and winery near Leskovac, where each sip of wine reveals the renowned southern temperament.

Discover the awe-inspiring hydroelectric power plant on the Vučjanka River, just a stone's throw away from Leskovac. Constructed in 1903, this marvel of engineering marks the inception of Serbia's electricity transmission system. Recognized as a UNESCO World Industrial Heritage site and a significant milestone in human achievement, it forms part of the prestigious European cultural route known as "Tesla Ways."

Immerse yourself in the rich tapestry of history at the National Museum in Leskovac, a veritable time machine spanning from the Neolithic era to the late Turkish period. Explore the "Leskovac Serbian Manchester" exhibition, which chronicles the city's pivotal role in the textile industry during the late 19th and early 20th centuries, cementing its status as one of Europe's foremost textile hubs.

Step into the past at the ethnographic exhibition housed within the 19th-century residence of Bora Dimitrijević Piksla, offering an authentic portrayal of southern Serbian social life.

Indulge in a culinary journey at the Ethno Restaurant Groš, where the tantalizing flavors of authentic southern cuisine captivate all five senses, particularly the mouthwatering assortment of barbecue specialties known as "Leskovački Voz" (Leskovac train).

Explore the archaeological wonders of Justiniana Prima, also known as the Empress' Town, dating back to the 6th century. Legend has it that Emperor Justinian I commissioned this magnificent early Christian city in honor of his illustrious wife, Empress Theodora, lending it an air of mystique and grandeur.

Conclude your enriching experience and return to the city around 6 pm, filled with memories of cultural immersion and gastronomic delights.

Inclusions: The tour guide, transportation, museum tickets, wine tasting at the winery Stari Dani (3-5 types of wine, wine board), lunch at the traditional restaurant.
Additional costs: Personal costs.

Note: The program is optional and can be tailor-made until the details, according to clients free time and preferences.



IN VINO VERITAS

Whole day tour / History / Culture / Wine & Gastro

The allure of the Roman Empire continues to captivate archaeologists and enthusiasts of ancient history and culture, drawing them to explore its legacy even centuries later. Among the many facets of Roman civilization, their passion for viticulture and winemaking, particularly in Eastern Serbia, has left an indelible mark that endures to this day. This tour is designed for those who relish the pleasures of life.

Begin your journey at Winery Jović in the village of Potrkanje, where you'll indulge in a wine tasting accompanied by delectable bites. Sample authentic cheeses from Stara Mountain, along with "Belmuž," a unique dish crafted exclusively in this region, blending fresh cheese no older than two days with cornflour and salt. Jović Winery is renowned for cultivating an indigenous variety of sour cherries (višnja), from which they produce the exquisite "Višnjica" wine.

Explore the archaeological marvel of Felix Romuliana, a palace that stands as a testament to the artistic prowess of late antiquity during the 3rd and 4th centuries. Designated as a UNESCO World Heritage site, it offers a glimpse into the opulence and grandeur of Roman imperial architecture.

Enjoy a leisurely lunch break at the esteemed Matalj Winery, accompanied by a delightful wine tasting experience.

Before reaching the enchanting Rajac cellars, make a memorable stop at Raj Winery, nestled along the way. Delight in a brief visit and savor the unique flavors of their exceptional wines, enriching your journey with yet another delightful tasting experience. Continue your journey to the enchanting Rajac cellars, a picturesque wine village constructed from sandstone in the mid-19th century. Explore the historic Serbian cemetery, a protected cultural monument, nestled amidst the rustic charm of the village.

Indulge in a wine tasting session at an authentic cellar dating back to 1878, featuring wines from the renowned Negotin region and traditional dishes from Eastern Serbia.

Conclude your day of exploration and indulgence as you return to Niš around 8:00 pm, carrying with you cherished memories of cultural heritage and gastronomic delights.

Note: The program is optional and can be tailor-made until the details, according to clients free time and preferences.

Inclusions: The tour guide, transportation, museum tickets, lunch.

Additional costs: Wine tasting at the mentioned wineries is available at an extra charge, with prices varying depending on the chosen winery and the number of wines included in the tasting. Personal costs.



THE PATHS OF THE PIROT CARPET

Whole day tour / History / Culture / Wine & Gastro

Each intricate pattern woven into the original Pirot kilim holds centuries-old symbolism and significance. With a weaving tradition spanning over 400 years, these kilims were crafted exclusively from wool sourced from the Stara Mountain (Balkan Mountain), symbolizing family harmony and prosperity, serving as guardians of the home, and esteemed gifts for business associates and dignitaries. The Pirot kilim stands as a testament to the rich tapestry of Serbia's intangible cultural heritage.

Embark on a tour of the Museum Ponišavlje, nestled within a charming 19th-century townhouse in Pirot. Here, marvel at the exquisite craftsmanship displayed in pottery, woodwork, and metal artistry, showcasing the talent and expertise of the local artisans. The Hristić House, a designated cultural monument of exceptional importance, stands as a tribute to the region's cultural legacy.

Next, venture towards the Natural Park Stara Planina, where an easy mountain trek leads to the picturesque Zavoj Lake meanders, offering panoramic views of the breathtaking Stara Mountain landscape. With ample time for relaxation and capturing scenic photographs, this leisurely 7.2 km trail promises a delightful journey.

Lunch awaits at an Ethno restaurant in Pirot, serving authentic dishes inspired by the flavors of Stara Mountain, including succulent lamb slow-cooked in a traditional ceramic pot known as "sač," savory flattened sausage, and delectable Pirot cheese.

Concluding the day's exploration, visit the medieval Kale Fortress, also known as "Momcilo's Town," steeped in history and architectural grandeur.

As the day draws to a close, enjoy the scenic drive back to Niš via the picturesque Sićevo Gorge, adorned with charming tunnels and breathtaking natural vistas, adding to the enchantment of your journey through the cultural heartlands of Serbia.

Optional visit of Sićevo village renowned for grape cultivation since Roman times and the ancient Roman road Via Militaris that passed here. Wine tasting experience awaits at the cellar Vidanovic, and authentic cellar over 200 years old in Sićevo, serving as a museum of viticulture and tradition of southeastern Serbia.

Inclusions: The tour guide, transportation, museum tickets, lunch at the restaurant in Pirot.

Additional costs: Personal costs.

Note: The program is optional and can be tailor-made until the details, according to clients free time and preferences.