

FOOD EXPO ATHENS

ALBANIAN PAVILION ∞ HALL 1, STAND E20/F19

ALBANIA

FOOD AND DRINKS





ALBANIAN PAVILION

**COME AND VISIT US
HALL 1,
STAND E20/F19**

foodexpo Greece

8-10 March 2025

METROPOLITAN EXPO

The Albanian Investment Development Agency (AIDA) is the key Albanian public institution in attracting and supporting foreign and domestic investors. AIDA focuses on increasing the competitiveness of the private sector, enhancing the country's export potential and promoting/supporting foreign direct investments in Albania, as well as promoting the touristic potential of the country.

The activity of the Agency is mainly focused on:

- Facilitating and supporting direct investments in the Republic of Albania.
- Increasing the competitiveness and innovation capacity of Small and Medium Enterprises.
- Promoting and assisting exports of goods and services.
- Attracting and promoting strategic investments: domestic and foreign.
- Promoting Albania in the investor community and presenting investment opportunities to potential or existing investors.

AIDA offers comprehensive support to foreign and domestic investors regarding their investment projects. Its qualified staffs assists not only with market analysis and potential sectors for investment but also with advice on finding suitable properties and locations, as well as helping to identify new and existing projects to collaborate. AIDA also provides aftercare services aiming to meet successfully the demands of foreign investors after the successful completion of their projects.

AIDA's services are free of charge!

At AIDA, our specialized, multidisciplinary team will provide you with no-cost professional services tailored to your project's needs, attracting and supporting foreign and domestic investors. AIDA focuses on increasing the competitiveness of the private sector, enhancing the country's export potential, and promoting/supporting foreign direct investments in Albania, along-side promoting the tourism potential of the country.

FOOD & BEVERAGES SECTOR IN ALBANIA

The food and beverage sector in Albania is a vital component of the nation's economy, encompassing agriculture, food processing, distribution, and retail. Agriculture employs approximately 41% of the population, with about 24.31% of the land dedicated to agricultural activities.

Agricultural Production

Albania's diverse climate and fertile soil support the cultivation of various fruits and vegetables, including apples, olives, grapes, oranges, lemons, apricots, peaches, cherries, figs, sour cherries, plums, strawberries, potatoes, tomatoes, maize, onions, and wheat. The country also produces sugar beets, tobacco, meat, honey, dairy products, and aromatic plants.



Food Processing and Exports

The processed food and beverage sectors account for about 10% of Albania's exports, with primary markets in Italy, Greece, Germany, and France. In December 2024, Albania's exports of food, beverages, and tobacco were valued at approximately 4.84 billion Albanian lek (ALL).

Beverage Industry

The beverage industry in Albania is projected to reach \$190 million by 2026, growing at an average annual rate of 2.6% since 2005.

ALBANIAN STATE INCENTIVES AND AIDA'S SUPPORT FOR FOOD & BEVERAGES SECTOR



The Albanian food and beverage industry has been a constant focus of priorities of the Albanian government. The Albanian Government in cooperation with international partners has continuously offered financing mechanisms and schemes that promote the development and support the work of the businesses in beverage and food industry.

AIDA plays a crucial role in supporting and promoting the development of the food and beverage industry in Albania. Overall, AIDA's

support for the food and beverage industry has helped to create a favorable business environment in Albania, attracting investment, supporting local businesses, and promoting sustainable development.

Through participation in the fair, AIDA aims to promote Albanian business and the food and beverage industry, enable meetings with interested companies for partnerships, and support Albanian companies with logistics for scheduled meetings, increasing exports in this sector, attracting foreign investors and promoting Albania.



MAPS SECTOR IN ALBANIA

89% OF THE PRODUCTION OF MEDICINAL AND AROMATIC PLANTS EXPORTED

21% OF THE TOTAL AGRICULTURAL EXPORTS IN ALBANIA

70% of the medicinal and aromatic plant exports go to the Eurozone, while the rest goes to United States of America. Medicinal and Aromatic Plants in Albanian mainly grow in Shkodër, Malësi e Madhe, Korçë, Elbasan, Berat, Gjirokastër dhe Kukës. In 2023, according to official statistics, the local production of medicinal and aromatic plants was 17.800 tons. Albanian is a leading supplier of sage to the US market and



wild thyme to the German market. Over the last decade, the Albanian MAPs sector has taken huge steps to comply with international standards and requirements. “Made in Albania” products have become more competitive in quality and sustainability.

Farmers in Albanian currently cultivate, collect and export 187 species of medicinal and aromatic plants from 330 species of medicinal and aromatic plants growing in Albania. The sector employees around 85.000 people.

COFFEE SECTOR IN ALBANIA

Albania has a deeply ingrained coffee culture, reflected in its significant number of coffee establishments and consumption patterns. As of 2018, the country boasted approximately 18,000 coffeehouses, equating to about 654 per 100,000 inhabitants, positioning Albania among the nations with the highest density of coffeehouses globally.

In 2021, per capita coffee consumption in Albania reached 4.51 kilograms, marking a 54.5% increase from the previous year. This represents the highest level recorded in the country's history.



However, the coffee market has faced challenges in recent years. The COVID-19 pandemic led to temporary closures and restrictions, impacting many establishments. Subsequently, rising costs and decreased consumer spending have caused a decline in the number of operational cafes, especially in areas like Tirana, where up to half of the cafes have closed due to these economic pressures.

Despite these challenges, coffee remains an integral part of Albanian social life, serving as a cornerstone for social interactions and daily routines.

WINE SECTOR IN ALBANIA

Wine Regions - Albania's wine production is distributed across several key regions:

- **Berat:** Known for its white wines, particularly those made from the Debinë grape.
- **Korça:** Famous for both red and white wines, with varieties like Kallmet and Shesh i Bardhë.
- **Tirana:** Produces a variety of wines, including those from the Shesh i Bardhë grape.
- **Durrës:** Offers a range of wines, including those from the Vlosh grape.
- **Lezhë and Shkodër:** Known for red wines, especially those made from the Kallmet grape.

Grape Varieties - Albania cultivates several indigenous grape varieties, including:

- **Debinë:** A white grape variety known for its crisp and aromatic wines.
- **Kallmet:** A red grape variety producing robust and tannic wines.
- **Shesh i Bardhë:** A white grape variety used in the production of fresh and fruity wines.
- **Vlosh:** A red grape variety known for its deep color and rich flavors.

Albania boasts a rich and ancient winemaking tradition, with viticulture dating back over 2,000 years. The country is renowned for its indigenous grape varieties and diverse wine regions, each contributing unique flavors and styles to its wine portfolio.

Production and Export

In 2022, Albania produced approximately 3.03 million liters of wine, with 46.4% of this production being exported, primarily to other European countries. The wine market in Albania is projected to grow by 0.33% annually from 2025 to 2029, reaching a market volume of \$188.3 million by 2029.

Historical Significance

Albania's winemaking history dates back to the 8th century BC, during the ancient kingdom of Illyria. The country's diverse climate and fertile soils continue to support a vibrant wine industry, blending traditional practices with modern techniques to produce wines that reflect Albania's rich cultural heritage.



ALBANIAN EXHIBITORS



FOOD EXPO ATHENS
2025

B I D A J S H P K

Sector: Natural Ingredients

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Rrogozhinë, Albania

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Website: www.bidaj.al



BIDAJ shpk is a family established company operating on the market since 1994.

The main activity consists in collecting, controlling, testing, cleaning, drying, packing and exporting medicinal and aromatics herbs. Most of these herbs are collected from Albania's diverse landscapes—mountains, forests, fields and then controlled, cleaned, and hand selected by our employees to bring highest quality to our customers. Strategically located in central Albania, favorable geographical position enables the company to source a wide variety of wild herbs.

The company received EU Organic Certification in 2017 and USDA organic certification in 2020, reflecting the commitment to organic practices and the future of sustainable herb production. The certification underscores the dedication to providing high-quality organic products to the customers. BIDAJ is cultivating its own fields to cultivate organic flowers (such as cornflower, calendula flowers, mallow flowers, etc).

BIDAJ has been exporting high-quality dried herbs to various European countries, including France, Germany, Poland, Italy, Croatia, Spain, Belgium, Lithuania, the Czech Republic, etc. The company is looking forward to expand into new markets with new partners in the United States and ASIA.





The name "Lo-Am Medicine" is derived from the names of his children, Lois Amina, symbolizing a deep-rooted commitment to family and nature. Strategically located along the Arber Road, an area renowned for its rich biodiversity and pristine landscapes, Lo-Am Medicine operates at the intersection of tradition and innovation, ensuring the highest quality in natural products.

Lo-Am Medicine specializes in:

- Medicinal, Aromatic & Wild Plants: Sourced for pharmaceutical and healthcare industries.
- Snail Collection: Supplying premium-quality snails for culinary and cosmetic applications.

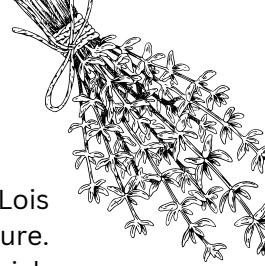
• Mushrooms & Decorative Flowers: Delivering fresh, high-quality products to both local and international markets.

Lo-Am Medicine is committed to the sustainable collection and processing of natural resources, preserving biodiversity while delivering high-quality products. By blending traditional knowledge with modern practices, the company aim to support local communities, enhance environmental conservation, and promote well-being worldwide. We strive to be a leader in the natural products sector, setting new benchmarks in quality and sustainability. Lo-Am Medicine envisions a future where businesses play a key role in ecological preservation and responsible economic growth, benefiting both people and the planet.

The company offers a diverse product selection of medicinal and aromatic plants, including:

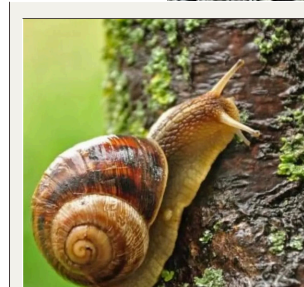
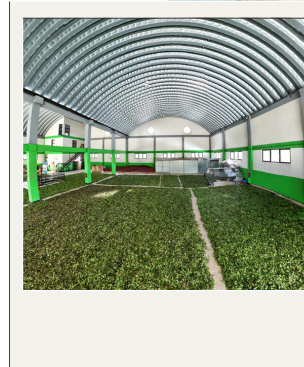
Fabaceae; Tilia Officinalis; Veratrum Nigrum; Sorbus Domestika; Rosa Canina; Trifolium Pratense; Malus Sylvestris; Primula Vulgaris; Taraxacum Officinale; Achillea Millefolium; Pini Turiones; Juniperus; Folia Hedera Helix; Myrtillus Folium; Salvia Officinalis; Mentha Piperita; Verbascum; Crataegus Monogyna; Sambucus Nigra; Thymus; Urtica Dioica; Hypericum; Perforatum

Lo-Am Medicine is more than a business—it is a source of opportunity for families in the Dibër district in Albania.



LO - AM MEDICINE

Sector: Natural Ingredients
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ENOFAMA SHPK

Sector: Wine and Spirits

Company Name: ENOFAMA WINERY

Address: Rr. Malia Nr. 109 Toshkëz,
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Website: www.enofama.com



Established in 1998, Enofama Winery is a distinguished winery located in Toshkëz, Lushnje, Albania. Over the past two decades, the company has specialized in producing high-quality wines and rakia, utilizing grapes cultivated from our expansive 30-hectare vineyard

Nestled north of the Seman River, near the historic St. George's Church, the company vineyards benefit from the fertile soils, gentle breezes, and mild climate of the Myzeqe plain. These natural advantages contribute to the exceptional quality of grapes, which exhibit optimal color, high sweetness, and satisfying acidity, key attributes for crafting superior wines and rakia.

Enofama Winery offers a diverse range of products, including:

- Red Wines: Merlot, Cabernet, Vrantas, Toska e Kuqe, Tempranillo
- White Wines: Trebbiano, Riesling, Shesh i Bardhë, Toska e Bardhë
- Rose Wines: Rozali
- Rakia: Traditional grape rakia

The company commitment to quality is evident in every step of the production process. After harvesting, the grape juice undergoes fermentation in stainless steel tanks and is then aged in either stainless steel containers or concrete vats, depending on the desired final product. The company rakia is distilled in high-quality copper and stainless steel vessels, preserving its natural essence and delivering a pleasant taste with a clear appearance.

The products are distributed throughout Albania, available in restaurants, bars, markets, and supermarkets. The company export wines in Belgium. The company takes pride in offering consumers beverages that are not only of high quality but also safe and healthy.

At Enofama Winery, we are dedicated to harnessing the gifts of nature to create exceptional wines and rakia, contributing to a brighter future for our region.





D U A K A F E

Sector: Food & Beverage

Company Name: FOOD PROMOTION

Address: Rruga Picar, 1032 Vore,
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Dua Caffe is a distinguished coffee company based in Vore, Tirana, Albania, renowned for its passion, dedication, and meticulous attention to detail throughout the coffee production process. The company emphasizes selecting premium coffee beans from optimal origins, ensuring each Dua Caffe bean offers a unique and exceptional experience. The company works with passion and honesty every day to maintain excellent coffee quality for the customers. We try to make our modest contribution to relatively old customs, keeping in mind every moment the immense love for the consumer, coffee, nature and human life.

The company coffee is present everywhere with its three brands: Dua Caffe, Aria Caffe, Merak Caffe. Dua Caffe is present in the Albanian market, North Macedonia, Kosovo, Spain and France.

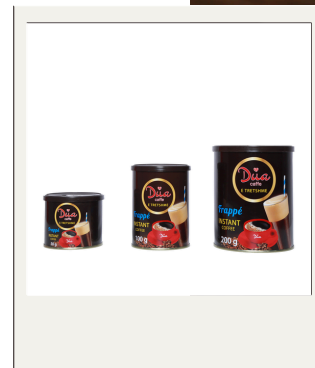
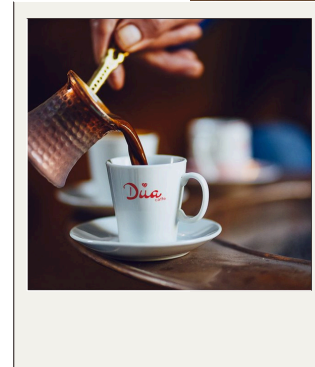
Product Range - Dua Caffe offers a diverse selection of coffee products tailored to various preferences and settings:

- Professional Line: Specialized blends designed for the HORECA network, ensuring a superior coffee experience in professional environments.

- Home Use: Turkish coffee varieties crafted for those who cherish traditional brewing methods at home.

- Office Solutions: Convenient coffee options, including espresso pods, to cater to workplace needs, ensuring a fresh and delightful coffee experience for staff.

The company prioritizes technological innovation, good production practices, and packaging in a modified atmosphere to maintain freshness. Strict adherence to HACCP standards is ensured, with specialized staff trained daily to guarantee the best taste. Dua Caffe positions itself as a leader in the Albanian market and continues to further consolidate performance in the international markets.



KANTINA SHEHI

Company Name: WINERY FAMILY SHEHI
FARKE TIRANE

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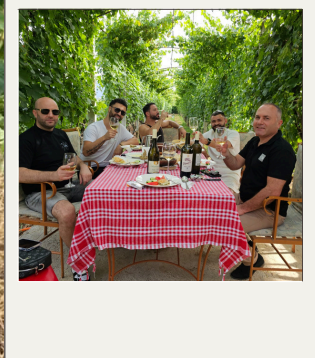
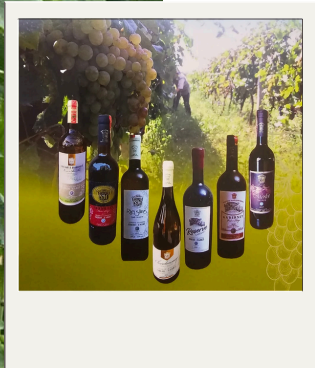
Kantina Familjare Shehi is a family-owned winery located in Farkë e Madhe, Tiranë, Albania, just 3 kilometers from the center of Tirana. Established in 1998 by five brothers and their families, the winery spans 11 hectares, with 3 hectares of vineyards, 3 hectares of olive groves. The winery's core business consists of 70% wine and grape production, while 30% is dedicated to agrotourism, offering visitors a rich experience of agriculture and farm-to-table products. Kantina Familjare Shehi offers a diverse range of wines such as:

Red Wines

- **Cabernet Sauvignon (2021)** – A dry red wine with fruity and silky aromas, complemented by earthy notes and dark chocolate. Ideal pairings: beef, hard cheese, ribeye, and stuffed mushrooms.
- **Merlot (2017)** – A dry wine featuring aromas of strawberries, mint, cherries, and plums, with a medium body and oak flavor. Best paired with ribs, meat, and turkey.
- **Cabernet Reserve (2020)** – An aromatic wine with notes of blackberry, fresh mushrooms, currants, and flowers, balanced by subtle hints of herbs and spices. Perfect for beef, barbecue, grilled asparagus, and cheese.
- **Sheshi Zi (2023)** – An autochthonous variety from Central Albania and the Tirana region. This 100% Sheshi Zi wine has a red color with violet hues and aromas of forest fruits and cherries, with an alcohol content of 13%. Recommended with grilled red meat or aged cheese.

White Wines

- **Sheshi Bardhe (2024)** – A native Albanian variety from Central Albania, primarily the Tirana region. Rich in minerals, with aromas of green fruits and lemon blossom. Its high acidity ensures longevity, with an alcohol content of 13%. Suitable for fish and white meat dishes. Produced using the Orange Wine method, it showcases the full potential of the variety.
- **Riesling (2024)** – An aromatic wine with floral aromas and high acidity, featuring natural flavors of apple, apricot, peach, and pear. Pairs well with seafood, spicy foods, goat cheese, and antipasti.
- **Chardonnay (2023)** – A refined white wine crafted from Chardonnay grapes.





HERTA WINNERY

Sector: Wine and Spirits

Company Name: HERTA WINERY

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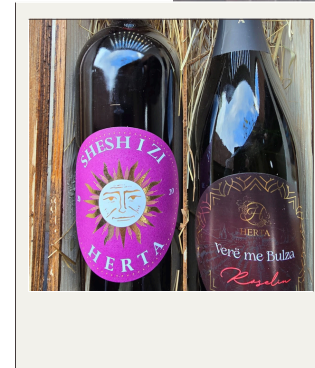
Kantina Herta is a family-owned winery established by the Hamdi Osmani family, located in Maminas, Durrës, Albania. The winery began its production after cultivating an initial 4.5 hectares of vineyards in Maminas and its surroundings, which has since expanded to 6 hectares. Equipped with Italian "Della Toffola" technology, Kantina Herta produces high-quality wines, making it a notable competitor in the Albanian wine market.

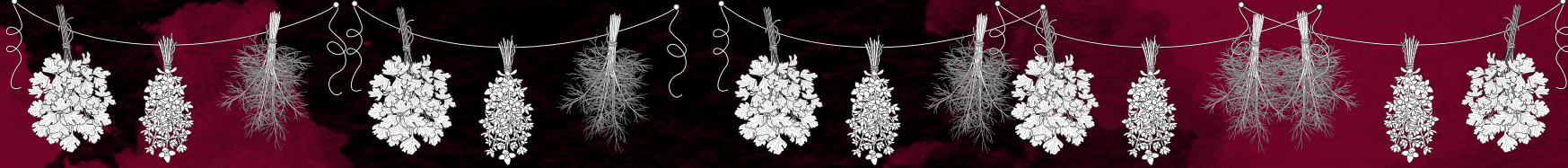
Kantina Herta offers a diverse range of products, including:

- **Red Wines: Shesh i Zi:** A high-quality red wine with a deep red color and delicate fruit aroma, ideal for accompanying various meat assortments.
- **White Wines: Bukuroshja e Maminasit:** Produced from the Shesh i Bardhë variety cultivated in Central Albania, this wine has a light golden color, pleasant aroma, and delicate bouquet.
- **Raki: Rakia e Shefit:** An ancient alcoholic beverage obtained from the traditional distillation of grapes from the Durrës area, aged to provide a very pleasant taste.

The company commitment to quality is evident in every step of the production process. After harvesting, the grape juice undergoes fermentation in stainless steel tanks and is then aged in either stainless steel containers or concrete vats, depending on the desired final product. The company rakia is distilled in high-quality copper and stainless steel vessels, preserving its natural essence and delivering a pleasant taste with a clear appearance.

Kantina Herta is dedicated to harnessing the gifts of nature to create exceptional wines and rakia, contributing to a brighter future for our region.





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