

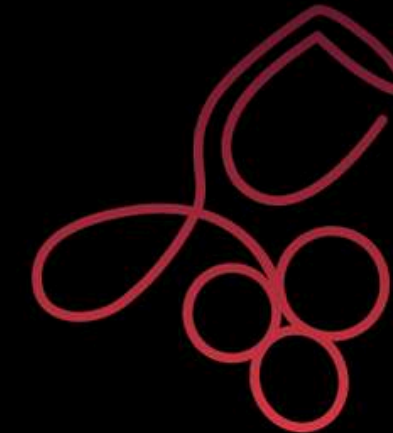
**20 JUNE &
7 NOVEMBER**

2026

NEW LOCATION!

**PARK ZVEZDA
LJUBLJANA**

NEW OPPORTUNITIES.



**LJUBLJANA
WINE ROUTE**

INVITATION TO PARTICIPATE 2026

- Greater visitor flow.
- Even more opportunities for sales & promotion.

ORGANIZER



PARTNER






**SALES &
PROMOTION**
OF WINE & CUISINE

LJUBLJANA

WINE ROUTE

A BLEND OF WINE AND THE CITY'S VIBRANT RHYTHM

The Ljubljana Wine Route takes place under the auspices of the organizer, Proevent, the company behind the Slovenian Wine Festival. This year, the event will once again be held in two well-established time slots.

The Summer Wine Indulgence is set just before the start of summer, when we will come together—ahead of holidays and the end of the school year—to enjoy light wines and delicious bites.

St. Martin's celebration in Ljubljana remains a traditional event for both locals and tourists, where we celebrate local cuisine alongside excellent domestic and international wines.

Both editions are **promotional-sales** events, featuring uniformly equipped stands, glass rental, value coupons, and information points for visitors.



20 June 2026



14.00–21.00



Park Zvezda,
Ljubljana



7 November 2026



10.00–17.00



Tasting
packages



WHO ATTENDS? AND HOW DOES IT WORK?

Participant profile:

- Winemakers and culinary professionals
- Sponsors
- Media partners
- Everyone connected to the world of wine and gastronomy

Visitor profile:

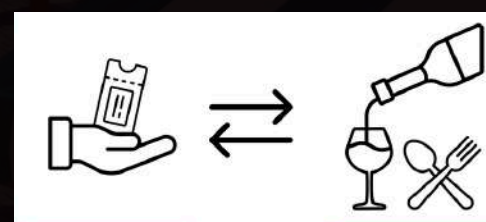
- Business professionals
- Traders
- Wine shop owners
- Vineyard owners and winemakers
- Sommeliers
- Oenologists
- Members of winegrowers' and winemakers' associations
- Members of wine fraternities
- Knights of Wine
- Wine queens
- Wine enthusiasts
- Journalists

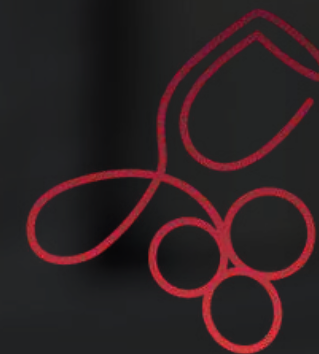


36 EDITIONS
BEHIND US



The Ljubljana Wine Route is free to attend. For tastings, **coupons** are used as a payment method and can be purchased at the event cash points. **Commemorative tasting glasses** are also available for purchase at the cash points.





ALL WINE-GROWING REGIONS

INTERNATIONAL WINES & A CULINARY CROSSROADS



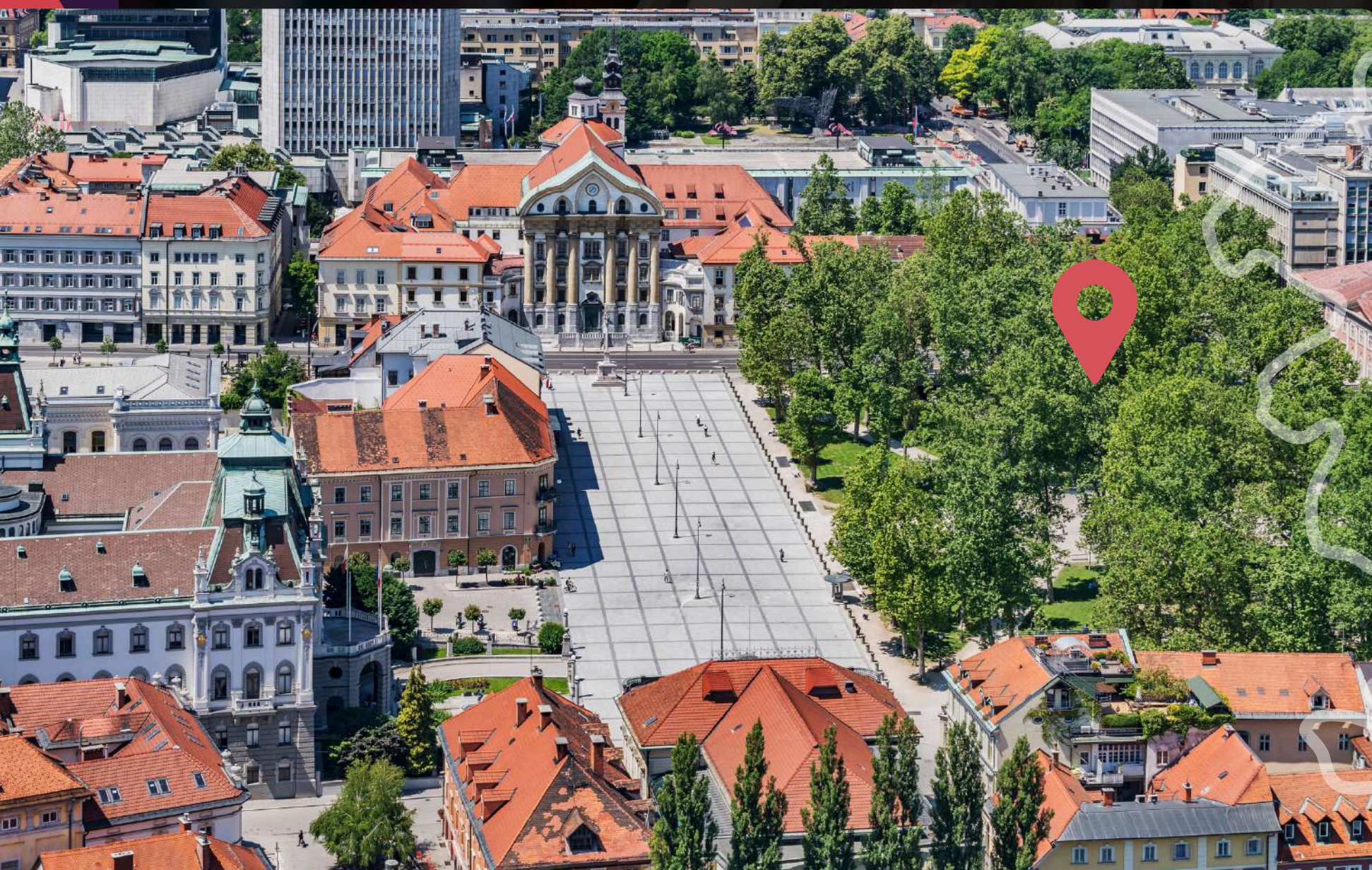
**WINEMAKERS AND
CULINARY EXHIBITORS**
in 2025



700+ WINE SAMPLES
in 2025



15.000+ VISITORS
in 2025





PARTICIPATION OPTIONS

1. PARTICIPATION WITH AN EXHIBITION SPACE

A PARTICIPATION AT A PROMOTIONAL-SALES STAND

The one-day rental fee includes:

- a standard equipped stand (counter and signage board), where you may present any number of your products;
- providing visitors with wine glasses;
- a basic listing on the official website and mention on the list of winemakers and culinary exhibitors on the event map;
- event promotion;
- the option to rent a spittoon and an ice container;
- ice supply.

IMPORTANT DEADLINES

- Deadline to register for the package offer: 31 May 2026
- Deadline for payment of the package offer: 6 June 2026

NOTES

- The package price for both events is valid only for simultaneous registration for both events by 31 May 2026 and full payment by 6 June 2026.
- The benefits apply only if registration and payment are completed within the specified deadline.
- By registering, you accept the general terms and conditions of participation published on the website under the FOR EXHIBITORS section.
- Registration is valid only upon payment of the offer.
- The price of an electricity connection is available upon request.



Participation in one edition of the Wine Route

EUR 350.00 for one event



Participation in both editions of the Wine Route

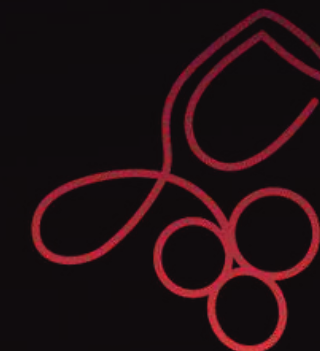
EUR 600.00 when registering for both events at the same time



**REGISTER BY
31 MAY**

AND ENJOY A BETTER RATE FOR BOTH WINE ROUTE EVENTS





2. ADVERTISING & PROMOTION

- | | | |
|----------|--|---|
| A | ADVERTISING ON THE WEBSITE LJUBLJANSKAVINSKAPOT.SI
A rotating website banner (1200 × 200) displayed for up to one (1) month before each individual event. |  €510.00 + VAT / event |
| B | PLACEMENT OF A FREESTANDING ROLL-UP BANNER
Placement of a freestanding roll-up banner at the entrance to the event (printing and delivery are provided by the partner; installation by the organizer). |  €590.00 + VAT / event |
| C | DISPLAY OF PROMOTIONAL MATERIALS AT THE INFO POINTS
Promotional materials displayed at the entrance (available to visitors throughout the event). |  €590.00 + VAT / event |
| D | CONCEPT AND EXECUTION OF A DIGITAL MARKETING CAMPAIGN
Featured post on the Wine Route Facebook profile / sponsored post in the amount of €50 on the Wine Route Facebook profile / featured post on the Wine Route Instagram profile / feature on the Wine Route Instagram Story. |  €350.00 + VAT / event |

SEE YOU HALFWAY!

WITH A GLASS IN HAND AND
SUNSHINE IN THE SOUL


[EVENT REGISTRATION ►](#)

Other forms of participation are also available, so for more information, please contact the festival's organizing team.

YOU ARE ALSO INVITED TO ...



 19–20 November 2026

 14.00–20.00

 Cankarjev dom, Ljubljana

 Proticket.si

REGISTRATION IS NOW OPEN ►

Slovenian

28TH WINE FESTIVAL

The Slovenian Wine Festival, the largest and most prestigious event dedicated to wine culture in Slovenia, returned in 2018 - after twenty-one years - to Cankarjev dom, the temple of Slovenian culture, where the festival story first began.

Over the years, the event has become a well-established tradition, recognized by winemakers, culinary professionals, and visitors alike. In November 2025, the festival welcomed 3,400+ wine experts and enthusiasts, with 120+ winemakers and culinary exhibitors participating.

As part of the Slovenian Wine Festival, we strive each year to open up new opportunities for winemakers. Therefore, we offer various training programs and workshops to support entry into foreign and new markets, the adoption of new knowledge, and the successful transfer of operations to younger generations.

What is the goal of the Slovenian Wine Festival?

- Over the course of two days, to bring together, promote, and present all the flavors of Slovenia's noble wine heritage to both visitors and participants in one place.
- To attract more international winemakers to the festival each year.
- To bring the culture of wine appreciation closer to visitors.
- To pave the way for long-term partnerships and business opportunities.



140+ WINEMAKERS
in 2025



550+ WINE SAMPLES
in 2025



3,400+ VISITORS
in 2025

ORGANIZER


CONTACT INFORMATION

LJUBLJANA WINE ROUTE




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 [ljublanska_vinska_pot](https://www.instagram.com/ljubljanska_vinska_pot)

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ORGANIZATOR



BRINGING PEOPLE TOGETHER.



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