



Escape2

Company Name

Muses Estate – Winery/Vineyard

Email

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Country

Greece

Greek example of Potential for Rural Tourism in your Region



At the north-west of Athens, in the region of Boeotia, lies the Valley of the Muses, formed on the slopes of Mount Helicon by the short course of the river Permissos on its way to the sea.

This is the place where the vineyards of the Muses Estate lie.

The waters of the river, the numerous water springs found along both sides of its banks and the fertile soils of the valley have created the perfect environment for the growth of the grape, the fruit of vine.

The Muses-Estate has become a famous rural destination in Greece and abroad.





On the slopes of Mount Helicon, grapevines find the perfect soil to grow, while the cold currents of air coming down from the mountain create the right mesoclimate for the production of wines with character and typicity.



**HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE?
WHAT GAP IN THE MARKETPLACE DOES IT FILL?**



His deep love for wine and the millennia-old winemaking tradition of his homeland led Nikolaos Zaharias to found a small winemaking facility in 1946 and fulfill his life-long dream. In 1967, his son, Athanasios Zaharias, entered the family business and gave it a new impulse by implementing dynamic and forward-looking ideas.

In 2005, the year when “Muses Estate” was created, it was time for the third generation to take their place in the family business. Their skills, scientific knowledge and youthful ideas

combined with the family tradition and experience helped Muses Estate to make a step further into the 21st century.

Even though, winemaking is an old tradition for the people living in the Muses valley, Muses Estate has managed to modernize the tradition, find new innovative ways for vine growing and winemaking that were missing from the marketplace and transforming their Estate to a touristic attraction.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

(Eg. Grants And Other Support)?



- Muses Estate was co-funded by Greece and the European Union by the programme EPANEK 2014-2020.

HOW SUCCESSFUL HAS IT BEEN?



Muses Estate is now one of the most successful wineries across Greece as it cultivates numerous white and red grape varieties such as Assyrtiko, Savatiano, Malagousia, Roditis, Chardonnay, Sauvignon Blanc, Robola and Trebbiano, Cabernet Sauvignon, Merlot, Syrah and Grenache Rouge.

They people of Muses Estate have been motivated by their love for wine and their belief in certain basic principles, transferred from one generation to another.

The key to success was that the Muses Estate understood the potential for development that the area had to offer them and put all their efforts in becoming the best in the field of winemaking.

Visits on the Muses Estate are a very famous activity for tourists as they have the chance to walk around the vineyard, taste different kind of wines and pair them with food, enjoying a unique experience.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



The success of the Muses Estate is a result of collaborative work between many generations as the family tradition counts in total more than half a century of experience in vine growing and winemaking.



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein 2020-1-ES01-KA202-082418



Co-funded by the
Erasmus+ Programme
of the European Union