



We do local and Wines of Crete Affiliation



The **We do local** became affiliated with the Cretan Winemakers' Network, wishing to actively participate and organize actions in the primary sector but also in the tertiary one (tourism). The starting point for this affiliation was the Pancretan Exhibition "OENOTICA 2015", where the winegrowers of Crete welcomed the friends of the Cretan vineyard in the "Garden of Senses" event hall, in Malades, on 28th February, 1st & 2nd March.

Being the sponsor of the event, We do local was present, with all those involved in both organizations preparing their common actions and exchange information and views on how to improve their involvement.

We do local is an innovative venture, launched by twelve businessmen in the tourism industry of Crete, who cooperated with the Cosmocert SA Certification Services and the Local Food Experts SCE with the aim of redefining the national tourism product, highlighting the unique local hospitality and supporting local production and economy. Businesses that operate under the philosophy of We do local get certified for all their actions that support and promote their homeland. This way they are rewarded and promoted for their services by bearing the distinctive label of We do local, thus having an additional significant means of promotion.

On the other hand, both Winemakers' Networks in the regional districts of Heraklion and Rethymnon support any action that contributes to the public and institution awareness on the economic, social, environmental and cultural importance of the vine and wine products, through the "**Wines of Crete**" label. The Cretan Winemakers' Network, with its consolidated promotion and its distribution network, is a key resource for the support of the primary sector by tourism, through actions for the promotion and development of the enotourism, as well as the culinary tourism on Crete.

We do local and **Wines of Crete** operate under a common factor: the notion that linking the tourism sector, and more specifically hospitality and mass catering, with the production of agri-food and other local produce is a strategic priority for the financial, tourist and cultural development of our country.

In a time of economic crisis, linking the local producers with the business supply chain is considered to be a business and a social necessity.

Because "We do local" basically means "We do together".