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*The Vencac Vineyard Cooperative Reflected in the Press*

*Summary*

It is possible to follow the work of the specialized wine organization „Vencac Vineyard Cooperative“ through press reviews in the papers and magazines from the very beginning when it was founded in 1903 up until the end of World War II. As the first Cooperative of its kind on the Balkans, it constantly attracted the attention of journalists and other writers who wrote about its results in cultivating, harvesting and processing wine. Especially between the two World Wars numerous features, reviews and interviews were written about the members of the cooperatives and related topics. All bears much greater significance if one knows that the Cooperative was located in the small village of Banja, near Arandjelovac, about a hundred kilometers from Belgrade.

The study offers a review of domestic press releases (especially in „Politika“, „Vecernje Novosti“ and others), but it is a well known fact that even journalists from abroad wrote about the Cooperative. After World War II interest of the press for the „Vencac Vineyard Cooperative“ declined, with the exception of the magazine „Navip“ owned by the Navip company within which the Cooperative operates under the name „Navip Vencac Vineyards“.