

# No.13

## Doroteja Brand

Slovenia

Upper Carniola

Kamnik



### Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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### Description

Doroteja is a brand from Mekinje Monastery in Kamnik, Slovenia, named after 17th-century abbess Doroteja Sidonija Gallenberg. It offers a range of herbal products, including teas, beverages, syrups, and honey. The brand focuses on traditional, locally sourced ingredients and aims to revive the historical healing and educational heritage of the monastery, making it increasingly recognizable as a cultural center. Doroteja also emphasizes sustainability and environmental responsibility in its production processes. The brand's commitment to quality and authenticity is reflected in its careful selection of herbs and natural ingredients. By blending tradition with modern practices, Doroteja not only preserves the monastery's rich heritage but also promotes wellness and a connection to nature.

<https://doroteja.si/>

### Types of handicrafts

Herbalism	Herbal drying and processing	Soap making	
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### Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products Shop selling local artisans' products	Social media accounts Events (workshops, guided tours, festivals, exhibitions)
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## What can we learn?

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>The Doroteja brand highlights the Mekinje Monastery's cultural heritage and historical significance.</li> </ul>
<b>Success factors</b>	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> <li>Traditional products infused with ancient wisdom, harmoniously combined with modern trends</li> <li>largest herbal garden - more than 150 species of various herbs, cared for by renowned herb connoisseur Sabina Grošelj</li> <li>unique gift program</li> </ul>
<b>Local community involvement</b>	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> <li>renaming of the Public Institute Mekinjski Monastery to the Public Institute for Culture Kamnik (Official Gazette of the Republic of Slovenia, No. 94/21) at the 13th session on 4.05.2021</li> </ul>
<b>Link to professional network</b>	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> <li>4 selling points in Kamnik</li> <li>Launch herbal breakfasts for various visitor groups; collaborate and network with tour operators, hotels, and travel agencies.</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>Informative website</li> <li>Facebook, Instagram, YouTube</li> </ul>
<b>Sustainability factor</b>	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> <li>products combine traditional knowledge, organic production and limited quantities</li> <li>quality mark of the Heart of Slovenia received</li> <li>Co-financed by the EU and Republic of Slovenia - Rural Development Programme, and European Agricultural Fund for Rural Development, 2014–2020.</li> <li>Aims – 30% of costs with own income, ensure regular fund financing, and seek additional national and European cultural project funding through tenders.</li> </ul>

## What makes it a best practice?

### BRANDING, IMAGE BUILDING:

The Dorothea brand is deeply integrated into the Mekinje Monastery's offerings, including breakfast products and a comprehensive gift program. It excels in branding and image building through its unique visual identity and consistent messaging across platforms. By continuously innovating and staying attuned to market trends and consumer needs, Dorothea maintains a strong, positive brand image. This makes it a best practice example in the field. The brand is associated with services for both tourists and locals, enhancing the monastery's appeal and connection with its visitors.

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