

Good Practice Example No. 6

Module 3: Basics of Digital Promotion for Women in Agribusiness

Varjača i Šerpa – Turning Tradition into a Recognizable Digital Brand

| | |
|------------------------|--|
| Industry: | Artisan food production / Traditional gastronomy |
| Location: | Brus |
| Established in: | 2022 |
| Legal form: | Small family business (Entrepreneur) |
| Business model: | B2C (Business to Consumer), direct sales |
| Core activity: | Production and sale of homemade ajvar, winter preserves, jams, spreads and traditional Serbian food products |

Varjača i Šerpa is a small gastro brand from the Brus region at the foothills of Kopaonik mountain. The business specializes in traditional, homemade ajvar, jams, winter preserves and other classic Serbian products made without artificial additives, using time-honored preparation methods — many cooked slowly on a wood-fired stove. The brand’s name literally stems from its tools: the wooden stirring paddle (varjača) and cooking pot (šerpa), both symbols of authentic food preparation.

What makes this example particularly relevant is how Varjača i Šerpa uses digital promotion to build brand identity, trust and sales - not as an afterthought, but as an integral part of their business strategy. Varjača i Šerpa does not try to appeal to everyone but targets a specific segment. Their primary audience consists of urban women aged 25–50, families who desire verified homemade food, people who do not have time to prepare traditional food themselves and buyers who seek authentic local products for gifting and sharing. This is not the mass supermarket crowd - this is a defined niche of consumers who value tradition, flavour and provenance.

On Instagram, their visual identity is consistent across all posts, with unified colours, professional product photography, aesthetically arranged plates, natural textures and carefully staged details. The packaging itself, clean and modern yet traditionally inspired, plays a key role in the visual storytelling - it communicates quality and makes the products “gift-ready,” increasing perceived value for online consumers.

More than just pretty photos, Varjača i Šerpa’s Instagram content tells a story. The brand does not simply sell ajvar; it sells tradition, emotion, nostalgia and quality without additives. Posts often highlight family involvement, traditional tools, seasonal production at the farm, the slow cooking process and the pride of doing things the old way. This is emotional marketing in practice - storytelling that connects products with memories of home kitchens, grandparents’ recipes and authentic rural life. Importantly, the profile functions as a digital selling channel, not just a gallery. Many posts include actionable information such as how to place an order, pricing, availability and details on seasonal products - turning engagement into sales. The digital content is not only engaging but functional and supportive of the customer journey.

IPA Hungary - Serbia

The overall digital strategy shows consistency and focus. Content follows a seasonal rhythm aligned with production cycles: autumn and early winter highlight ajvar and winter preserves, while spring and summer emphasize fresh jams and fruit spreads. The feed stays focused on food and production, avoiding unrelated topics that might dilute the brand's identity. Additionally, mentioning the Brus and Kopaonik region in content helps build local community recognition and strengthens geographic identity, which is strategic for fellow producers and tourists interested in regional specialties.

Varjača i Šerpa does not position itself as a discount brand; instead, it differentiates through authenticity, quality, provenance and emotional connection. Its digital communication consistently reinforces this positioning, showing that even small family producers can shape a strong, credible brand online without large marketing budgets.

Source: <https://varjacaiserpa.rs/>
<https://www.facebook.com/p/Varja%C4%8Da-i-%C5%A1erpa-100089519259497/>
<https://maliproizvodjaci.rs/proizvodjaci/varjaca-i-serpa/>
<https://www.instagram.com/varjacaiserpa/?hl=en>