STUDY

WINE INDUSTRY BULGARIA

Content

CHAPTER 1

BULGARIA - A GATEWAY BETWEEN EAST AND WEST

The geographic position of Bulgaria has always defined its historical development. Since its very foundation in 681 AD, Bulgaria has had the potential to become one of the major centers of Europe. Bulgaria is a crossing point between Europe, the Middle East and the Mediterranean.

Bulgaria is simultaneously a European, Balkan, Black Sea and Danube river country. It is situated in the Eastern part of the Balkan Peninsula and it borders the Black Sea to the East, Greece and Turkey to the South, Republic of North Macedonia and Serbia to the West and Romania to the North. The geographic location of the country predefines the country as a crossing point between Europe and Asia and its strategic position on the political map of the Balkan Peninsula with regard to regions rich in recourses and world markets. Today, its outlet to the Black Sea connects the country with all other Black Sea countries and facilitates the exchange of goods among them. The geographic location of Bulgaria has always been crucial for its development throughout its long history. Ever since it was established in 681 AD, Bulgaria has had the potential to become one of the focal points of Europe. It played an essential part in the dissemination of Christianity among the peoples in Eastern Europe. A few centuries later, with the decay of the Second Bulgarian Kingdom (1185–1396), the country was invaded by the Ottoman Empire and remained a part of it for five centuries. The Russian Bulgarian war of 1877-1878 lead to the inauguration of the rid Bulgarian Kingdom. After World War II, the country became part of the Eastern Block and assumed a communist regime. In 1990, democracy was restored in Bulgaria in the form of a parliamentary republic and today it is part of the EU and NATO. Bulgaria's position with regard to spare transportation is particularly favourable. As part of Eastern Europe, Bulgaria is a crossroads and a transit territory between Western Europe, the Middle East and the Mediterranean.

Both in the big cities, as well as the resorts in Bulgaria, there are a lot of opportunities to enter the Bulgarian market and to develop lasting partnerships. In Bulgaria, there are industrial and services expos, as well as expos about agriculture and new technologies, some of which are known all over the world. The tradition of hosting such events has resulted in the development of a corresponding infrastructure for conducting conferences in Bulgaria. The four international airports in the country ensure easy access to all parts of the world. Bulgaria's rich history and various natural resources allow for short cultural and oenological trips in addition to the main agenda of the event.

EU membership and the strategic geographic location of Bulgaria provide easy access to the leading regional and world markets. The agenda of the government to emphasize on the modernization of infrastructure in the coming years is set to reduce significantly the required time for transportation of cargo, placing the country in a pole position for attracting new investors interested in expanding their businesses in these geographies.

Numbers in regard of the infrastructure of the two regions that are subject of the current survey - Northeast region and Southeast region, are as following:

- 2 Main Pan European Corridors: 8 and 9
- Ports - in Varna and Burgas 2 large ports – one in Varna and one in Burgas and totally 470 km of waterways
- 2 international airports - one in Varna and one in Burgas
- 10 paved airports for small agriculture airplanes and heliports
- 5 991 km of roads – respectively 2 683 km of roads in the Northeast region and 3 308 km in the Southeast region
- 1 109 km railways – 484 km in the Northeast region and 625 km in Southeast region

Due to its comprehensive infrastructure and strategic location the Northeast and the Southeast regions are competitive destinations in serving global markets in terms of time and costs. Furthermore progressing projects in improving existing infrastructure are to reduce required time for transportation of goods.

Project funded by EUROPEAN UNION

WINET
Trade and Innovation in Wine Industry

Black Sea CROSS BORDER COOPERATION

CHAPTER 2

WINE HISTORY

I. WINE HISTORY OF BULGARIA

Viticulture in Bulgaria dates back to ancient times and the traditions in wine production and wine culture on the Bulgarian territory are older than the Bulgarian country itself, formed in the year 681 AC. It is a historical fact that on the lands of the ancient Thracians, which populated the territory of contemporary Bulgaria, wine was a great part of the every-day life and pagan rituals of the tribes. In fact, the oldest European viticulture was born in Thrace 5000 years ago and the Thracian viticulturists were the first viticulture teachers in Europe. Traditions and methods of winemaking were inherited and sustained and because of all this, many Bulgarian traditions, legends and other folk-style manifestations are related to the vines. The national songs also praise the wines and the grapes and even Homer wrote about the famous Thracian wine in his works. Evidence for the great development of viticulture during the time of the Thracians can be found all over Bulgaria's territory. There are numerous monuments and archaeological excavations in the form of amphoras, rhytons, and jugs used for serving wine. Nevertheless, the greatest interest has been placed on the *Panagyurishte* golden treasure, comprising of golden dishes for drinking wine.

The Thracians are the first to blend the drink by mixing several types of wine. This is evidenced by the find of the *Valchitran* gold treasure, representing three docked concave, leaf-shaped vessels, each of which probably contained a different kind of wine. This unique set of golden vessels was used to serve the drink during special religious rituals.

The exquisite ancient wine vessels crafted of gold and silver were found in the numerous Thracian tombs found on Bulgarian lands. An example of this is the *Panagyurishte* treasure, laying in a tomb for over 20 centuries. It is an antique Thracian gold drinking set consisting of nine golden vessels, one filama and eight rhytons. The heads of goddesses, animals, and mythological creatures have been depicted on the vessels in order to protect and purify the wine and to protect those involved in the ritual. The Thracians were among the most recognized and sought-after wine producers. Homer describes in his "Iliad" how wine loaded ships from Thrace arrived at the Greek camps in front of Troy. The ancient Greeks believed that the vineyards had to be domesticated, that is, they were planted and watched with great care until they gave fruit. But the Greeks believed that even the ready- made wine was not 'cultural' enough. They thought it was still wild and dangerous, even poisonous. So they diluted it with water 1: 3 to "become cultural" and then drank it. Since then, there has been a perception that drinking wine is a cultural sign.

In the development of viticulture in the country, there have been many periods of flourishing, as well as numerous of total uprooting and destruction of the vines. For instance, vine growing was remarkable after the arrival of the Romans within the peninsula, however, after the fall down of the Roman Empire, vines suffered severe damages and some were even destroyed. Later, during the First Bulgarian Kingdom, viticulture and drunkenness developed to such an extent, that Chan Krum decided to pass a law for the total destruction and uprooting of the vines in the country. During the middle ages, the Bogomils were also against wine drinking, but nevertheless, viticulture developed even further. Along with food, good wine was also exported to the European marketplace. After the fall of the Bulgarian Kingdom under the yoke of the Ottoman Empire, which ruled between the 15th and 19th century, viticulture in Bulgaria continued to exist. Although it was generally a dreadful period for Bulgarian wine making, the Christian population was allowed to produce and consume wine as this was seen as an essential part of the Christian traditions within the Empire. During the 18th century, drinking traditions were revitalized and demand for higher quality wines emerged due to the appearance of a more wealthy Christian population. In addition to this, export markets started to evolve, primarily for red wines from the Black Sea region. Muslims weren't allowed to consume wine, as required by the Koran, but they were still lovers of good dessert grape varieties and are the main reason for the current existence of dessert grapes in Bulgaria.

After Bulgaria's liberation in 1878, the wine industry experienced a rapid growth and in 1897 the total area of planted vines reached 115 000 hectares. During that time, the grape phylloxera had spread in Europe (France) and reached Bulgaria's vineyards in 1884, evident first in the Vidin region. The phylloxera destroyed most of the original vine plantations in the country and put an end to the traditional viticulture in Bulgaria. The destruction of thousands of hectares of planted vines put Bulgaria's viticulture and wine industry at risk, but nevertheless, as the phylloxera had previously hit many countries in Western Europe, the Bulgarian Ministry of Agriculture acted promptly by inviting the renowned French wine expert Pierre Viala to solve the problem. Viala travelled around the country and recommended the American solution to the phylloxera problem, which had proven to be successful in the other struck countries in Europe. The French expert made several other recommendations, which led to the establishment of the Pleven Institute in 1902. The renewal of the vines in the country started in 1906, but was done at a rapid phase only after the end of World War I.

The greatest development of the Bulgarian viticulture was seen in the 1920's and 1930's with the introduction of the vine and wine cooperatives. Those cooperatives transformed wine production in Bulgaria from a small private business into a base for a future wine industry. In the beginning of the 20th century, several strong winery centers were established, some of which were Lovech, Suhindol, Melnik, Plovdiv-Pazardjik, Chirpan, Pleven and Sliven. Most of those cooperatives were built via Austrian and other western European expertise and had an average capacity from 500 to 1,500 tons, while the areas of planted vines in the country reached 200 000 hectares. After the socialist revolution in 1944, the wine production in the country was monopolized, consolidated and converted into a state industry. During the socialist regime, some of the vine plantations in the country were destroyed due to Moscow's anti-alcoholism campaign. An important factor introduced by the socialist regime in Bulgaria, which still reflects on the Bulgarian wine industry today, is that there was a mass plantation of international grape varietals like Rkatsiteli, Merlot, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon, Muscat Ottonel and Traminer. The marketplace for Bulgarian wines was initially limited to the Eastern Block of the Union of Economic Partnership's framework. Until the 1960's and 1970's standards were low, but then the mass production of prestigious red varietals marked its beginning and wines entered the international marketplace. In the 1980's, Bulgarian wines also entered some of the Western markets, reaching successes in the United Kingdom, Japan, Germany and others, but 90% of the wine exports went to Russia.

After the fall of the socialist regime in 1989, Bulgaria's viticulture and wine production experienced great changes. The industry was liberated from government monopoly and a process of privatization of wine cellars and wine factories in the country followed, which caused great concussions, dismissals of employees, as well as in some cases closures and destructions. In 1991, agricultural lands were returned to their pre-1944 owners or their heirs, which led to vineyards being owed by a number of different heirs, posing significant barriers to potential investors. Additionally, wine producers faced the problem of controlling the quality of the purchased grapes. The high demand for raw material every autumn artificially escalated its price, and the most common practice was to harvest before the grapes are ready, leading to a decade during which Bulgarian wines had a distinct 'green' accent in their taste and aroma and lost most of their clients and markets. However, the situation improved in 2000-with Bulgaria's membership in agricultural funds and programs such as SAPARD (Special Accession Programme for Agriculture and Rural Development) and PHARE, many foreign investors managed to put their projects for modern wineries and cellars into reality. This gradually started to change the overall picture of the Bulgarian wine industry and small, medium and large, perfectly constructed and well-equipped new wineries, appeared in each vinicultural region of the country for only several years. With several other private investments in the wine industry and improvements in technology, one can state that the image of the Bulgarian wine industry has been completely changed in a positive way only over a decade. With the new era in the Bulgarian wine industry, there has been a tendency towards small and medium-sized wineries and the style of wine production has changed towards the modern market tendencies worldwide.

1. History of the Northeast region

It could be said that the history of modern Bulgaria has its grounds laid here, slightly south of the Danube delta, in the plain fields touching the Black Sea to the east. It was in 680 when Khan Asparukh, the third son of the last ruler of Old Great Bulgaria, vigorously searching for his people, beat the Byzantines near the town of *Tulcea* (in today's Romania) and settled freely in the north-eastern provinces of the Byzantine Empire.

The Empire officially recognized the new independent state of Bulgaria in 681, and Khan Asparukh established its capital in the town of *Pliska*, nearby toady's city of Shumen. This state was actually a union between the newly arrived Bulgars and Slavs who had already settled in the same territories. The specific culture that was born of this union can be witnessed in the remains of the old *Pliska* capital, with nearly 23 km2 of area surrounded by thick defensive walls, housing two palaces, as well as an ashlar-built beautiful basilica.

Pliska was the capital of the First Bulgarian Empire until 893 when the freshly enthroned Tsar Simeon I the Great decided to move the main town some 30 km in a south-western direction. The new capital took the name of *Preslav*, and gradually became one of the most impressive and magnificent towns in South-Eastern Europe at the time. Heavily fortified to the outside and well-organized from the inside, *Preslav* had an exquisite palace complex and a number of gorgeous temples, among which the Round Church (a.k.a. the Golden Church) was an absolute masterpiece of early medieval Bulgarian architecture.

The reign of Tsar Simeon I the Great is also known as the Golden Age of Bulgaria. This was the period when the state extended over almost the entirety of today's territory of Greece and the European part of Turkey to the south (with the notable exception of Constantinople), Bosnia to the west, and Romania and Eastern Hungary to the north. This was also the time when Bulgaria reached its cultural apogee becoming the literary, intellectual, and theological centre of the Slavic Europe.

Somewhere in between the two old capitals is the small village of *Madara* where a unique historical and archaeological reserve keeps a priceless treasure. A stone relief carved on a massive 23 m high cliff depicts a horseman with a sword in his hand, and a lion at the feet of the horse. The creation of this astonishing monument dates back to the 8th century and is supposed to praise *Madara* Horseman is included on the list of UNESCO World Heritage Sites.

Since the First Bulgarian Empire did not possess a solid navy force, its eastern borders were quite susceptible to invasions from the sea. This was the reason why the small old Byzantine fortress *Provaton* on the plateau above the nowadays town of *Provadia* was strengthened, enlarged and intensively used over many centuries in a row to protect against invaders. The Bulgarians named it *Ovech*.

The city of *Varna* is a historical treasury in itself. Established as a Hellenic colony in the 7th century BC, it was a natural trading zone between ancient Greek settlers and the local Thracian tribes. Nowadays, *Varna* is the third largest city in the country and the most important one on the Black Sea.

North on Varna two other places merit the attention of any curious traveler, the Palace of the former Romanian Queen Marie in *Balchik*, and the *Kaliakra* archaeological and natural reserve at the eponymous cape jutting 2 km out into the sea.

The Northern Black Sea is a region abundant in finds, both of historical and geographical origin and it's looking forward to welcoming its new discoverers.

Grapes has been grown and wine has been has been made near the northern Black Sea coast of Bulgaria for centuries. At the time of the Thracians and Hellenes, the local wine elixir, carried by ships over the sea, was well-known near and far.

2. History of the Southeast region

The Southeast region includes parts of the territories from the 3 different wine regions - Southern Black Sea, Eastern Thrace and Rose Valley:

1.1. History of the Southern Black Sea

Ever since the prehistoric times this region has been known for its fertile land and mild climate, which have favored the establishment of human settlements as early as the Bronze Age. However, the excellent conditions for living and the key geographical location have predetermined its storm-tossed fate.

As anywhere in the country, the first civilization inhabiting this region was the Thracian. But the ones who gave it a real impetus for development were the Greek settlers some 6 centuries before Christ. The most important colonial settlements became *Mesembria* (today's town of *Nesebar*) and *Apolonia* (today's town of *Sozopol)*.

Mesembria had two convenient ports - southern and northern - and played a crucial role in economic life well beyond the region. Trading in grain and wine, as well as fishery, made up the living of the local people for centuries. Recently, archaeologists discovered an ancient warehouse with 30 amphoras for storing wine on the northern shore of *Nesebar*, dating back to the 5th century BC. Supposedly it belonged to a rich local merchant and is the most preserved such ancient wine warehouse found in the world so far.

During the "Greek period", *Mesembria* prospered continuously, and the cultural life of the colony reflected this. Schools, temples, theatre, and a gymnasium were built, along with some other public buildings. The town became part of the Roman Empire in the 1st century AD. After the capital of the Empire was moved to Constantinople and Christianity became the official religion, *Mesembria* became more important. New Christian temples were built, as well as public baths, sewerage and water supply system. Many of the buildings resembled prototypes of Constantinople.

The town was conquered by the Bulgarians in the 9th century and its name changed to *Nesebar*. However, the perpetual wars waged between the Bulgarian Empire and Byzantium often led to constant changes of official reign. Nevertheless, the town enjoyed many benefits from its strategic location as the trading activity with the Mediterranean region never ceased. During the period from the 10th to 14th century a number of exceptional Christian churches and basilicas were built in the town, most of which are well preserved nowadays and declared historical monuments.

Very similar was the fate of the other main ancient Greek colony and the oldest town of all on the Bulgarian Black sea coast *Apolonia (Sozopol)*. Not very distant from it, still south of the major city of the region - *Burgas* - near the village of *Debelt*, the ruins of the Roman colony *Deultum lie*. Established in the 1st century AD, this was the only colony of Roman citizens on the territory of today's Bulgaria. *Deultum* played an important role after *Constantinople* became the new capital of the Empire mostly as a defensive and communication locality.

Quite an interesting cultural phenomenon in the Southern Black Sea region is the famous wooden houses from the times of the National Revival (18-19th century) present everywhere around the *Strandzha Mountain*. The natural reserve on the lower section of the *Ropotamo River* - some 50 km southern of *Burgas* city - is the other must-see location in the region, especially for those who love wildlife.

Rich of historical glories and beautiful natural sights, the Southern Black Sea region is a wonderful and favourite travel destination both for international tourists and locals.

Known mostly for its attractive tourist reports, the Southern Black Sea region has many other virtues as well, especially winegrowing. The climate conditions are excellent in this region: the breeze rhythmically cools the air in the summer heats: the autumns are warmer due to the slower decrease of sea water temperatures; the winters are milder, so frost never damages the vines.

1.2. History of the Eastern Thrace

The geographical and climate conditions in the region were very conducive to establishment of several prehistoric settlements thousands of years ago. These are the best preserved dwellings from the Neolithic Age (6th millennium BC) in Europe found through archaeological excavations, located in today's city of *Stara Zagora* as well as the oldest copper mines in Europe (5th millennium BC) located some 8 km eastern of *Stara Zagora*. They contain a rich collection of tools and other artefacts.

Remains of prehistoric settlements were found also in the village of *Karanovo*, where a unique necropolis represents every epoch from the Neolithic through the Bronze Age.

In 2009, near the village, a vaulted brick tomb with a burial chamber was discovered (the Eastern Tomb). Supposedly, the person buried there was a very wealthy man as witnessed by the numerous valuable items laid into the tomb: two silver chalices engraved with images of the god Eros, fine glass plates and rhytons, warrior's accoutrements, coins, silver anklets, golden rings, and a four-wheeled ornate warrior's chariot along with the bones of two horses and two dogs.

About 4-5th century BC, the Thracians founded a settlement called *Beroe* where the present city of *Stara Zagora* is situated. In 106 year AD, the Roman Empire annexed the settlement and Emperor Trayan named it Augusta Trayana after himself. It was the second largest city in the Roman province of Thrace during 2nd and 3rd century AD, just after *Philipopolis* (currently *Plovdiv*). The city stretched over an area of 38 hectares and was fortified with strong defensive walls. Its forum - well preserved until today - is a monumental masterpiece of the Roman architecture: a semicircular square with a pedestal on which the imperial horse statue had been placed.

Another famous Roman town in Eastern Thrace is *Kabile*. Situated less than 10 km from the city of Yambol, its history is traced back to the end of the 2nd millennium BC as a large cultural Thracian center. Evidence shows that *Kabil*e had been conquered by Philip of Macedon in 341 BC, and later his son Alexander III the Great of Macedon had also resided here. During the first half of the 3rd century BC, *Kabile* was a residence of the Thracian kings Spartok and Skostok. The Romans then conquered it in the beginning of the 2nd century AD and the town turned into one of the most important military camps in the province of Thrace.

After the arrival of the Slavs and the Bulgars, reign over the region alternated between Byzantine and Bulgarian. The legend has it that the Bulgarian Tsar Boris I had been baptised into Christianity by the Byzantine Emperoi Michael III new religion. Many churches and monasteries were built for that purpose.

The Eastern part of the Thracian Lowlands is some to some of the most fertile lands in the country. The grapes are simple wonderful and so are the wines of this region.

The Eastern Thrace region has a lot more to show than just glorious ancient history. Natural wonders, culture and arts, and many interesting people can be easily found. The delicious regional cuisine is one of the indisputable local prides.

1.3. History of the Rose Valley

This region, known as "the Rose Garden of Europe", is probably the most emblematic of Bulgaria. One can find around many national symbols: the tombs of the ancient Thracian rulers; the vast fields planted with small towns and villages with preserved National Revival architecture.

The history of the Thracian civilization is closely linked with the history of the region. In the 5th century BC, the powerful tribe of *Odrysians* ruled over the territory between the Danube and the Aegean Sea, while its capital - *Seuthopolis* - was situated here. The ruins of this settlement are now on the bottom of the *Koprinka Dam* near the town of *Kazanlak*. "The Valley of the Thracian Kings", as this area is also known, is abundant in artefacts and monuments of ancient Thracian culture. The most prominent of those is definitely the Tomb of *Kazanlak*, which is included in the UNESCO World Heritage List.

The tomb is part of a large necropolis dating back to the 4th century BC. Its murals are Bulgaria's best-preserved artistic masterpieces from the Hellenistic period. They are notable for the wonderfully drawn horses and especially the gesture of farewell in which a seated couple grasps each other's wrists in a moment of tenderness.

When Thrace became a Roman province, the present town of *Hissarya* turned into one of its three most important settlements. The town had different names over time, including Augusta and *Diocletianopolis* (after Emperor Diocletian), and was a famous resort with mineral baths visited by the Emperor *Septimius* Severus. Many ruins from the Roman epoch are visible every-where: public buildings, small amphitheatres, barracks, and the best-preserved Roman fortification in Bulgaria.

In the Ottoman times, the region continued to prosper due to its new valuable asset - the Damask rose. Most of the historians suggest the cultivation of this rose began around the mid-15lh century in the area of *Kazanlak* where it arrived from Asia Minor. The production and trade of rose oil in Europe began in the 16"1 century. Bulgarian rose oil was known as the highest quality.

CHAPTER 3

INSTITUTIONAL FRAMEWORK

I. THE LEGISLATION IN THE WINE SECTOR

As a result of the process of Bulgaria's accession to the EU and the implementation of the Common Agricultural Policy (CAP), a number of positive results have been achieved in agriculture sector: restructuring and modernization of the main sectors has been carried out, the volume of production is significantly increasing, and the concentration of production and the labour productivity is increasing too. With the integration of the food, beverage and tobacco market into the European market, foreign trade turnover has increased significantly and a number of sectors, including the wine industry, have expanded their export markets.

The wine sector is the most regulated agricultural sector on a European scale. The European Union is in a state of over-production of wine and this is the main reason for the common organization of the market in the sector.

The regulations affect both the areas and vine varieties in each Member State and the quality standards for wine production.

The reform of EU land has gone through two phases:

- Community regulations relating to the eradication of vineyards and stringent rules for planting new ones in 2007

  and

- The new EU Common Market Organization (CMO) for Agricultural Products market in 2016, which further restricts the creation of new vineyards and sets quotas for all countries within the Union.

According to the new requirements, permits will be granted annually for new plantations, which should not exceed 1 % of the available space in the previous year. That makes about 6 000 acres a year by 2019 at 600 000 acres at the moment. The permit regime will be valid until the end of 2030. Together with Hungary, the quotas for Bulgaria are the highest - for comparison, in Germany the allowance is 0.2 %, and in Italy, which was mainly targeted by the new regulations - only 0.1 %. Since the previous restriction period Bulgaria has "planting rights" for another 200 thousand acres of vineyards (out of a total of 800 thousand so far, about 600 thousand have been planted) from the created "national reserve", which rights are sold to willing farmers for a minimum fee of BGN 1.50 per acre. Very important for the industry is the resolution of the so-called. 'Vineyard transfer' - if a grower has new land for vineyards, although he is not allowed to increase the area, he can uproot old crops and plant young vines on other terrain - with better soil and climate characteristics.

In order to support the proper functioning of CMO in wine, and in particular of the Community arrangements on production potential management, and monitoring measures, the Community vineyard register was launched and maintained in Bulgaria. Bulgaria shall maintain a vineyard register which contains updated information on the production potential and shall be adapted to the requirements of monitoring, planning and programming the measures to be taken in accordance with this Regulation.

The information in the vineyard register shall permit controls on the corresponding area of vineyards and the volume of wine produced in each case and the application of agricultural cultivation practices, environmental obligations and cross-compliance provided for under this Regulation.

The current European regulation in force is the **Regulation (EU) No 1308/2013** of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007. In Bulgaria, the regulation is reflected in the **Ordinance № 9 /19 May, 2016** on the conditions and procedure for granting a right to new planting. (in force from June 15, 2016)

The implementation of the Common Market Organization in the wine sector introduces and maintains established quality policies, improving the competitiveness and market orientation of farms, the protection of natural resources and the environment, the sustainable development of agriculture and regions. The main regulation defining the organization of the wine grape varieties and wine market is Regulation (EC) No 479, which amends **Regulation**

(EC) No 1493/1999. Its main objective is to increase the competitiveness of European wine producers and to enhance the reputation of quality Community wines.

Measures that promote the development of competitiveness as part of national support programs play an important role in this regulation. Additional funding opportunities for the wine sector are also given by two other regulations - **1346/2005** on measures to provide information on, and to promote, agricultural products in third countries and **1071/2005** to support promotional programs on information and promotion actions for agricultural products on the internal EU market. These regulations form the basis **of the National support programs.**

The European regulations and the rules for planting vineyards and wine production in Bulgaria are enshrined in the **Act on wine and alcoholic beverages** (in force from 16.09.2012, prom. SG. 45/15 Jun 2012, amend. SG. 15/15 Feb 2013, amend. SG. 26/21 Mar 2014, amend. SG. 14/20 Feb 2015, amend. SG. 61/11 Aug 2015, amend. and suppl. SG. 9/26 Jan 2017, amend. SG. 58/18 Jul 2017, amend. and suppl. SG. 17/23 Feb 2018, suppl. SG. 77/18 Sep 2018, amend. and suppl. SG. 98/27 Nov 2018), which imposes certain standards on the production and marketing of wines, as well as controls on their compliance. This act shall regulate the conditions and procedure for production, obtaining, re-processing, labelling, trade and control of grapes, intended for production of wine, wines, products, obtained from grapes and wine, fruit wines, vinegar, ethyl alcohol and distillates of agricultural origin and of the alcoholic beverages, as well as the management and control of viticulture and wine production potential.

The Act on wine and alcoholic beverages creates and introduces a system of economic, social and legal measures for the restoration and further development of viticulture and wine production and its transformation into an agricultural sector of utmost importance for the economy of the country. In addition, the law encourages the production of wines with a Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) through the efficient use of natural resources and the application of new technologies. The Act helps to support the grape market, to guarantee an equal standard of living for the vineyard growers and to ensure good economic conditions for grape processing.

The amendments to the Act, entered in force in 2018, aimed at the complete harmonization of the sector with the EU legislation - the conditions and the procedure for granting the right to new planting of vines and for replanting are regulated, a number of administrative procedures are facilitated, and the quality control of wine, viticulture products, fruit wines and vinegar is strengthened. It is envisaged that all the cellars or other economic unit to be connected in an Integrated system for administration and control (ISAC) that will work in real time. The changes also aim to expand the Bulgarian wine market within the EU single market and worldwide, to create a clearer, simpler and more efficient wine regime, as well as to achieve transparency of quality and fair competition in the production of grapes, wine and spirits.

Secondary legislation in viticulture and wine production sector includes the adoption of Ordinances specifying the implementation of the requirements in the Act on wine and alcoholic beverages, the provision of financial assistance to the sector, organic production and other.

The specific ordinances in force in the wine sector are:

- Ordinance on the terms and conditions for granting planting rights for vines
- Ordinance on authorized oenological practices and the processing and control of their performance
- Ordinance on planting new vines, replanting, engraftment and grubbing up of existing vines of wine grape varieties intended for the production of wine and other grapes and wine products and establishment of a National reserve of planting rights
- Ordinance on the conditions to be met by quality wines produced in specific regions and arrangements for their approval.
- Ordinance on varieties of special wines and rules for their production
- Ordinance on the rules and requirements for the production of regional wines
- Ordinance on the rules for the production of sparkling and sparkling wines and the procedure for the use of authorized sweeteners, aromatic and flavouring additives
- Ordinance on the trade with vine seedlings
- Ordinance on the procedures for certification and/or approval of planted and traded vine seedlings

- Ordinance on rules of establishment and maintenance of vineyards register and specialized map of vineyards
- Ordinance on applying of rules for biological production, labeling and control
- Ordinance on the terms and conditions for granting financial support under the National Program for Support to the Wine Sector for the Period 2019 – 2023
- Ordinance on the control and coordination of wine, alcohol, distillates and spirits
- Ordinance on the description of commercial presentation, of wines spirits and grape products
- Ordinance on accompanying documents for the transport of grapes and wines;
- Ordinance on the terms and conditions for register and removal from the vineyard register, data to be entered, keeping records, content and format of the harvest and stock declarations and on the control of the registered persons in the Vineyard register and their activity.
- Ordinance on the terms and conditions for the transfer of by-products of wine-making for compulsory distillation, the requirements to be met and the control

II. POLICY FOR FINANCIAL SUPPORT OF VITICULTURE AND WINE PRODUCTION SECTOR

The importance of viticulture for the country's economy is also reflected on the Bulgarian State policy. With the adoption of the **National Strategy for the Development of Viticulture and Wine Production 2005-2025** and the **National Strategy for the Sustainable Development of Agriculture of the Republic of Bulgaria 2014-2020**, the state declares the importance of the sector for agriculture.

The National strategy for the development of viticulture and wine production in the Republic of Bulgaria 2005-2025 is a basic document setting the frames for development and support of the viticulture sector. The main problem facing the country is the restructuring and, at a later stage, the renovation of the vineyards. In order Bulgarian wine to keep its' market shares should increase its quality and to be widely promoted. Based on a comprehensive analysis of the strengths and weaknesses of the wine industry, it outlines three priorities, divided into three conditional stages:

1. **First Stage - 2005-2010** - building a modern structure of the wine sector
2. **Second stage - 2011-2018** - expansion of the wine sector
3. **Third stage - 2019-2025** - verification of an authentic image of Bulgarian wine on the national and international market

These stages are also in line with the measures in the three National Support Programs for the wine sector (2008 /2009-2013 / 2014-2020 / 2019-2023), which also provide new opportunities for Bulgarian producers to benefit from significant financial resources for investments, for the renewal and restructuring of vineyards and the improvement of methods and technologies in vineyards and more.

The new National Support Program in the Wine Sector for the period 2019-2023 has a total budget of nearly € 134 million. Based on the analysis, several areas of intervention are identified, which determine the strategic objectives of the program:

- Improving the competitiveness and sustainability of vineyards by improving the age and variety structure of the plantations in order to meet market demand and requirements, and improving management techniques to optimize production costs;
- Improving the adaptability of grape producers to loss of income and supporting risk management by promoting harvest insurance;
- Improving the competitiveness and adaptability of the market and enhancing the viability of wineries by investment in technological upgrades and innovations;
- Improving the competitiveness of wine producers on the international market through promotional actions.

In line with these objectives are envisaged 4 schemes for submission of project proposals under for the new programming period:

- **Promotion of third-country markets**
- **Restructuring and conversion of vineyards**

- **Harvest insurance**
- **Investment in enterprises**

The bigger amount of funds is available under the **Restructuring and conversion of vines**, which allows EU-funded replacement of plantations in the country. Of the total budgeted EUR 133.8 million for the whole program, over half will go to this purpose - EUR 76.31 million. The scheme, which also had funding under the previous two sector programs, aims to replace at least 8% of the total vine plantations in the country, and at least half of them should be for operations focussing on improvement to vineyard management techniques. Under the program, applicants will be able to receive up to 3 million BGN under the scheme through 2023.

The scheme for **Investing in enterprises** in the wine sector has a larger budget during the new program period – the budget of EUR 42.5 million has been earmarked for the purchase of machinery and processing equipment. The program envisages the support of at least 60 projects from a total of 260 wine companies in the country. A maximum amount of EUR 600,000 has been set for implementation of one project, and the highest priority will be given to proposals implementing energy efficiency systems.

Since the previous wine program did not have dedicated a budget for **Harvest insurance**, this support scheme will be relaunched from 2019. For the period up to 2023, it has been earmarked for sum of € 5 million, with the aim of protecting it from risks at least 5% of the area of vineyards in the country. The rules envisaged cover 80% of the cost of insurance premiums against losses from adverse climatic conditions such as frost, storms, hail, icing, torrential rain, and drought. For another type of natural disaster, 50% of the insurance premium may be funded under the program. It will also be of assistance for crop insurance against losses caused by animals, plant diseases and other.

The existing scheme for the **Promotion of wine** on EU external markets will continue also in the period between 2019 and 2023. A total of EUR 10 million will be earmarked for this purpose. The wines will be able to be advertised in target markets considered as promising export prospects, including China, Japan, Vietnam, Singapore, Thailand, Malaysia, Russia, Belarus, USA, Brazil, Mexico and other contries. Under this scheme, a maximum of BGN 4 million could be granted if the applicant is a professional organization or BGN 1 million if it is a company. The funds can be used for participation at events, fairs or exhibitions, including shows, wine tastings, sales promotion, meeting buyers, dinners with media and etc.

EU wine-growing programs are among the so-called thematic programs to support specific sectors related to the common organization of the markets in agricultural products. In its program, each country can choose from pre-planned support schemes. For the period after 2019, there are 8 schemes that can be applied. Some of them were not selected by Bulgaria like: **Investment in innovation, Mutual funds, By-products distillation.**

III. THE MANAGEMENT OF THE VITICULTURE AND WINE PRODUCTION SECTOR IN BULGARIA

The institutional framework of the wine sector includes government institutions involved in pursuit of the state policy in the wine sector and in implementation of practices in the production of grapes and wine. The main institutions regulating the relations in the sector are the Ministry of Agriculture, Food and Forestry (MAFF), the Executive Agency for Vineyards and Wine (EAVW), the National and Regional Vine and Wine Chamber, the Quality Wine Committee, the Central Arbitration Tasting Commission and the Regional Tasting Committees. The management of the viticulture and wine production sector in Bulgaria is performed by the **Council of Ministers**, and the operational governance of the sector is delegated to the **Minister of Agriculture, Food and Forestry**.

Ministry of Agriculture, Food and Forestry (MAFF) is a central executive body that implements, controls and coordinates state policy in the agriculture, as well as the work of state administrative structures pursuing this policy. According to the MAFF Rules of procedure, in the viticulture and winemaking sector the following directorates are involved:

- Directorate for Agriculture and regional policy - implements the state viticulture policy, as well as the implementation of the EU CAP, implements strategies and decisions in the field of economic regulators, fiscal regime and financial policy in the sector

- Directorate for Analysis and strategic planning - collects and summarizes information on the basis of which he develops analyses and strategic documents in the wine sector

- Directorate for Market measures and product organizations - prepares strategies, action plans, implementation evaluations and other programming documents in the field of market measures and producer organizations in the sector
- Directorate for Plant production and organic production - implements the national policy for the development of viticulture, organic production, risk management in the field of enlightenment

The Executive Agency on Vine and Wine (EAVW) with the Minister of Agriculture and Food is the state controlling institution in the sector.

The viticulture and wine production sector is one of the first economic sectors to be allowed by the legislation a high degree of self-regulation, conducted by the **National Viticulture and Wine Production Chamber.**

The partnership between the government and the private sector is a major tool to mobilize public efforts to accelerate the country's development and achieve national goals in the wine sector.

1. The Executive Agency for Vine and Wine (EAVW)

The state controlling authority in the wine sector is the **Executive Agency for Vine and Wine (EAVW)** with the Ministry of Agriculture, Food and Forestry.

EAVW is a specialized state control body in the viticulture and winemaking sector. The Agency shall monitor compliance with the requirements of the Act on wine and alcoholic beverages relating to vineyards, grapes, wine and grape and wine products. The activities and functions of the Agency are regulated by the Rules of Procedure.
The Agency performs its control functions through 9 regional units located in large administrative areas and vineyard centres. Its structure includes two main directorates:

- Control in the wine sector (with two territorial directorates in Pleven and Plovdiv)

- Testing laboratories (with units in Sofia and Plovdiv)

The EAVW shall monitor compliance with the requirements of the Act on Wine and Alcoholic Beverages with respect to vineyards, grapes intended for the production of wine, wine and grape products and wine by performing the following functions: creates, maintains and manages the Vineyards register and cadastre; prepares plans related to the wine cadastre and maintaining the databases; prepares and sends a list of authorized and recommended vine varieties, as a proposal for approval by the Ministry of Agriculture; certifies the vine planting material; supervises the planting, replanting, grafting-on and grubbing-up of vineyards; handles harvest and production declarations; processes the applications for approval of quality wines from a specialized region and sends them to the Commission for quality; carries out control over compliance with the requirements for the production of wine and grape and wine products; controls grape processing, performs on-site control of wine producers for the implementation of authorized oenological practices; sets the conditions for the production of regional and quality wines; monitors the conformity with the requirements for the presentation of wines and grape and wine products; performs physicochemical and microbiological analyses of wines, grape and wine products and spirits; controls oenological practices and the production of quality wines from the specialized regions; carries out control over the import of wines and grape and wine products in accordance with the requirements of the country of production; prepares aggregate data for wine production in the country; works in collaboration with the National Wine and Wine Chamber, the Regional Wine and Wine Chambers and the Ministry of Economy.

The activities of the EAVW are in accordance with the Law on Health and Safety, its rules of procedure, with the law and regulations in the field of viticulture and wine-growing. The Agency is authorized to carry out controls on behalf of the State and to make inspections to verify conformity with the provisions of all specific legislation.

The policy performed by the EAVW is in accordance with the EU requirements regarding the establishment and implementation of a control and coordination system in the wine sector.
The effective functioning of the system in recent years has led to the improvement and stabilization of the sector as a whole, improving the quality and competitiveness of Bulgarian wines, both in the domestic and foreign markets.

Web site: http://www.eavw.com

2. **Quality Wine Commission (QWC)**

The Commission was established by order of the Minister of Agriculture, in accordance to the Act on Wine and Alcoholic Beverages, and refers to quality wines. It is a non-personalized structure of the MAFF, but it includes representatives of both the EAVW and the NVWC. QWC's competences includes: reviewing and filing quality wine declarations; performs on-site inspections; carry out verification and monitoring of research in accordance with a recognized methodology; orders further investigations to be conducted in case of non-compliance; prepares proposals to the Minister of Agriculture for approval of quality wine from a specialized region.

3. **Central Arbitration Tasting Commission (CATC) and Regional Tasting Committees (RTC)**

These committees are set up within by the means of the Act on Wine and Alcoholic Beverages. They are structures of Regional Viticulture and Wine Production Chambers (RVWPC). They carry out a compulsory organoleptic analysis and evaluation of quality wines, regional wines as is proclaimed in the international treaties, voluntary organoleptic analysis and evaluation of wines and other grape products specified from the candidate.

4. **Inter-professional Organizations**

According the **Act on wine and alcoholic beverages** the inter-professional organizations of producers, processors, traders of viticulture and wine products and of alcohol beverages shall be:

- The **National Viticulture and Wine Production Chamber (NVWPC)**;
- The **Regional Viticulture and Wine Production Chambers (RVWPC);**
- The **Association of Producers, Importers and Traders of Alcohol Beverages (APITAB);**

The inter-professional organizations of producers, processors, traders of viticulture and wine products and of alcohol beverages have the following activities and responsibilities:

- participate in realization of the national development policy of viticulture and wine production and viticulture and wine regions in the country

- participate in development of drafts of normative instruments, related to viticulture and wine production sector and draw up opinions on normative instruments, related to viticulture and wine production sector
- develop and propose for adoption by the Minister of Agriculture, Foods and Forestry obligatory for the registered wine producers good practices for production and offering to the market of viticulture and wine products
- make proposals for determining a region for production of wine with protected name for origin (POD) or protected geographic instruction (PGI)
- protect the interests of the viticulture and wine production sector at national level
- propose to the Minister of Agriculture, Foods and Forestry for allocation of the means of State fund Agriculture, intended for development and assistance of viticulture
- make grounded proposals to the Council of Ministers for interference of the state on the viticulture and wine products market
- give assistance and cooperate to the Minister of Agriculture, Foods and Forestry, the Minister of Finance, the Minister of Economy, the Minister of Health, as well as to other executive bodies on issues, related to the development of the viticulture and wine production sector
- assist the central and territorial executive bodies, as well as the bodies of the local self- government while developing their economic policy and target financing of programmes and projects, including on the issues of public planning and development of agriculture and viticulture regions and populated places
- confirm the composition of the regional degustation commission for carrying out organoleptic assessment of wines, grape rakias and brandy and/or draw up proposals for their composition under the terms and procedure, determined by the Rules for applications of the act
- participate in disputes on protection of the quality and origin of wines, where they are authorized by their members
- organize national and international competition for wine and alcoholic beverages
- organize training on topics, related to production of viticulture and wine products
- carry out also other functions, assigned by an act or indicated in their statutes
- participate in the realization of the national development policy of the sector of the alcohol beverages in the country

- participate in the development of drafts of normative instruments, related to the alcohol beverages sector and shall draw up opinions under normative instruments, related to the alcohol beverages sector
- protect the interest of the alcohol beverages sector at national level
- make grounded proposals to the Council of Ministers for interference of the state on the alcohol beverages market
- give assistance and cooperate to the Minister of Agriculture, Foods and Forestry, the Minister of Finance, the Minister of Economy, the Minister of Health, as well as to other executive bodies on issues, related to the development of the viticulture and wine production market
- draw up proposals about the composition of the regional degustation commissions for carrying out organoleptic assessment of grape rakias and brandy under terms and procedure, defined by the Rules for application of the act
- assist the central and territorial executive bodies, as well as the bodies of the local self- government whole developing their economic policy and target financing of programmes and projects, including on the issues of public planning and development of the agricultural and viticulture production regions and populated places
- participate in disputes on protection of the quality and origin of the traditional Bulgarian alcoholic beverages and products and protection of alcoholic beverages with geographic instruction, where it is authorized by its members
- organize national and international competitions for wine and alcoholic beverages
- organize training on topics, related to production of alcoholic beverages
- fulfil also other functions, assigned by an act or indicated by its statute

4.1. The National Vine and Wine Production Chamber (NVWPC)

NVWPC in Bulgaria is a non-governmental association of the professionals engaged in vine-growing and wine-making in Bulgaria. It was established in February 2000 as the successor of the Association of producers and merchants of wine and spirits, founded in 1991. The mission of the Chamber is to defend and promote the professional interests of its members as well as to guarantee and promote the quality, authenticity, and origin of wines.

The NVWPC is summoned to promote further the development and competitiveness of Bulgarian vine and wine industry. They are also authorized to issue a certificate of origin to quality wines as well as a certificate of authenticity to grapes varieties. The chambers set up tasting committees to carry out the mandatory organoleptic analyses. The NVWPC defines the strategies for the development of vine-growing and wine-making and implements the policies in the vine and wine industry. The associated community of Bulgarian grape growers and wine makers is summoned to restore the reputation of Bulgarian wine by ensuring its competitiveness. By employing their expertise, emphasizing the advantages of the favourable geographical factors, and continuing the deep-rooted ancient tradition, the Bulgarian society of vintners demonstrates and confirms the strong assets of Bulgarian wines.

The organizations shall propose practices for social-responsible consumption and undertaking actions on restriction of misuse of wine and alcohol beverages.

NVWPC members may be:

1. The regional viticulture and wine production chambers
2. Producers, processors and traders of viticulture and wine products
3. Associations of producers of viticulture and wine products
4. Universities and scientific institutes in the area of viticulture and wine production and other persons and organizations, which assist or contribute to the development of viticulture and wine production.

National Vine and Wine Production Chamber (NVWPC)
Address: 1680 Sofia, 56a Bulgaria Blvd., Floor 4, Masterfix Building
E-mail: office@bulgarianwines.org
Chairman: Plamen Angelov
Secretary General: Rada Videnova, PhD
Tel. +359 2 988 47 97
E-mail: rada.videnova@bulgarianwines.org
Web site: http://bulgarianwines.org

4.2. Regional Vine and Wine Production Chambers (RVWPC)

The RVWPC are 6 non-profit organizations established under decision of the general meeting of the NVWPC, on the basis of a submitted application, confirmed by the chairperson of the NVWPC. The establishment decision of the RVWPC shall determine its central office and territorial scope. to promote further the development and competitiveness of Bulgarian vine and wine industry. They are also authorized to issue a certificate of origin to quality wines as well as a certificate of authenticity to grapes varieties. The chambers set up tasting committees to carry out the mandatory organoleptic analyses.

- **Trakia RVWC -** based in Plovdiv (includes regions: Pazardzhik, Plovdiv, Stara Zagora, Smolyan)

  Chairman: Konstantin Madjarov
  Address: 4000 Plovdiv, 50 Kapitan Raycho Str., Fl.3 office 3
  Tel. 0894 523492; 0894 224441
  E-mail: rlvktrakia@gmail.com
  www.rlvktrakia.hit.bg

- **Mizia RVWPC -** based in Pleven (includes regions: Vidin, Montana, Pleven, Lovech, Vratsa, Veliko Tarnovo, Ruse, Gabrovo)

  Chairman: Tihomir Petrov
  Secretary: Velichko Gerganski
  Address: 5800 Pleven, 7 Vit Str. 50
  Tel. +359 64 80 32 21
  E-mail: rlvkmizia@mbox.contact.bg

- **Southeast Thracia RVWC -** based in Sliven (includes regions: Haskovo, Yambol, Sliven, Kardzhali, includes municipalities: Karnobat, Sungurlare)

  Chairman: Dimitar Panov
  Secretary: Galya Georgieva
  Address: 8800 Sliven, Stara Zagora Road, Industrial zone - west, 200
  Tel. +359 44 62 53 28
  E-mail: rlvk_sliven@abv.bg
  http://www.rlvk-burgas.com

- **Black Sea RVWC -** based in Varna (includes regions: Shumen, Targovishte, Razgrad, Dobrich, Silistra, Varna)

  Chairman: Mihail Mihov
  Secretary: Denko Georgiev
  Address: 9000 Varna, 281 Vladislav Varnenchik Blvd., floor 6
  Tel. +359 52 59 90 77
  e-mail: denkogeorgiev@abv.bg

- **South Black Sea RVWPC -** based in Bourgas (includes the municipalities in Burgas region)

  Secretary: Parashkev Yaneva
  Address: 8000 Burgas, 43 Ferdinandova Str. 237
  Tel: +359 56 84 42 81
  E-mail: rlvk_05bourgas@abv.bg

- **Pirin RVWPC -** based in Sandanski (includes regions: Blagoevgrad, Kyustendil, Pernik, Sofia region)

  Chairman: Kosta Kostov
  Secretary: Mariana Parapanova
  Address: Sandanski 2800, Sokolovets Industrial Zone
  Tel. +359 746 32 255
  E-mail: rlvk_sandanski@abv.bg

4.3 Association of Producers, Importers and Traders of Alcohol Beverages (APITAB)

The Association of Producers, Importers and Traders of Alcohol Beverages - "spiritsBulgaria" is established under the Law for Non-Profit Organizations in July 2005. APITAB is an independent voluntary, self-governing representative branch organization.

- To protect the interests of their members and the entire industry nationally and internationally
- To represent and promote their members and their products in the best way in the country and around the world

- To participate in the creation of a national policy for the development of the sector in the country
- Fight against excessive (dependent) and illicit (under 18, pregnant) alcohol use
- To assist with the information, consultations and resources of the activities their members in solving priority problems for their activity
- To help increase the diversity of programs that fund the work of spirits producers in Bulgaria

Chairman: Ralitsa Skorcheva-Slavova
Address: Sofia 1618, Intransmash Buildings, 40-Bratya Bakston Str, fl.5
Tel: +359 2 956 6090, Fax: +359 2 9566092,
E-mail: office@spirits.bg
http://www.spirits.bg

IV. OTHER PRIVATE WINE ASSOSICATIONS

1. **The Bulgarian Wine Export Association** is the only organization in Bulgaria that represents the Bulgarian wine industry on the international markets and aims to:

- Coordinates efforts to create and promote a new positive image of Bulgarian wine in key international markets.
- Promotes Bulgaria as a country for the production of quality wines - traditions, climate, know-how, wine tourism.
- Contact with governmental and non-governmental organizations abroad for partnership.
- Prepares and disseminates among its members market research and trends on key markets for Bulgarian wine.
- It organizes conferences, seminars and workshops to inform its members of the latest achievements in the field of viticulture, wine making and wine marketing.
- Assists in increasing the export of Bulgarian wine to target markets by creating and managing projects under the European promotion programs in third countries through:
- Creation of an informative site, including the wine regions of Bulgaria, the varieties in them and all wineries of the Association

- Collective participation in exhibitions and fairs
- Organizing presentations and tastings in target markets to importers, distributors, media and opinion leaders
- Creating promotional material by region highlighting the benefits of each region - wines, local varieties, combining with food, interesting facts from history
- Formation and training of teams that will present Bulgarian wine around the world - Bulgarian or famous wine personalities in each country - Brand Ambassadors
- Working with foreign media, journalists and wine bloggers (print, electronic, radio, television, etc.) - organized wine tours
- Visits of key importers, distributors and wine traders in Bulgaria - getting acquainted with the history and current state of Bulgarian wine production
- Sponsoring conferences, seminars and various events to increase brand recognition of New Bulgarian Wine

Chairman: Galina Niforu
Address: Sofia, Strelbishte Residential Complex 153 Nishava Str., fl.1, ap.2
Tel. +359 885 731 331
www.bgwineexport.com

2. Bulgarian Association of Independent Winegrowers (BAIW)

Bulgarian Association of Independent Winegrowers (BAIW) is young and active non-profit organisation uniting wine-growers (mostly family businesses) from different regions of Bulgaria, who take care of the vineyard, harvest their grapes, produced bottled wine and sell it under their own name/brand.
BAIW is member of the European Confederation of Independent growers – CEVI (www.cevi-eciw.eu), along with organisations of growers from Portugal, Spain, France, Luxembourg, Switzerland, Slovenia, Hungary, Quebec, Montenegro, and Italy, representing a total of over 8,000 members.

The idea is to work as a union that can more easily negotiate at political level with all relevant institutions - both national and European. To work at European level to protect the rights of small wine producers and promote standards for the high quality of their production.

The Main objectives of BAIW are to:

- Represent and defend the interests of independent winegrowers in Bulgaria, including at the European Parliament
- Promote the quality and authenticity of Bulgarian wine "of terroir"
- Participate in the development of agricultural policies and wine
- Assist its members in the organisation and participation in local and international exhibitions
- Organise meetings, seminars, training, exchange of experience, including abroad
- Develop its structure to combine forces and expertise of its members
- Other objectives set out in the Statutes

Bulgarian Association of Independent Winegrowers (BAIW)
Address: Lajos Kossuth No 39 str., Sofia 1606
Contact persons: Regina Tashkova – Secretary and Administrator
Mobile: +359 88 7553243
E-mail: regina@baiw.org; r_tashkova@mail.bg
Ivo Varbanov - Chairman
Mobile: +44 7956 377 705
E-mail: ivo@baiw.org

3. The Bulgarian Wine Merchants Association

The founders and the members of the association are people with professional commitment to wine presentation and trade. The idea for its founding dates back a long period of time, but the moment for it was coming, and on 23 November 2016 the new association was officially registered.

Its aims are to make wine and the cultural traditions that go with it more popular; to improve the consumer culture for moderate consumption of alcohol; to improve the wine serving criteria in catering establishments, as well as the supply in specialised wine shops; to increase the market share on the alcoholic beverage market, etc.

On the other hand, the wine merchant personifies the relationship between the producer and the clients – stores, restaurants, hotels, sommeliers and end consumers. That is why they must be well-prepared and possess profound knowledge in all aspects listed. Improving the wine culture of consumers is very important when working with our customers. Combining wine with food is another important part of the ability to offer and trade wine. Moderate consumption is also no less important.

For the past several years, there has been an extremely dynamic development of the wine business in Bulgaria. There are already more than 260 wine producers in Bulgaria, along with over 30 importers. The entire global wine production has been presented on the Bulgarian market, with very few exceptions. The Association's activities have been actively exercised by over 500 hired employees. The movement of employees inside the system is dynamic, but also the introduction of new people is a process which has to be managed in the direction of initial and follow-up training.

One of the major aims and a priority at this stage of the Wine Merchants Association is the establishment of the "wine merchant" profession and its entry into the National Standard Classification of Occupations in the Republic of Bulgaria. The clear definition of its status shall eliminate many administrative hurdles related to the hiring of staff. On the other hand, it shall present an opportunity for regulating the training and preparation of the employees for practice by preparing training curricula and programs which shall be specifically targeted towards this profession. Organising qualification courses and qualification improvement courses is the next important step towards achieving their aims.

Along with all this, the Association includes different professional B2B events in their program, as well as presentations and wine tasting for end customers – both wine lovers and connoisseurs.

Chairman: Nikolay Yordanov
Address: Sofia 1505, district Poduyane district, Sitnyakovo Blvd. 39A
E-mail: wine@goodwine.bg

4. **The Union of Oenologists in Bulgaria**

The Union of Oenologists in Bulgaria is an association that unites professionals in the technology of wine and alcoholic beverages, which, working in different Bulgarian wineries, create ideally, creatively and practically the wines of Bulgaria, as well as the derivatives derived from grape juice.

The mission of the Union is to raise the public status of the Bulgarian oenologist, to promote him and his work before the World. To help increase the professional training of Bulgarian oenologists, to work for the achievement of unity and solidarity between them. The Union of Oenologists works to study, preserve and promote the history, traditions and present of Bulgarian wine and the good Bulgarian wines before the World; promoting the experience of Bulgarian oenologists at home and abroad; establishing and maintaining relations with similar organizations abroad; raising the culture of consumption of wine and alcoholic beverages in Bulgaria.

- Organizes and facilitates conferences, symposia, national and regional conferences
- Participates in the preparation of draft normative acts in the field of wine-making, assists in their implementation after their adoption, submits an opinion and initiates changes and additions to the regulatory framework governing relations within the wine industry and its relations with other branches of the national economy
- Proposes changes to the curricula of secondary and higher education institutions relevant to the industry
- Investigates and promotes foreign experiences
- Establishes contacts and organizes creative professional exchanges with similar foreign institutions, including the International Union of Oenologists
- Publishes scientific and popular materials in its bodies and partner media
- Conducts professional tasting courses to refine the sensibilities of oenologists, enhance their skills in the field of organoleptic analysis of wines and alcoholic beverages; conducts tasting courses for journalists, sommeliers, traders and wine connoisseurs in order to build tasters outside the wineries
- Organizes national exhibitions, tastings, presentations and competitions of Bulgarian wines

Chairperson: Dimitar Dimitrov
Address: Plovdiv 4000 Maritza Blvd 26

Tel. +359 32 63 53 76
E-mail: seb@wineforum-bg.net
http://www.wineforum-bg.net/enolog/main.htm

5. **The Bulgarian Wine Guild and the Bulgarian Wine Board**
   Branch organizations is goal to unite and to integrate the efforts of winegrowers and winemakers towards the country brand - "Bulgarian Wine brand", which will be marketed both at Bulgaria and abroad.

V. SCIENTIFIC ORGANIZATIONS

Scientific, research and staffing policies in the wine sector is carried out at the Vine and Wine Institute of the Agricultural Academy.

Scientific research in the field of viticulture in Bulgaria is being conducted by the Agricultural University - Plovdiv and the Complex Experimental Station for Viticulture and Enology in Varna at the Agricultural Academy, The National Institute for research of Wine, alcoholic beverages and essential oils, National Agricultural Advisory Service (NAAS), Institute for Vineyards and Wine in Pleven, Complex Experimental Stations for Viticulture and Viticulture in Varna and Pomorie.

1. Agricultural Academy

The Agricultural Academy is a unified scientific structure with centralized management with a coordinating function and research units that implement elements of globally and nationally significant scientific projects. Its role as a national autonomous budget organization to the Minister of Agriculture, Food and Forestry is for research, for application, servicing and auxiliary activities in the field of agriculture, livestock and food industry. It is carried out within the framework of the state agricultural policy and in compliance with the Common Agricultural Policy of the European Union.

Its leading role is to help strengthen and strengthen the link between education, science and business in Bulgarian agriculture. For this purpose, there are priorities identified with the branches, producers, the Ministry of Agriculture, Food and Forestry (MAF) and other users of its scientific products.

Its main direction is the development of the "Bulgarian" with the cultivation of Bulgarian varieties, hybrids, breeds. In this direction, it seeks and develops the specific, unique in small, boutique production with high added value. There is a real legal opportunity for its scientific collectives to benefit from the realization of scientific products - technologies, varieties, programs, consultations, etc.

Address: 1373 30 Suhodolsk Str, Sofia
Tel. +359 2 812 75 05
E-mail: ssa@agriacad.bg
http://www.agriacad.bg

2. The National Institute for research of Wine, alcoholic beverages and essential oils

During its existence, the Institute has played an important role in the development of the Bulgarian wine industry by performing an applied research, the transfer and adaptation of foreign experience and the implementation of own scientific projects and developments, starting with the processing of grapes, going through the maturation, aging, processing, stabilization and bottling of wine.

The Institute has the ambition to consolidate and expand its position as a major driver of new achievements and to contribute to the promotion and improvement of the Bulgarian wine-making authority.

The institute's team can meet and find solutions to a wide range of problems and tasks that have arisen in the practice of the wine industry.

Main activities of the Institute are:

- Development of research and applied projects in the field of wine
- Searching for adequate solutions to problems encountered during the production process
- Comparison and evaluation of oenological preparations (additives, clarifiers, stabilizers, etc.) offered by different companies, providing expert opinion on their use

- Assistance in carrying out the technological process during the grapevine campaign by specialists

  Address: Sofia, 1606, 20 April 20 Str.
  Tel. +359 2 818 49 89
  E-mail: clients@niivsnem.bg
  https://niivsnem.bg/

3. **National Agricultural Advisory Service (NAAS) and other private consultancy organizations**

NAAS conducts its business within the state agrarian policy, providing farmer's current information, specialized counselling, and provides expert assistance for the implementation of efficient and competitive agriculture in accordance with approved by the European Union / EU standards. A leading activity of the NAAS in the sector is to assist farmers in rebuilding old and creating new vines. Particular attention is paid to the training of farmers on soil research before planting, the use of quality certified seedlings, the application of proper agrotechnics and plant diagnostics. replanting of vineyards, as well as for the application of good vineyard practices.

https://www.naas.government.bg

4. **Institute for Vineyards and Wine in Pleven**

The Institute for Vineyards and Wine in Pleven is a state-owned research institution within the structure of the Agricultural Academy (SAA) of the Ministry of Agriculture and Food and Forests (MAFF). The Institute is conducting research in connection with the creation of new varieties of vines, improving the production of vine planting material, improving technological solutions for growing vines, improving mechanization, etc.

Address: Pleven; 1 Kala Tepe Str
Tel. 064 822161
Fax: 064 826470
E-mail: ilv@el-soft.com
http://ilv.my.contact.bg/index.htm

5. **Complex Experimental Stations for Viticulture and Viticulture in Varna and Pomorie** carries out research and scientific services in viticulture and viticulture in the field of:

- Vine agrotechnics - pruning and forming systems; maintenance of the soil surface; integrated plant protection.
- Technology and assortment of white table wines and roses
- Viticulture and winemaking consultations.
- Chemical laboratory for physicochemical analyses of viticulture and wine production

These scientific units are able to provide technological and organizational solutions to improve vineyards, wine quality, economy and management through seminars, scientific forums and publications.

Address: 9023 Varna, Vl. Varnenchik Winery
Tel. +359 52 510603
E-mail: oslvvarna@abv.bg

Staffing of the wine sector with specialists is performed by the Department of Viticulture and Enology at the Agricultural University of Plovdiv, the Institute of Vine and Wine in Pleven and the Department of Wine and Beer Technology at the University of Food Technology in Plovdiv.

The presented institutional framework of the wine sectors in Bulgaria with respect to the current study shows that in the Southeast and the Northeast regions the authorities carrying out activities in the wine sector are:

1. Executive Agency for Vine and Wine (EAVW) has 3 units respectively in:

- **Northeast region**

EAVW unit Varna
Address: 17A Aleko Konstantinov Str., PC 156
Tel.+359 52 621825,
Fax: 052/621813
E-mail: varna@eavw.com

- **Southeast region**

  EAVW unit Burgas
  Address: Water Palace, 3 Ferdinandova str., fl.3
  Tel. +359 56 845944
  Fax: +359 56 845944
  E-mail: bourgas@eavw.com

  EAVW unit Sliven
  Address: 1 Tsar Osvoboditel Str., PK 41A
  Tel. +359 44 622187
  Fax: +359 44 622187
  E-mail: sliven@eavw.com

2. Regional Vine and Wine Production Chambers (RVWPC) has 4 units respectively in:

   - **Trakia RVWC -** based in Plovdiv (includes regions: Pazardzhik, Plovdiv, **Stara Zagora**, Smolyan). Only Stara Zagora district falls within the scope of the Southeast region. The other districts represent the Southcentral region.

     Chairman: Konstantin Madjarov
     Address: 4000 Plovdiv, 50 Kapitan Raycho Str., Fl.3 office 3
     Tel. 0894 523492; 0894 224441
     E-mail: rlvktrakia@gmail.com
     www.rlvktrakia.hit.bg

   - **Southeast Thracia RVWC -** based in Sliven (includes regions: Haskovo, **Yambol, Sliven**, Kardzhali, includes municipalities**: Karnobat, Sungurlare**). Districts **Yambol, Sliven** and the municipalities **Karnobat and Sungurlare** distr falls within the scope of the Southeast region. The other 2 districts represent the Southcentral region.
     Chairman: Dimitar Panov
     Secretary: Galya Georgieva

Address: 8800 Sliven, Stara Zagora Road, Industrial zone - west, 200
Tel. +359 44 625328
E-mail: rlvk_sliven@abv.bg
http://www.rlvk-burgas.com

- **South Black Sea RVWPC -** based in Bourgas (includes the municipalities in Burgas region). The whole district fall into the scope of the Southeast region.

  Secretary: Parashkeva Yaneva
  Address: 8000 Burgas, 43 Ferdinandova Str. 237
  Tel: +359 56 84 42 81
  E-mail: rlvk_05bourgas@abv.bg

- **Black Sea RVWC -** based in Varna (includes regions: **Shumen, Targovishte**, Razgrad, **Dobrich**, Silistra, **Varna**). The Northeast region includes the districts Shumen, Targovishte, Dobrich and Varna.

  Chairman: Mihail Mihov
  Secretary: Denko Georgiev
  Address: 9000 Varna, 281 Vladislav Varnenchik Blvd., floor 6
  Tel. +359 52 59 90 77
  E-mail: denkogeorgiev@abv.bg

3. From the research institutes only one is situated in the Northeast region:

- **Complex Experimental Stations for Viticulture and Viticulture in Varna and P**

  Address: 9023 Varna, Vl. Varnenchik Winery
  Tel. +359 52 510603
  E-mail: oslvvarna@abv.bg

There are no universities offering specialized education in the viticulture, oenology and wine production sector on the territory of the Northeast and Southeast region.

CHAPTER 4

WINE REGIONS AND LOCAL GRAPE VARIETIES

I. DESCRIPTION OF THE WINE REGIONS

The differences in the natural and climate conditions of the different regions of the country lead to differentiation of the parameters characterizing the production potential of viticulture, as well as to the presence of territorial peculiarities in its specialization and concentration. The regionalization in the viticulture sector of Bulgaria is an important prerequisite for the development of modern viticulture and enhancement of production efficiency and market realization of production. Viticultural zoning have sought to improve some aspect related to the grape/wine quality, the growing environment or the financial situation of the wine-grower.

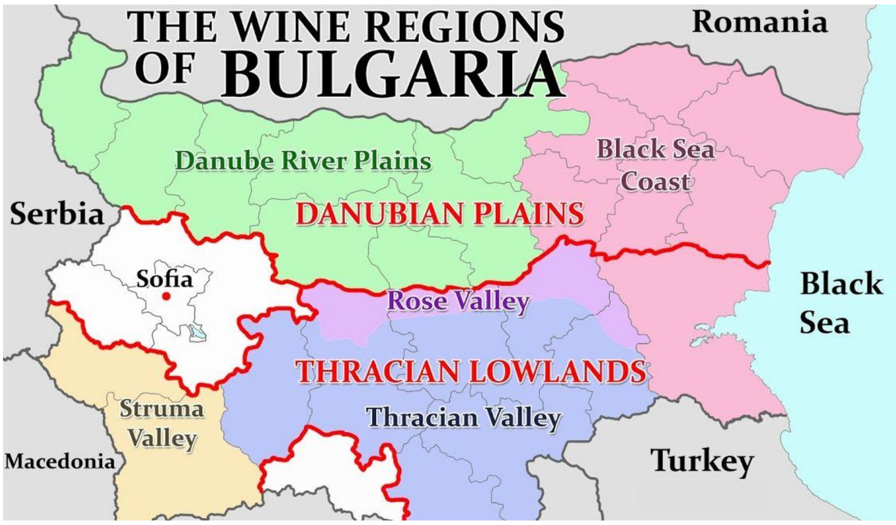
The territorial scope of the wine-growing regions is determined on the basis of the administrative-territorial division in the country. According to the Regulation on the Rules and Requirements for the Production of Regional Wines (2002), their boundaries may coincide with the boundaries of the administrative-territorial unit, cover more than one administrative-territorial unit or relate to a specific production area, such as a valley or river valley and more. The exact scope of the wine-growing regions is clarified in the on Regulation on the conditions and procedure for the establishment and maintenance of a register of wine-growing holdings and a specialized vineyard map (2005), which specifies the specific municipalities falling within the respective wine-growing regions.
The regionalization policy of the territorial distribution of wine-grape varieties aims to provide the best terroir for the wine-grape production in the specific wine-growing region- the most suitable soil, relief, climate and economic growing conditions. Although the viticultural zoning is not synonymous with terroir zoning, it subsumes many facets associated with the familiar notion and acceptance of terroir.

The first viticultural zoning in Bulgaria was made in 1951 by a decree of the Council of Ministers, according to which the country is divided into North Bulgarian, Rila-Rhodopes, Sub-Balkan, Black Sea and Melnik wine regions. In the following years, a comprehensive survey of the wine-growing regions, vine collections and soil and climatic conditions was carried out, and the most suitable varieties for them were determined. Based on years of examination of all climate conditions, technological characteristics and agrobiological properties of the vine varieties and the experience gained in the process of grape production and its processing into wine, four wine-growing regions are distinguished: East, South, North and South-west and a total of 116 micro-region. According to the State Gazette no. 67 / 16.08.2005, 2 regions for production of regional wines are distinguished in Bulgaria: the Danube Plain and the Thracian Plain. Following a restructuring of the wine sector under the current market conditions, the wine-growing regions and the micro-regions are determined by the distribution and cultivation of wine grape varieties, as well as by the established wine production infrastructure. The viticultural zones are officially defined in the Bulgarian legislation in the Act on wine and alcoholic beverages, the term "wine-growing region" is defined as "a group of territories with homogeneous and specific natural conditions, planted with vineyards with distinctive varietal composition and using cultivation technology with established wine-growing traditions".

According to the National strategy for the development of viticulture and wine production in the Republic of Bulgaria for the period 2005-2025 and according to the Operational Program "Regional Development" of the EU (covering both periods 2007-2013 and 2014-2020), Bulgaria is conditionally divided into five wine-growing regions. The wine-growing regions with identical characteristics are determined on the basis of the diversified terroir climate conditioned by the soil, by the relief and by the traditions and customs in the different parts of the country.

- Northern Bulgaria - Danube Plain region
- Eastern Bulgaria - Black Sea region
- Southern Bulgaria - Thracian Lowlands region
- South-western Bulgaria - Struma Valley region

* Rose valley - Sub-Balkan



According to SG 67/16.08.2005, the Bulgarian territory is divided into 2 main regions for the production of regional wines, namely the Danube Plain and the Thracian Lowland.

According to the current administrative division, the country is divided into 6 statistical regions for statistical needs (NUTS 2 level of the European Classification of Territorial Units):

* Northwest - Severozapaden (includes the districts Vidin, Vratsa, Montana, Lovech, Pleven)
* North Central - Tsentralen (includes the districts of Veliko Tarnovo, Gabrovo, Rousse, Razgrad, Silistra)
* Northeast - Severoiztochen (includes the districts of Varna, Dobrich, Targovishte, Shumen)
* Southeast – Yugoiztochev (includes the districts of Bourgas, Sliven, Yambol, Stara Zagora)
* Southwest - Severozapaden (includes Blagoevgrad, Kyustendil, Pernik, Sofia (Sofia), Sofia district)
* South Central – Yuzhen Tsentralen (includes the districts of Kardzhali, Pazardzhik, Plovdiv, Smolyan, Haskovo)

The wine-growing regions do not coincide with the territorial statistical regions (NUTS 2).

The present survey includes data, information and analysis of the wine-growing and the wine production sector specifically for the **2 statistical regions (NUTS 2): the Northeast region** (districts: Varna, Dobrich, Targovishte, Shumen) and the **Southeast region** (districts: Bourgas, Sliven, Yambol, Stara Zagora) and for the country Bulgaria.

1. Northeast region

According to the accepted division, the region of **Northeast Bulgaria** falls into **the Eastern wine-growing region – Black Sea region**, which according to the accepted criteria covers: the Black Sea, Dobrudzha and Ludogorie.

The Black Sea (Eastern Bulgaria) region incorporates 32 distinct micro-regions along the Black Sea coastline and the area of Ludogorie, as well as embraces 30% of the vineyards in the whole country. The climate in the region is influenced by the sea, and is characterized by hot summers, cool springs and mild winters. The autumn in the Black Sea region is warm, dry and long, which is advantageous for the accumulation of sufficient amount of sugars for the production of fine white semi-dry wines. Soils are diverse, but constitute of primarily black earth, grey-brown forest, alluvial-meadow and humic-carbonic soils. 53% of the white grape varieties are concentrated in this region, most importantly Dimyat, Muscat Ottonel, Rkatsiteli, Traminer, Riesling, Sauvignon Blanc, Chardonnay, Aligote and Ugni Blanc. Red grape varieties are mainly represented by Pamid, Merlot and Cabernet Sauvignon. The Black Sea viticulture region is characterized by the production of some of the best dry and semi-dry Bulgarian wines, which combine a pleasant fruity aroma, dense taste and elegant freshness.

The Black Sea (Eastern Bulgaria) encompasses the following districts and municipalities form the Northeast region:

1. Varna District, comprising the municipalities: Avren, Aksakovo, Beloslav, Byala, Varna, Vetrino, Vulchi Dol, Devnya, Dolni Chiflik, Dalgopol, Provadia and Suvorov of Varna,
2. Dobrich District, which includes the municipalities: Balchik, General Toshevo, Dobrich, Dobrich-rural, Kavarna, Krushari, Tervel and Shabla
3. Shumen District, which includes the municipalities: Veliki Preslav, Venets, Varbitsa, Kaolinovo, Kaspichan, Nikola Kozlevo, Novi Pazar, Smyadovo, Hitrino and Shumen.
4. Targovishte District, which includes the municipalities: Antonovo, Omurtag, Opaka, Popovo and Targovishte

2. Southeast region

According to the accepted division, the region of Southeast region of Bulgaria falls into the 3 wine-growing regions: Eastern wine-growing region – Black Sea region, Thracian Lowland (Southern Bulgaria), and Rose Valley (Sub-Balkan) which according to the accepted criteria covers: the southern Black Sea region (Burgas) the eastern Thracian Lowland (Stara Zagora and Yambol) and a part of the low eastern Sub-Balkan (Sliven).

In the **Thracian Lowland (Southern Bulgaria)** region the climate is temperate continental with uniform rainfalls during the whole period of vegetation. It includes 39 micro-regions, representing 60% of the red grape varieties in the country. The region encompasses the central part of the Thracian Lowland and parts of Sakar Mountain. Soils are mainly cinnamon forest, clayey and alluvial-meadow. Most of the red grape varieties in the country are concentrated in this region, namely Merlot, Pamid, Syrah, Cabernet Sauvignon, Mavrud, Red Misket, Rubin and others. The climatic conditions, which are protected from sharp northern winds, are favorable for the production of rich, dense, memorable red wines from grape varieties such as Cabernet Sauvignon, Mavrud, Merlot, Cabernet Franc, Petit Verdot, and others. The good wines made from the local grape variety Mavrud are greatly appreciated, as they combine the aroma and the taste of small red fruit, spices and grasses. White grape varieties in the region are mainly Sauvignon Blanc, Chardonnay, Traminer and Muscat.

The Thracian Lowland region incorporates the following viticultural centres form the Southeast region:

1. District Sliven, which includes the municipalities: Nova Zagora and Sliven
2. Yambol District, which includes the municipalities: Bolyarovo, Elhovo, Straldzha, Tundzha and Yambol
3. District Stara Zagora, comprising the municipalities: Daskalovi Brothers, Galabovo, Opan, Radnevo, Stara Zagora and Chirpan

The **Rose Valley (Sub-Balkan)** region includes 13 micro-regions. It is situated on the South of Old Mountain and constitutes of two river valleys: that of Tundja on the East and of Stryama on the West. The main viticultural centres from the Southeast region are Sliven, Yambol Karnobat and Sungurlare. The climatic and soil conditions in the region are considered to be

from the most suitable ones for cultivating high quality vines. Soils are primarily brown and cinnamon forest ones. The diversity of micro-regions and soils is fascinating, but most significant is the excellent air drainage along the slopes of Middle Forest. Evidence of those excellent conditions is the fact that although the Rose Valley region is not the biggest in Bulgaria, this is where the highest quantity of wine is produced. The main grape varieties in the region are Merlot, Cabernet Sauvignon, Riesling, Red Misket, and Rkatsiteli. The region is known for its production of mainly white dry and semi-dry wines, and less red and aromatized wines. The wines have a characteristic pleasant fruity aroma, fresh and harmonic taste. The wines made from the local grape variety Red Misket are some of the best representatives of the Bulgarian white wines and are unique with their rich fruity aroma, elegant body and gentle, memorisable aftertaste.
The Rose Valley (Sub-Balkan) region incorporates micro-regions form the Southeast Burgas and Pomorie.

1. Burgas District, with the municipalities: Sungurlare and Karnobat
2. District Stara Zagora, which includes the municipalities: Pavel Banya, Kazanlak, Gurkovo, Maglizh and Nikolaevo
3. Sliven District, which region - includes the municipalities of Kotel and Tvarditsa

Statistics of the Northeast region

Area and borders

The area of the region is 14 636 sq. km, accounting for 13,05% of the country's territory.

The area borders on the west with North-central region, on the south with Southeast region, on the east with the Black Sea and on the north with north-central region and the Republic of Romania.

Population

The population of the region is 931 370 people (as of April 2019 official census in Bulgaria), which corresponds to 13,26% of the country's population. The population census data of 2018 shows a decrease in population. The average population density in the Northeast region is 55.99 inhabitants/sq. km, below the national average of 63.29.

Statistics of the Southeast region

Area and borders

The region has an area of 19 7991 sq. km, or 17,8% of the country's territory.

To the east it borders the Black Sea, and to the north it covers the eastern branches of the Balkan Mountains. South-southwest includes part of Strandja. The lack of high mountains and large rivers in the territory of the region contributes to the connections between the settlements and increases the compactness of its territory.

Population

The population of the region is 1 035 814 people (as of April 2019 official census in Bulgaria), which corresponds to 14,74% of the country's population. The average population density in the Southeast region is 70,27 inhabitants/sq.km.

The conditions in the **Northeast region (Varna, Dobrich, Shumen and Targovishte)** of Bulgaria and **the eastern parts of the Southeast region (Burgas and Yambol)** are more favourable for the cultivation of white grape varieties and grape varieties for the production of rose wine. In the Sea coast area the climate is milder in terms of high temperatures, without high heats as in southern Bulgaria. The air is more humid, especially by the sea, which is a prerequisite for good and even ripeness in the white grape varieties, without stress in the vine, which produces good aromas, forming especially at low night and high daily temperature. In such conditions, the freshness of the wines is maintained due to the fact that there is more acid in the grapes. In the inland territory of the Southeast region (Stara Zagora and Sliven) the climate makes white grapes to ripen a bit forcibly due to the higher heat (high temperatures and dry air). Higher annual temperature is needed to produce more coloring agents, polyphenols, tannins, which determine the characteristic taste of red wines are more appropriate for the production of red grape varieties with intensity and concentration of tannins, dyestuffs and taste.

II. PDO and PGI

PDO PGI

The Council Regulation (EEC) No 2081/92 distinguishes between two categories of protected names: designations of origin and geographical indications. The distinction between the two categories depends on how closely the product is linked to the specific geographical area whose name it bears.

1. Protected designation of origin (PDO)

The protected designation of origin is for products closely associated with the area whose name they bear. Such a product must meet two conditions:

- the quality or characteristics of the product must be connected with the particular geographical environment of the place of origin; this environment including inherent natural and human factors, such as climate, soil quality, and local know-how;
- the production and processing of the raw materials, up to the stage of the finished product, must take place in the defined geographical area whose name the product bears.

Wines with protected designation of origin (PDO) includes wine grape varieties from a certain region with recommended and authorized varieties from which quality wines are produced. The cultivation of vineyards for quality wines shall respect the agro-technical measures determined for each region in order to ensure the optimal quality of the wine. PDO wine is a wine produced in a defined geographical area, a micro-region or a locality whose name is used for its designation and its quality and characteristics are due primarily or exclusively to the specific geographical environment, with its natural and human factors. The grapes from which it is produced originate exclusively from this geographical area, micro-region or locality and is obtained from wine grape varieties of the species Vitis vinifera.

The total number of protected designations of origin **(PDO) in Bulgaria is 52**.

- **In the Northeast region protected designations of origin PDOs are 8**: Varna, Shumen, Khan Krum, Targovishte, Evksinograd, Veliki Preslav, Novi pazar and Black Sea region.
- **In the Southeast region the PDOs are 13**: Pomorie, Dragoevo, Bolyarovo, Slavyantsi, Karnobat, Yambol, Sliven, Oryahovitsa, Shivachevo, Stara Zagora, Sungurlare, Nova Zagora, South Black Sea coast.

Name in Bulgarian	Equivalent term	EU file Number
Поморие	Pomorie	PDO-BG-A0430
Евксиноград	Evksinograd	PDO-BG-A0881
Велики Преслав	Veliki Preslav	PDO-BG-A0885
Драгоево	Dragoevo	PDO-BG-A0952
Болярово	Bolyarovo	PDO-BG-A0985
Шумен	Shumen	PDO-BG-A0997
Славянци	Slavyantsi	PDO-BG-A1008
Хан Крум	Khan Krum	PDO-BG-A1030
Нови Пазар	Novi Pazar	PDO-BG-A1031
Варна	Varna	PDO-BG-A1032
Карнобат	Karnobat	PDO-BG-A1175
Ямбол	Yambol	PDO-BG-A1179

Сливен	Sliven	PDO-BG-A1190
Оряховица	Oryahovitsa	PDO-BG-A1344
Южно Черноморие	Southern Black Sea	PDO-BG-A1347
Шивачево	Shivachevo	PDO-BG-A1391
Черноморски район	Black Sea	PDO-BG-A1392
Стара Загора	Stara Zagora	PDO-BG-A1394
Търговище	Targovishte	PDO-BG-A1439
Сунгурларе	Sungurlare	PDO-BG-A1489
Нова Загора	Nova Zagora	PDO-BG-A1494

Table 2. PDOs in NE and SE region and EU file numbers

2. Protected Geographical Indication (PGI)

The protected geographical indications (PGI) also designate products attached to the region whose name they bear; but the link is of different nature than that between the product with a PDO and its geographical area of origin. To be eligible to use a protected geographical indication a product must meet two conditions:

- it must have been produced in the geographical area whose name it bears. Unlike the protected designation of origin, it is sufficient that one of the stages of production has taken place in the defined area. For example, the raw materials used in production may have come from another region
- there must also be a link between the product and the area which gives its name. However, this feature need not be essential, as in the case of a designation of origin. It is sufficient that a specific quality, reputation or other characteristic be attributable to the geographical origin of a given product

Wine vineyards for the production of regional wines with a protected geographical indication correspond to the traditional Bulgarian name "table wines with geographical indication". They are produced from certain wine varieties from a particular region. Wine with PGI is a wine produced in an area or a locality whose name is used for its designation and which has a specific quality, reputation or other characteristics attributable to its geographical origin. At least 85% of the grapes used for its production originate exclusively from that geographical area and it is obtained from wine grape varieties of the Vitis vinifera or Vitis vinifera crosses with other species of the genus Vitis.

There are two main viticulture and oenology regions for production of PGI wines:

2.1 Thracian Lowlands - PGI-BG-A1552

The vine varieties in the region for production of wines with PGI Thracian Lowlands are located in South Bulgaria. It is situated between the Balkan Mountains on the north, Black Sea on the east and the border with Greek on the south. The altitude where the plants are grown is between 100 and 500 m. The terrain is flat and hilly. The transitional continental climate is mild and warm, with Black Sea and Mediterranean influence, the favourable soils, mainly cinnamon forest (Chromic Luvisols) and the developed traditions - the human factor - create conditions for the production of wines with specific characteristics. They are very extractive and alcohol-rich. In terms of taste, the quantity of noble tannins is predominant.

The varietal structure of white wines: Muscat Ottonel, Chardonnay, Sauvignon Blanc, Dimyat, Traminer, Misket Red, Riesling Rhine, Tamyanka, Pinot Gris, Ugni Blanc, Italian Riesling, Misket Vratsa, Rkatziteli, Misket Varna, Bulgarian Riesling, Aligoté, Viognier, Semion, Silvaner, etc. The white wines have a vivid, deep golden colour with greenish reflections. The aroma is intensive, multi-layered, it develops in the glass and acquires a sweetness combined with flowery nuances. The taste is full-bodied, balanced, and harmonic, with a distinct fruity nature.

The varietal structure of red wines: Cabernet Sauvignon, Cabernet Franc, Merlot, Mavroud, Pinot Noir, Gamay Noir, Broad leaved vine, Pamid, Bouquet Shevka, Syrah, Rubin Evmolpia, Melnik 1300, Melnik 82 Grenache, Plovdiv Malaga, Cinsaut, Alicante Bouschet, Petit Verdot, etc. The rosé has an elegant aroma of red forest fruit with accents of wild strawberry and cherry. The body has an intense fruity aroma; it is complex, juicy, with a pleasant freshness and aftertaste. The red wines have a vivid, sparkling, deep ruby colour with garnet reflections. The aroma has characteristic strong fruity nuances of red and black fruit – sweet and sour cherry, blackberry, plum with discreet accents of red peppers, spices and chocolate. A full-bodied taste with well-balanced tannins, a ripe roundness and mildness, juicy, fruity, elegant finish.

The Southeast Region is included in the wine production area with the **Thracian Lowlands PGI** with the following districts including the municipalities:

- **District Burgas** with municipalities: Aytos, Burgas, Tsarevo, Kameno, Karnobat, Malko Turnovo, Nessebar, Pomorie, Ruen, Sozopol, Sredets, Sungurlare, Primorsko
- **District Yambol** with municipalities: Bolyarovo, Elhovo, Straldzha, Tundzha, Yambol
- **District Sliven** with municipalities: Kotel, Nova Zagora, Sliven, Tvarditsa
- **District Stara Zagora** with municipalities: Bratya Daskalovi, Chirpan, Galabovo, Gurkovo, Kazanlak, Maglizh, Nikolaevo, Opan, Pavel Banya, Radnevo, Stara Zagora

2.2. PGI Danubian Plain PGI-BG-A1538

The vine plants in this region for the production of wine with protected geographical indication (PGI) Danubian Plain are located in the Danubian Plain in Northern Bulgaria. It is situated between the Danube River on the north, the foothills of the Balkan Mountains on the south, the Timok River on the west and the Black Sea on the east. The altitude for the most part of the Plain is between 100 and 250 m, reaching in some parts 300-400 m. The temperate continental climate with dry, hot summers, the lowland terrain with plains, hills and plateaus the chernozemic (black) soils and gray forest soils formed on loess, as well as the traditions maintained and developed in the region determine the peculiarities and characteristics of the wines produced.

The varietal structure of white wines: Sauvignon Blanc, Muscat Ottonel, Chardonnay, Traminer, Dimyat, Misket red, Rhine Riesling, Tamyanka, Pinot Gris, Ugni Blanc, Riesling Italian, Rkatziteli, Aligoté, Viognier, Furmint, Harsh Lavelyu, Sungurlare Misket, Varna Muscat, Misket Markov, Silvaner, Müller Tyurgao, Muscat Kailashki, Chenille Blanc, Roussanne, Colombard, etc. White wines have a complex aroma with predominating citrus fruit and nuances of herbs, fresh grass and wild flowers. The taste is fresh, with balanced acid, harmonious, with a long-lasting aftertaste.

The varietal structure of red wines: Cabernet Sauvignon, Cabernet Franc, Merlot, Pinot Noir, Gamay Noir, Pamid, Bouquet, Syrah, Rubin, Cinsaut, Evmolpia, Grenache, Hebros, Alicante Bouschet, Grand Noir Gamza, Carmenere, Petit Verdot, Malbec, Grenache, etc. The aroma of rosé is characterized with red forest fruit and stone fruit. The taste is ethereal, rounded, with appetizing highlights of blackberry and ripe cherry. The finish is warm, slightly tart, with a definite freshness. The aroma of the red wines combines black and red forest fruit, plums, spices, vanilla and nuts. The taste is characterized with soft tannins, balanced, juicy, with a fruity freshness.

The Northeast region is represented with PGI wines from the following districts and municipalities:

- **District Targovishte** with municipalities: Omurtag, Opaka, Popovo, Targovishte
- **District Dobrich** with municipalities: Balchik, General Toshevo, Kavarna, Shabla, Dobrich, Krushari, Tervel
- **District Shumen** with municipalities: Hitrino, Kaolinovo, Kaspichan, Novi pazar, Shumen, Smyadovo, VelikiPreslav, Varbitsa, Venets, Nikola Kozlevo
- **District Varna** with municipalities: Aksakovo, Avren, Beloslav, Byala, Devnya, Dolni Chiflik, Dalgopol, Provadia, Suvorovo, Varna, Vetrino, Valchidol

III. LOCAL TYPE OF WINE GRAPE VARIETIES

Besides the main international varieties, Bulgaria has a number of strong indigenous varieties. These varieties are grown in the Northeast and in the Southeast region in different volumes:

1. White wine vine varieties:

- **Dimiat (white)** variety was probably brought from Egypt to Thrace along the shores of the Black Sea by Greeks and had been cultivated since ancient times in the Bulgarian lands. Most plantations are mainly located in Varna and Burgas regions, but it is grown on small areas in Mountain Sredna Gora and part of Stara Zagora district. The grapes ripen in the second half of September. Sensitive to low temperatures and drought, resistant to rot. The grapes produce ordinary white table wines and high quality material for cognac distillate. Unless blended with another variety but used alone, the varietal wines are aromatic, usually dry and harmonious. The variety produces ordinary white table wines with a characteristic taste. It develops a fruity aroma with accents of ripe peach. The taste is mild, harmonious when the berry is well ripe, with a slight vanilla nuance with pleasant freshness. It is used independently for blending with other varieties

- **Misket (white)**

Almost every Bulgarian wine region has its own misket - Varna, Sungurlare, Shumen and other. It is important to know that, although they are identical in aroma and style of wine, in most cases they are different varieties that are not even related.

It has both white and red varieties, but is also considered as an old Bulgarian variety. It is distributed mainly in the region of the Sub-Balkans and the Middle Mountains - Sungurlare (Sliven). In terms of frost resistance, this variety ranks first among the local varieties. The wines have a straw-yellow color and a pleasant fine misket flavor.

- **Red Misket (cherven) (white)** is an old Bulgarian variety, widespread in the sub-Balkan region. It has an interesting colour with pink shades for production of white wines. There are industrial plantations in the Sungurlare, Varna regions, where it is also zoned, and in smaller areas - in Stara Zagora, Sliven, Yambol.
  Several tapes have been found in this variety - with pale pink and more grained with dots, with darker pink to red-violet grains, more mature, early-ripening, with gray-green grains and with a lesser misket taste. Selection of valuable branches of this variety is very important in order to improve the quality of the wines.
  Wine with excellent clarity, gentle pale green color. Elegant and subtle aroma, with a clear presence of floral notes, complemented by the aroma of yellow and white fruits, vanilla and rose. Citrus and tropical fruits are deep in the depth. The style of the wine is defined as mineral, complex, fine, light-bodied and of medium length. The aftertaste brings out freshness and mild dryness.
- **Vrachanski misket (white)** - grapes are harvested by hand and are carefully selected from the vineyards of the Evksinovgrad vineyards (Varna, NE). It is made

from white dry wine with a protected geographical name - "Danube Plain". The drink has a very distinctive aroma - misket, but originally combined with wild herbs. The wines have a frank misket aroma, complemented by copper-locum notes and those of white flowers and herbs. Freshness is moderate. In general, the vrachanski misket is a wonderful aperitif wine made for consumption within the harvest.

- **Muscat Vrachanski (white)** is a local variety for Bulgaria, belonging to the Eastern Ecogeographic Group. It is grown on limited areas in the regions of Burgas. Late-ripening white wine grapevine variety. Grapes ripen in the second half of September. Its grapes are practically resistant to grey mould. It is susceptible to low winter temperatures. The Muscat flavor is specific and strong. It is retained during wine aging and is actively involved in the formation of a rich and well expressed bouquet. The variety can produce dry, semidry and semisweet wines, and only in some years quality liqueur wines.

- **Tamianka (white)** is an early ripening grape that grows in dense clusters of medium size. It is also cultivated in other countries in Central and Eastern Europe

- **Kokorko variety (white) -** is a truly unique one that can hardly be found today. Before the variety was distributed in the Northeast Bulgaria (Varna, Dobrich). Varieties such as Kokorko and Tamyanka are thought to give a very pleasant aroma to white wines.

2. Red wine vine varieties:

- **Pamid (red),** which has been cultivated in our lands since the Thracians (before 4 000 years) typical of the Black Sea Ecogeographic Group. The ancient Thracians had grown it in these areas. In the past, it was the most common variety in Bulgaria. This is a medium-ripening variety - it is harvested in mid-September. Light red, light table wines are obtained, but they are not suitable for ageing. It has a light red colour and its flavour is fresh, with fruity nuances. The wine made from pamid is meant to be drunk young because of low phenolic substances content (consumption 1 to 2 years after production). For the wines made by variety pamid they said that it is a red or rose but with white soul. It is very light and smooth, with pleasant aroma and can be drunk in warm weather. Pamid is a very old local variety. In the South Bulgarian Vine-Growing

Region, it occupies the first place among the wine grapevine varieties and in the North Bulgarian it comes second after the Gamza variety.

- **Evmolpia variety (red)** (Thracian Mavrud) is distinguished by its most valuable biological, technological and economic qualities. It has a high energy content of sugar and its grapes ripen in the beginning of September. The wines of this variety are of a very high class and have a harmonious composition and high tasting rating.
- **Gamza (red)** is the most widespread in the North western part of the country and in . The variety is less commonly used for single wine, most often for blending. The variety is very high yielding and late ripening - the grapes ripen in late September, early October. In rainy autumn grapes are very susceptible to cracking and gray rot. The young wines of the variety have a bright red ruby color and fruity aromas.
- As early as 1944, they created the **Rubin** (red) variety by crossing the "Nebiolo" and "Syrah". It gained notoriety only after the late 1950s, when it was approved by the State Variety Commission and was distributed mainly in the Plovdiv area and partly around Ivaylovgrad. Nowadays the plantations with Rubin are growing all over the country. Generally the variety is not very cold resistant. It accumulates sugars very quickly, but also loses acid relatively quickly, which is the most critical moment for the exact picking time, as the technological maturity period is short. These wines are deep in colour, with thick but harmonious taste and soft finish.
- The hybrid variety **Kailushki Rubin (red)** is one of the last ones, created at the Institute of Viticulture in Pleven. It is selected on the basis of the crossing of the European vine "Vitis vinifera", which is a donor of the quality of the grapes, with American and Asian species. Asian carriers are the donor of low temperature resistance of minus 40 degrees, which is not uncommon in the Far East. Native American species are "immunized" for major vine diseases.
- **Shevka (red)** is a local wine grape variety, distributed mainly in the region of Sliven. It is best developed on skeletal soils on sloping terrains. It is resistant to drought and cold. Gives regular yields with long pruning. A late variety that ripens in the second half of September. Resistant to rot.
- **Melnik (red)** is an old local variety grown from time immemorial in the region of Melnik (Southwest region). It is grown in a negligible amount in Southeast region regions. The grapes ripen around September 20-25. The vines are very growing, with very good

fertility and yield. The variety make wines with a deep ruby color, rich aroma and maturing potential.

- **Mavrud (red)** is an old local variety that is grown only in Bulgaria, most often around Asenovgrad, although there are plantations elsewhere in the Upper Thracian Plain. Mavrud is a late ripening, the grapes ripen in mid-October but are not cold-resistant. Fresh sediment soils in the warm region of the country where there is no danger of low winter temperatures are most suitable for it. The climatic vagaries are definitely one of its weaknesses; it needs a long, dry and warm autumn to mature. In contrast, it is relatively resistant to gray rot and is not very sensitive to oidium. The wines produced from this variety have a deep ruby color, sufficient reserve of tannins and acids, and a specific, very pleasant aroma in which blackberries and ripe mulberries are detected. The perfect wines derived from it develop perfectly in contact with oak wood, developing a powerful, complex aroma and a thick, harmonious taste.

CHAPTER 5

WINERIES IN THE NORTHEAST AND THE SOUTHEAST REGIONS IN BULGARIA

I. WINERIES IN THE NORTHEAST REGION

Table 1. ***Map of the Northeast region***

The Northeast region (NE) is characterized by a very mild temperate climate, influenced by its proximity to the Black Sea. Autumn is warm, dry and long, which is a very favorable prerequisite for the accumulation of enough sugars in the grapes and for the production of fine white wines. For this reason, mostly white grape varieties are grown in the area, producing excellent quality grapes and, from there, high grapes, as a class, and characterized by their excellent white wine. In this region are produced some of the best dry and semi-dry wines in our country, which combine a pleasant fruity aroma, thick taste and elegant freshness. The soils in the Northeast region are black earth, gray-brown forest, saline alluvial-deluvial, rendzini and pseudopods.

On the territory of the Northeast region are registered 29 wine producers according to the registry of wine producers of the Executive agency on vine and wine (EAVW). Below are listed some of the main wineries in the NE region by districts.

1. DISTRICT VARNA

Belogradetz Winery
District Varna, municipality Vetrino, village of Belogradetz 9230
Coordinates: 43°21'07"N 27°19'51"E,

Belogradets winery was founded in 2011. Bulgaria's wineries began just recently to invest in new vineyards, whereas we followed a different route – our winery was built to accommodate the 120 hectares of vineyards we planted in the period 2006 – 2008 and has an annual capacity of 530 000 bottles. In addition to red and white wines, our award wining technologist creates lovely rose of red Cabernet Sauvignon, Cabernet Franc, Merlot and Pinot Noir.

Chateau Polihronov
District Varna, Byala 9101, 1 "Trifon Milushev" str.
Coordinates: 42°53'00"N 27°52'56"E
www.polihronoff.com

Chateau Polihronov is a small family-run wine cellar producing limited quantities of wines from traditional grape varieties on the Bulgarian Black Sea coast such as Dimyat, Merlot, Misket of Varna, Sauvignon Blanc and Traminer. These wines are not commercially available, but can only be purchased at the winery (tasting room) or through the purchase of the Chateau Polychronov online store. The quantity of each batch is no more than 800-1000 bottles per year.

Euxinograd Winery
District Varna, Euxinograd
Tel: +359 52 361 205; +359 52 393 135
Coordinates: 43°13'26"N 27°59'42"E

The Euxinograd Winery is located north of Varna and it is situated within the palace complex of Euxinograd. The winery was established back in the distant 1891 and it is focused on the production of white wines. The cellar is located on two levels underground, the barrels being 12 m deep. The winery has 110 decares of its own vineyards of European and Bulgarian wine grape varieties - chardonnay, traminer, red misket, German Riesling and Vratsa misket. White wines are stored in oak barrels with a capacity of 200 to 3000 liters. Annual production of alcohol amounts to about 55 000 bottles of wine, 10-15 000 bottles of brandy and 3 000 bottles of Euxiniac. Euxinograd's product range includes Chardonnay wines, Muscat wilt, Vratsa misket, Traminer, and blend of German Riesling and Red Misket.

Prisoe Wine Cellar
District Varna, village Slanchevo 9144, near “Pobiti Kamani” area
Tel: +359 887 612 193; +359 885 640 319
E-mail: prisoe@mail.bg
Coordinates: 43°13'13.1"N; 27°42'59.9"E
www.prisoe-wine.com

The family small boutique winery Prisoe and its vineyards are located near the natural phenomenon of Stone Forest, not far from Varna.The oenologists, father and son, Rumen and Stefan Baltadzhiev founded the winery in 2002 and both of them take care for the vineyards and all wine production processes. The wines of Prisoe are of predominantly classic grape varieties - Chardonnay, Merlot, Cabernet Sauvignon.

Salla Estate
District Varna, municipality Provadia, village of Blaskovo 9240
Tel: +359 879 833 366
e-mail: office@salla.bg
Coordinates: 43°07'18"N 27°19'45"E
www.salla.bg

The grapes are grown in 300 acres of their own vineyards, located next to the cellar, on the Southwest slope. The terrain is hilly and the terrain combines unique natural conditions - a combination of suitable soil, relief, climate. The planting material is from the French company Guillaume and includes the elite white varieties Chardonnay, Sauvignon Blanc, Traminer, Riesling, the attractive red varieties Pinot Noir, Cabernet Franc and the local Bulgarian variety Vrachanski misket.
The winery is with a capacity for 180 000 bottles every year.

Seewines
The wines are vinified and bottled in “Damianitza”
Tel.: +359 885 133 456
E-mail: office@seewines.eu
www.seewines.eu

Seewines is one of the newest investments in the Bulgarian wine sector. The beginning was set by two vineyards in the two most distant parts of Bulgaria - one in the area of the town of Kavarna in the Northeast and one in Sandaski the Southwest region. Biodynamic practices are applied in viticulture and wine production. The cellar is in a process of construction. Two harvests have been processed so far - 2015 and 2017.

Staro Oriahovo Winery
District Varna, municipality Dolni Chiflik, village of Staro Oriahovo 9110
Tel: +359 888 502 388
E-mail: sales@sow.bg
Coordinates: 42°59'24" N, 27°47'49.2" E
www.sow.bg

Stara Oryahovo Winery was established in 2013. It is located in the village of the same name, 30 km south of Varna. The cellar has 7 ha of its own vineyards with white varieties of Varnishes, Witchcraft And Alexandrian Misket, Muscat Wilted, Traminer and Chardonnay. The arrays of the red varieties are 3 ha and include merlot, cheese, cabernet sauvignon and pinot noir. The winery team is convinced that the area is favorable for the production of quality white grapes and therefore their main efforts are focused on the production of aromatic white wines, but also offer red wines with a pronounced fruity nature and fresh roses.

Varna Winery
District Varna, municipality Aksakovo, village of General Kantardzhievo 9150
Tel: +359 887 574 148, +359 882 434 345
E-mail: office@varnawinery.eu; varna_winery@abv.bg
Coordinates: 43°21'35''N 27°58'54''E
www.varnawinery.eu

Varna Winery is situated on the Bulgarian Black Sea Coast, between the resorts of Albena and Golden Sands. The winery owns vineyards in the Black Sea region and in addition to the typical varieties for Bulgaria, they have planted Pignoletto and Gruner Veltliner. Nearby the winery are Aladza Monastery, the Palace of the Romanian Queen in Balchik, an area called “Pobiti Kamani”or "Stone Forest" (cylindrical stone columns, made of limestone formations containing many fossils – nummulites, mussels, snails, surrounded by a small sandy desert). The technical improvements in the equipment of “Varna Winery” OOD, made it possible to improve the bottling process by the introduction of Italian modern equipment and to process up to 300 tons of grapes from the winery’s own vineyards with controlled yield. A warehouse and a wine tasting hall was constructed with the support of projects implemented under the same measure, in order to meet the need of modern, rational and efficient production and to satisfy the demands with respect to wine tourism of tourists from the nearby resorts. The winery produces approximately 190 000 l of wine every year. The region is suitable for growing white varieties of grape, which determines the varieties of wines offered by the winery: Traminer, Reisling, Saugvinon Blanc, Varnenski Misket, Pinot Gris. The region is also favourable for some red varieties of grape: Pinot Noir and Sangiovese.

Thracian legends
The wines are vinified at Vinprom Alvina
Tel.: +359 889 143 353
E-mail: katerina2D@yahoo.com
www.thracian-legends.com

Organic wines from the Thracian Legends series tell the story and legends of the ancient Thracians. Natural wines produced from 130 hectares of vineyards grown by the method of biodynamic agriculture in Aytos. They are treated with biopesticides that are harmless to humans and the environment. They have an ethereal and harmonious taste that captivates the senses like Orpheus' lyre. Taking a sip of a sip of organic wines creates a sense of wildlife and a sense of harmony with oneself.

Viticulture and Wine Experimental Station (OSLV)
District Varna, Vl. Varnenchyk blvd.

Tel: +359 52 510 603
E-mail: oslvvarna@abv.bg
www.agriacad.bg

The Viticulture and Wine Experimental Station (OSLV) in Varna carries out research and scientific services in viticulture and wine production:

- Vine-farming - pruning and forming systems, maintenance of the soil surface, integrated plant protection
- Technology and assortment of white table wines and roses
- Grapevine and winemaking consultations

The Complex Experimental Station has departments of viticulture, wine, fruit growing and vegetable production. In 1962-1963 a wine cellar with a capacity of 150 000 kg of grapes was built - the first of its kind cellar facility of tunnel underground type with a constant natural temperature of 12-14 degrees.

OSLV in Varna has a chemical laboratory in which the physicochemical analyzes of viticulture and wine production was carried out. The vineyards are about 250 acres, of which 32 acress with dessert varieties and hybrids of grapes and 220 acres with wine varieties. As a result of the research carried out at the station, the soil and climatic conditions of the Varna region were found to be suitable for growing white wine varieties.

The Viticulture and Wine Experimental Station has a collection of 105 selected in Bulgaria and introduced vine varieties and hybrids, of which 89 are dessert varieties and 16 are wine varieties.

Produces and offers grapes of white and red wine and dessert, seed and seedless varieties with different ripening time: Chardonnay, Misket Varna, Dimyat, Misket Otonel, Sauvignon Blanc, Super Ran Bulgarian, Black Pearl, Mir, Brestovitsa, Prista, Rusalka, Danube and others.

The experimental wine cellar produces and offers quality white table wines with a pronounced varietal aroma and harmonious taste: Chardonnay, Sauvignon Blanc, Traminer, Misket Otonel, Varna Misket and Dimyat.

In the years since its inception, wines have won 32 gold and 36 silver medals at international competitions. A closed cycle of production - from the raw material of the grapes to the final product - the wine, is carried out at the OSLV in Varna.

2. DISTRICT SHUMEN

Yorgov Winery
District Shumen, Veliki Preslav str.
Coordinates: 43°25'70"N 26°93'9"E
E-mail: yorgovwinery@mail.bg
www.yorgov.com

The capacity of the cellar Yorgov Winery is about 10 000 liters. It is equipped with stainless steel vinifiers, which guarantees the purity and true taste of our wine, obtained from the fermentation of 100% grape juice. Some of our wines are aged in Bulgarian oak barrels for 1 year, which guarantees the true taste and aroma of the respective grape variety. Inheriting the family traditions of the last century of descendants, winemakers and winemakers, they produce wines according to an old classic recipe from the varieties Merlot, Cabernet Sauvignon, Mavrud and Dimyat.

Khan Krum Wine Cellar
District Shumen Region, village of Khan Krum 9863
Tel: +359 53 333 74
E-mail: khankrumtrading@gmail.com
Coordinates: 43°12'20"N 26°53'38"E
www.khankrum.bg

The Khan Krum Winery is located on the outskirts of the village of the same name, along the southern slopes of the Shumen Plateau, 9 km northeast of Veliki Preslav and the same distance west of Shumen. The vineyards in the region of the cellar are about 5500 decares. The classic white varieties are Chardonnay, Aligote, Muscat Otonel, Traminer, Rakatsiteli, Rhine Riesling, and from the Bulgarian varieties - Dimyat. The working capacity of the cellar is 3500 tonnes and the processing capacity of grapes is about 4500 tonnes. In addition to the equipped white wine production line, the cellar has vessels for storing and aging red wines. The fermentation compartment has a volume of 900 tons and the possibility of temperature control.

Osmar Winery
District Shumen, municipality Veliki Preslav, village of Osmar, 1 V. Kolarov str.

Coordinates: 43°13'15"N 26°51'03"E
E-mail: osmar@osmarpelin.com

Osmar Wine Cellar, founded in 1999, carries on the local traditions of producing the famous "Pelin" (Wormwood) wine using fruits and herbs, according to legend. However, this is the best place to enjoy this local specialty, and see its production process. Some secrets will never be revealed, but that's part of the charm of the wine.
The cellar has an area of 11 000 square meters and uses more than 30 plants and fruits in the production of its red and white wines. The oak barrels hold up to 5 tons, and are filled up to 2/3rds of their capacity with 3 tons of grapes, along with some apples, quinces, and herbs. Lastly the remaining 3rd is filled with wine. The end result varies with the use of red or white wine. The mix of grapes, fruits, herbs and wine sits for 45 days and, if you believe the locals, if there is a snowy winter the wine will yield fantastic results. The annual production capacity of Osmar Wineryis approximately 500 000 bottles. The wines are mainly made of Chardonnay, Muskat, and Resling, white and red pelin with herbs.

Tsarev Brod Winery
District Shumen, village of Tsarev Brod 9747, Mezarlak area
Tel.: +359 889 266 897
E-mail: tsarev_brod@abv.bg
Coordinates: 43°20'56.1"N, 27°00'44.4"E

The winery was built in 2015 and, as of 2016, there is a modern tasting room. The vineyards are located in the village of Tsarev Brod and currently there are 27 ha with an average altitude of 250 meters above sea level. The area is rich in historical sites – the Madara Horseman, the first Bulgarian capital Pliska and Shumen Fortress. Winery Tsarev Brod is located in the village of Tsarev Brod, Shumen municipality in the close of the only rock lay in Europe - Madara Raider which is an object of cultural and natural heritage of UNESCO. The project for the winery starts in year 2001 when our family of agronomists planted the first ha of vine farming ,in the present moment it reaches 27 ha. Grape ferments in small vessels and barrels made individually for each sort with capacity of 225 l up to 5200 l. White and pink wines mature for five months over gentile lees.The red Pinot Noir matures in 225 l barrels after that for 12 months in inox vessels and before going to the market in bottles for 6 months. The capacity of the winery is 45 000 bottles.

Vinex Preslav
District Shoumen, Veliki Preslav 9850, Industrial Area
Tel: +359 538 420 15
Coordinates: 43°09'47"N 26°49'31"E
E-mail: info@vinex.bg
www.vinex.bg

Established in 1948, Vinex Preslav is still one of the leaders in the production of high quality wines and spirits. The vineyards are located in three key wine regions in Bulgaria - Han Krum, Novi Pazar and Veliki Preslav. The company annually purchases and processes over 13 000 tonnes of grapes from the main varieties - Pinot Chardonnay, Sauvignon Blanc, Rhine Riesling, Traminer, Muscat Otton, Ricat and Dimyat. The distillery has a large capacity (up to 16 mln bottles per year) and modern technological capabilities for the production of top quality beverages, characterized by exceptional harmony of flavors.

3. DISTRICT DOBRICH

Queen`s winery house
District Dobrich, municipality Balchik, villa Prince Nikolae
Coordinates: 43.40445"N 28.14697E
E-mail: info@queenswinehouse.com
www.queenswinehouse.com

Queen`s winery house is a small winery mostly using hand labor, producing limited edition wines, friendly relationship with nature and sharing. The winery produces wines almost entirely using hand labor in Briastovitsa village. From its inception, Queen's Winery House was not just a business; it was a philosophy and a quest for excellence. They planted a vineyard of the Pinot Noir and Syrah varieties near the town of Balchik along the main tourist route for the region before the village of Tsarichino.

Vinprom Alvina
District Dobrich, 9300 Dobrich, 76 25 September Blvd
Tel.: +359 876 000 246; +359 876 002 332
E-mail: alvina@abv.bg
Coordinates: 43°34'1.2" N, 27°49'58.8" E

The foundations of one of the most famous wineries in the country, Vinprom Alvina - Dobrich, were laid in 1947. On an area of about 30 acres in the industrial zone of Dobrich there is a modern enterprise for production, bottling and trade in wines, spirits and spirits, one enterprise with preserved traditions in the wine industry. Мускат, Шардоне, Мерло, Каберне; млади вина, вина от серия СОФИЯ

4. DISTRICT TARGOVISHTE

Chateau des Berge
District Targovishte, Ovcharovo 7747, 6 Avram Topalov str.
Tel.: 359 898 765 645; +359 886 200 209; +359 898 765 662
E-mail: sales@cdb.bg; hotelcdb@abv.bg
Coordinates: 43°11'08.8 N, 26°38'53"E
www.cdb.bg

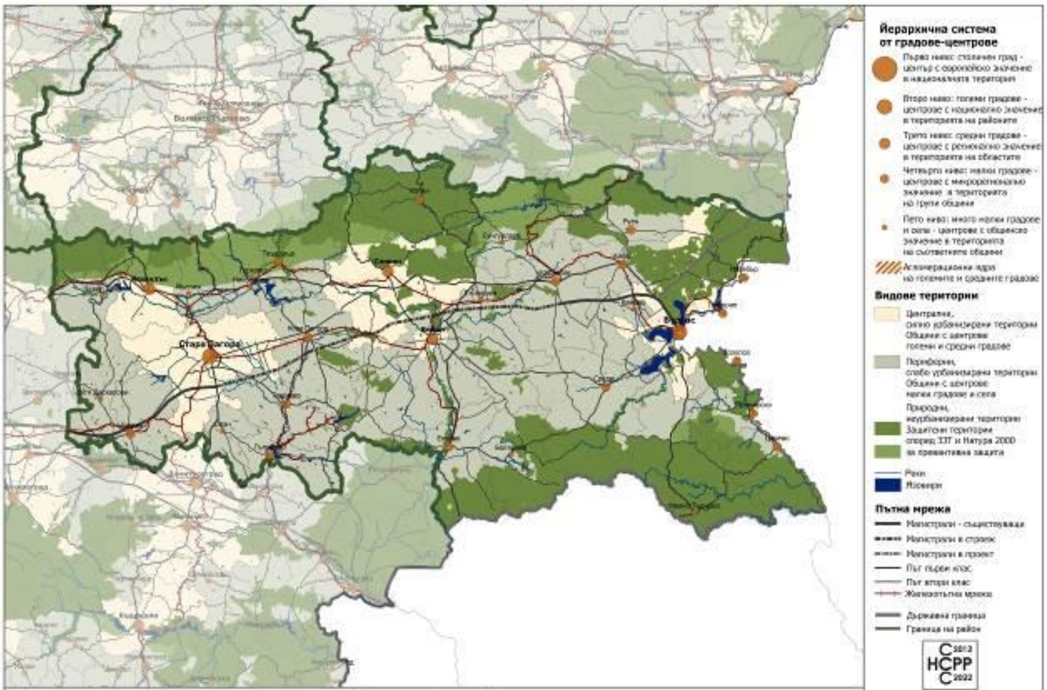
The French oenologist Paul Bordes is engaged in the development of the vineyards of the Chateau des Berge. After he became acquainted in detail with the specific climate and taste of the soil, he defined the crop varieties Cabernet Franc, Cabernet Sauvignon, Pinot Noir, Merlot, Chardonnay and Sauvignon Blanc as most suitable and promising. The equipment is produced by Italian companies and a French company to which Moet & Chandon also put their trust. Cpacity of the cellar is 100 000 bottles/yearly. Today the winery posseses only 150 acres vineyards, but wines of Chateau des were awarded with gold and silver medals at the prestigious Concours Mondial Mondial de Bruxelles.

LVK Vinprom Targovishte
District Targovishte, Targovishte 7700, 8 29 January Blvd
Tel: +359 601 696 02, +359 601 696 18

E-mail: manager@lvk-vinprom.com
Coordinates: 43°15'28"N 26°34'36"E
www.lvk-vinprom.com

LVK Vinprom Targovishte was established in 1947 through the merger of several small wineries in the area. The winery is situated in the northeastern wine region of Bulgaria consisting mainly of hilly and semi-hilly terrain. The medium altitude is 200 m. planted on 700 ha. LVK-Vinprom Targovishte makes white and red wines of guaranteed appellation of origin, sparkling wines, fortified wines and spirits. The winery has four bottling lines with capacity of 16 000 bottles per hour. The Vinprom is able to process 20 000 tons of grapes annually. Their hight-quality white wines are mainly made of Sauvignon Blanc, Chardonnay, Muskat Ottonel and Traminer. Our high-quality red wines are made of Cabernet Sauvignon and Merlot.

II. WINERIES IN THE SOUTHEAST REGION



Териториално-урбанистична структура Югоизточен район
Източник: Проучвания на НЦТР

The climate in the Southeast region (SE) is temperate continental. A characteristic feature of the temperature regime is the rapid warming in spring and the late cold in autumn. A unique condition in the region is the local air flow, which does not allow the cold to be kept during the winter months. Temperatures are favorable for the accumulation of a sufficient amount of sugar and acids, which give harmony and softness to the wine.
The soils are cinnamon-forest, medium sandy-clay, deluvial-stony and alluvial-deluvial lightly sandy-clay. The climate and soils are particularly suitable for grape varieties grown in the region and give the wine the necessary sweetness and density.

On the territory of the Southeast region are registered 65 wine producers according to the registry of wine producers of the Executive agency on vine and wine (EAVW). Below are listed some of the main wineries in the SE region by districts.

1. DISTRICT BURGAS

Zelanos Winery
District Bourgas, municipality Sungurlare, village of Slavyantsi 8460, Oreshaka area
Tel: +359 5571 5153
E-mail: zelanoswinery@gmail.com
Coordinates: 42°45'58.7" N, 26°44'35.7" E
www.zelanos.bg

The Zelanos Winery is situated at the foot of a forest hill in the village of Slavyantsi. The small boutique winery Zelanos was created in 2013. This region is also known as the Muscatel kingdom. Apart from this, on the area of 70 ha own vines are cultivated the varieties Sauvignon Blanc, Pinot Gris, Chardonnay, Pinot Noir, Syrah and Cabernet Franc. The displacement of the levels is responsible not only for the interesting architecture of the cellar but also for the gravity-based oenological process. Part of the wine is matured in new French barrels, located in an arch-shaped underground tunnel with controlled temperature. The wines are presented in two series - the premium Zelanos series and the super-premium 'Z' series. Annual production is currently around 100 000 bottles. The first harvest is 2014.

Vinex Slavyantsi
District Burgas, municipality Sungurlare, village of Slavyantsi 8460, “Masterka” str.
Tel: +359 5571 4500
E-mail: office@vinexbg.com
Coordinates: 42°45'58.1"N 26°44'12"E
www.vinexbg.com

Vinex Slavyantsi consists of four wine-cellars: Slavyantsi, Sungurlare, Lozarevo, Chernitsa and Karnobat. Using highly efficient technologies and employing qualified personnel the company produces about 150 000 hectoliters of wine, vermouth and rakia per year. The volume capacity is 300 000 hectoliters, including 200 000 hectoliters for preliminary wine production and 1600 oak barrels with volume 200dm^3. The winery utilizes four modern technological lines for cold sterilization and bottling of dry and sparkling wine, vermouth, rakia and brandy, as well as a "bag in box" packaging line providing a capacity of 3 to 10 liters. The varieties grown are Misket, Chardonnay, Traminer, Muscat Ottonel, German Riesling, Sauvignon Blanc, Pinot Noir, Merlot, Cabernet Sauvignon, Cabernet Franc and Shiraz.

Tohun Winery
District Burgas, Pomorie, Kosharite area
Tel: +359 888 202 566
e-mail: dani.stamatova@mail.bg
Coordinates: 42° 33' 38,6" N, 27° 33' 16.4" E
www.tohun.bg

Tohun winery is a modern cellar with classical underground-overground type for grape processing with capacity of 600 tons per year. The winery has a high-tech German and Italian equipment to produce short series of high quality wines. The winery is built on its own land of 11 333 sq. m. Tohun Winery was established in 2009 in the Pomorie region, famous for its long history of the most favorable climatic and soil conditions in the Black Sea wine production area.
The winery has 700 acares of its own vineyards, located in the East-Black Sea region, in the immediate vicinity of the winery. The grape varieties grown are Chardonnay, Sauvignon Blanc, Merlot, Cabernet Sauvignon, Syrah, Pinot Noir and Semiyon. The processing capacity of the winery is 600 tons of grapes per year. The winery has high-tech German and Italian equipment to produce a short series of high-quality wines. Tohun Winery has three series of wines - Soroko, Geaus and Tohun. In addition to bottles, wines are also available in Bag in Box.

Strandzha - Chateau Rossenovo
District Burgas, municipality Sredets, village of Rossenovo 8318
Tel: +359 5551 6911
e-mail: strandja@mail.bg
Coordinates: 42°17'29"N 27°13'42"E
www.rossenovo.bg

The Strandzha chateau Rossenovo wine cellar is a private Bulgarian company engaged in the production and sale of wine.

The cellar, which is based 35 kilometres south of the Black Sea port of Burgas, was established in 1998 and features modern equipment for production of red wines. As of mid-2006, the company had over 330 hectares of vineyards planted along the Black Sea coast, out of which 220 hectares with average vine age of 35 years producing primarily Cabernet, Merlot and small quantities of Chardonnay and Muscat varieties. The company's newly-planted vines that span over some 80 hectares produce mainly Merlot and Cabernet varieties. In September 2003, Strandzha chateau Rossenovo acquired a majority stake in local winery Vinex Preslav for an undisclosed sum. The Vinex Preslav winery, which operates two wine cellars, focuses on production of high-quality white wines and wine brandy. The capacity of the vessel is 1 450 000 liters of stainless steel tanks with a volume of 4 to 38 tons. The cellar of the Chateau Rosenovo also has refrigerators with a total volume of 33 cubic meters, a bottling vacuum filling semi-automatic line with a capacity of 1000 barique /hour, as well as a distillation system with interrupted operation.

Stratsin Winery
District Burgas, municipaluty Pomorie, village of Stratsin 8222
Tel: +359 885 510 620
E-mail: office@stratsinwinery.bg
Coordinates: 42°46'12.9''N, 27°28'57.1''E
www.stratsinwinery.bg

Stratsin Winery is located in the region of Pomorie - an area with ancient traditions in the winemaking. The winery began operation in 2015 and is provided with modern and advanced equipment. It is oriented towards the production of high-quality varieties of wines with a protected geographical indication (PGI). Every winemaker will tell you that it is more important how things are developing in the vineyard than in the winery. Since wine is made from grapes, any effect on the fruit can also affect the content in the glass. That is why our philosophy states “wine begins to form on the vineyard.”
The winery owns over 300 decares of its own vineyards, including the most famous varieties or the “stars” of the wine world. These are the white ones: Chardonnay, Sauvignon Blanc and Muscat, and the red ones: Cabernet Sauvignon, Merlot and Syrah. Vineyards are planted between 2006 and 2010, with the planting material supplied by France. Varieties, rootstocks and clones of vines are selected individually for each variety, as we have strived to offer only

high quality wines. The vineyards are located at the foot of Pomorie and in the area of the winery. The cellar has a capacity of 100 000 l of wine / 150 000 kg of grapes from its own vineyards.

Santa Sarah Wine Estate
District Burgas, municipality Pomorie, village of Goritza 8225, 2 Ivailo str.
Tel: +359 888 908 064
E-mail: genowski@santa-sarah.com
Coordinates: 42°48'00"N 27°31'58.8"E
www.santa-sarah.com

Santa Sarah Winery owns 400 acres. It has been known on the Bulgarian market since 2001. It is a producer of small series of extremely high quality wines. Production capacity of 300 000 bottles/year.
In 2013, Santa Sarah Wine Estate completed the construction of an entirely new winery in the village of Goritza, about 15 km from Sunny Beach municipality of Pomorie. It is a producer of small series of extremely high quality wines. The technology and the philosophy of making wine in Santa Sarah are entirely based on a minimum roughness over the grapes must and from where also over the wine produced from it. That is achieved first with a careful selection of the grapes on the vineyard. In the crates where they are transported fall only well ripen and uninjured bunches of grapes. Via refrigerator trucks the grapes arrive well cooled in the winery and its sorting starts right away. The low temperature gives a good start to the cold maturity which continues for 14 days. The small capacity of the vats from 10 up to 50 hl with which we work gives the possibility of a perfect control of the temperature during the two up to four weeks alcoholic fermentation.

SIS Industry Ltd
SIS Industry Ltd., founded in 1993, is one of the biggest players in the Bulgarian wine and spirits market. The company controls the country's second largest winery - Karnobat - and owns more than 10,000 acres of vineyards near the town of Karnobat. The company's activities include production, distillation, bottling, packaging, distribution, development and marketing of various alcoholic beverages, including vodka, wine, grape brandy, gin, whiskey, rum, tequila

and bourbon. The company's main brands are Savoy, Carnobat, Cycle, Minkov Brothers, Oak Tree, Before & After.
Founded by local entrepreneur Minui Staykov, SIS Industries initially deals with the importation of various brands of alcoholic beverages. In 1994, the company began bottling vodka under the brand name Savoy Club. SIS Industry is gradually expanding its Savoy Club product range with whiskey, gin, tequila and bourbon.

Minkov Brothers Wine Cellar
District Burgas, municipality Karnobat, village of Venetz 8473
Tel: +359 882 151 500; +359 886 294 010
e-mail: marketing@minkovbrothers.bg
Coordinates: 42°38'23"N 26°48'11"E
www.minkovbrothers.bg

The Minkov Brothers wine cellar was built about 15 km West of Karnobat on a hill surrounded by magnificent vineyards. The architecture of the winery is in an elegant retro style, softened by some modern elements. There is also a museum part. The medieval fortress "Markeli“ is situated 7.6 km west of Bourgas. It is the most well-preserved and spectacular one on the Balkan Peninsula. Imposing structures (shafts and ditches) can be seen there.
Minkov Brothers Winery is the successor of the established in 1875 in Karnobat winery from Ivan Vassil and Nikifor Minkovi, which brought Bulgaria the first gold medal from the International Exhibition in Brussels in 1894. For more than 140 years wine traditions have been preserved, combining graceful soils, appropriate climate and wine passion. The vineyards occupy 70 hectares and are situated in the villages of Terziysko, Ognen and Devetak. In the Karnobat Valley are cultivated both traditional and international wine varieties such as Cabernet Sauvignon, Cabernet Franc, Pinot Noir, Syrah, Merlot, Gewurztraminer, Chardonnay, Vioniet, Muscat Ptyt Greene, Muscat Ottonel, Rhineland Riesling, Sauvignon Blanc and Hamburg Muscat .

Karnobat Winery
District Burgas, municipality Karnobat, village of Tserkovski 8473
Tel: +359 2 962 2030
e-mail: marketing@vinpromkarnobat.bg

Coordinates: 42°36'36''N 26°52'27''E
www.vinpromkarnobat.bg

Vinprom Karnobat has more than 50 years of wine making history and they own the largest vineyards in Bulgaria – total over 2000 ha. New processing, vinification and bottling facilities were built in 2003. Vinprom Karnobat is the only Bulgarian producer of wines and brandies which cultivates the greatest number of own vineyards. The company has nearly 20 000 acres of premium vines. According to the leading world enologists, the area of Karnobat has the best terroir for planting the typical Bulgarian wine and brandy grape varieties as well as any other renowned varieties. The mild climate, the soils rich in minerals and microelements and the abundant sunshine enrich the grapes with a multitude of interesting flavors and aromas without any analogue in Europe.

Chateau Sungunlare
District Burgas, Sungunlare 8470, 25 Deveti Septemvri Str.
Tel.: +359 5571 5294
e-mail: agrovin2007@abv.bg
Coordinates: 42° 46 '01" N, 26° 46' 59" E
www.chateausungurlare.com

Chateau Sungunlare has 6 000 acres of arable land in Sungurlare village. The production line is semi-automatic, with a capacity of 500 bottles per hour and meets the most up-to-date process requirements. The capacity of the château is for 250 tons of grapes, from which 120-150 tons of wine is produced. The main part of this quantity is realized as young, fresh, fruit wine (mainly white wines). Before labeling, the wine is aged for a minimum of 1 month.
Small, limited-edition wines of Merlot and Pinot Noir, Sungurlar Misket, Chardonnay and Risleing are prioduced.

Winary Lubis
District Burgas, Pomorie 8200, 1 San Stefano Str.
Tel: +359 899 212621
E-mail: office@lubis.bg

Winary Lubis is a family cellar with a capacity of 80 000 liters. The family worked with regular customers of grapes and wine.
On fertile black earth soils, are grown 170 acres of our own vines. Along with the traditional Bulgarian varieties such as Pamid and smoky, we find in our place the most common varieties in the world that fit perfectly to the soil and climatic conditions of the Black Sea region.

Legend Estate
District Burgas, Pomorie 8200, 96 “Yavorov” Str.
Tel: +359 887 951 724
e-mail: varbanov_93@abv.bg
www.legendestate.com

Legend Estate Ltd. is a company based in Pomorie, specialized in the production of bio wines in the region of Burgas. They grow about 150 acres of vineyards in Pomorie's land, uproot old vines and plant more promising varieties. The Rose Estates legend is impressive, and the red wine is thick and aromatic.

Black Sea Gold
District Bourgas, Pomorie 8200, Industrial Zone
Tel: +359 596 35 701
e-mail: office@bsgold.bg
Coordinates: 42°33'53"N 27°37'32"E
www.bsgold.bg

Black Sea Gold has a rich history. The winery is situated in Pomorie region is famous for its remarkable wine traditions. Located 20 km from Bourgas, Pomorie is considered to be the center of the best white grape terroirs in Bulgaria. The Black Sea Gold conglomerate consists of a main winery in Pomorie with two sites and another winery in Kableshkovo (12 km from Pomorie). Pomorie specializes in the production of red wines, brandy and wine brandy, Kableshkovo produces extremely white wines, with only the Pomorie winery having bottling lines. 650 hectares of own vineyards including classic wine varieties such as Chardonnay, Sauvignon Blanc, Muscat Otonen, Gewurztraminer, Cabernet Sauvignon, Merlot, Syrah, Cabernet Franc and the local Thracian Mavrud. As a result, Black Sea Gold introduces new products to the premium and super-premium wines. Black Sea Gold produces and sells about 15 million bottles a year. The internal market is managed by a well-established network of over 60 distributors and an efficient logistics system.

Boiar winery
District Burgas, 8200 Pomorie, P.O. Box 13
Tel: +359 886 077 132
E-mail: boiar@abv.bg
www.boiar-bg.com
www.vinarskaizba.com
Coordinates: 42.56 249N 2757325E

The Boyar Winery was established in 1998 on the outskirts of Pomorie, as a revival of the small winery established in 1922.
350 acres of own vineyards are cultivated. The modern equipment used for the processing of grape, the classic underground wine cellar with French and California oak barrels, fully automated bottling line, distillation center – all of these are accents of the new image of the winery. Boyar Cellar produces dry white and red wines Merlot, Syrah, Rose, combined in two series - Avludzena and Terra Anhialo Merlot, Syrah, Rose.

Dives Estate
District Bourgas, municipality Pomorie, village of Kableshkovo 8210, Simeonova mogila area No. 3
Tel: +359 882 546 571
E-mail: winery@divesestate-bg.com
Coordinates: 42°39'00"N 27°34'01"E
www.divesestate-bg.com

DiVes Estates owns 17 hectares of vines of the Muscat, Sauvignon Blanc, Merlot, Cabernet Sauvignon and Pamid varieties. The vineyards are located on the southeastern slopes of the small hills between the towns of Pomorie and Aheloy. The grapes in them ripen superbly thanks to the moderately hot summer and the long autumn. The warm sun, the salty sea and the still sea breeze are an integral part of the terroar. They apply only cutting-edge oenological technologies to the process of winemaking. Yearly production capacity: 150 000 bottles.

Winary Kableshkovo
District Burgas, Kableshkovo, Temenuga 7 Str
Tel. +359 887 865116
E-mail: t770826@abv.bg

The winery grows about 500 acres of vineyards, produces many more high-quality wines that are liked and sought after on both the domestic and foreign markets. The white wines he produces are Muscat Otonel, Dimyat and Juni Blanc, combining a pleasant fruity aroma, elegant freshness and a dense taste. The red wines we produce are Cabernet Sauvignon, Pamid and Merlot, the wines have a characteristic pleasant fruity aroma, fresh and harmonious taste.

2. DISTRICT SLIVEN

Domaine Boyar
District Sliven 8800, Industrial Area, Cellar Sinite Skali
Tel: +359 44 624 196
E-mail: office@domaineboyar.com
Coordinates: 42°38'25"N, 26°18'15"E
www.domaineboyar.com

Domaine Boyar has two cellars - Sinite Skali, which is one of the largest wineries in Europe, and the boutique winery of Korten. During the last five years, Domaine Boyar has significantly expanded its portfolio, becoming one of the biggest importers of prestigious world wine brands.
The winery Sinite Skali is situated close to the natural landmark Blue Rocks (Sinite kamani), in the foothills of Stara Planina mountain, which gave its name. The Thracian Plain region, where it is located, is renowned for the production of high quality red wines. Symbol of the contemporary Bulgarian wine Sinite Skali is one of the most modern wineries in Eastern and Central Europe. The winery also has a large cellar with over 2000 French, American and Bulgarian oak barrels. The winery has processing capacity of 16 million litres. The cellar is a

partner of the world's largest wine companies such as Constellation Brands, Accolade Wines, Barton & Guestier, etc. The capacity of the winery is 15 million liters.

Korten Winery
District Sliven, municipality Nova Zagora, village of Korten 8930
Tel.: +359 2 969 7980
e-mail: office@domaineboyar.com
Coordinates: 42°32'21''N, 25°59'56''E
www.kortenwines.com

The practices of the oenologists in Korten Winery is based on methods established in leading wine countries for the production of small lots of limited edition wines, as well as the so called "vin de garage". This gives a unique character to the wines of each vintage. For this purpose, they focus on in-depth work in the vineyard and manual methods of vinification, in order to create wines, unique in their nature and origin. The grapes, which are hand picked in crates, are coming from selected and controlled vineyards in the region; after being sorted by hand the grapes are vinified in small oak fermenters of up to 500 liters, as well as in small stainless steel containers of 960 liters. Experienced technological team carries out manually all the processes important for the quality of the wine, using technique such as “dipping of the cap” and pressing in small basket presses. The Korten cellar is a boutique winery specialized in a production of high-end boutique wines, which are made entirely by hand. Korten cellar brand offers wines of wine varieties Merlot, Syrah, Cabernet Sugvignon, Chardonnay, Cabernet Franc, and Petit Verdeau. The capacity of the winery is about 4 million liters.

Edoardo Miroglio
District Sliven, municipality Nova Zagora, village of Elenovo 8943, 1 Lozarski Stan str.
Tel: + 359 44 500 437
Coordinates: 42°23'07"N 26°08'42"E
e-mail: ivalina.ivanova@emiroglio.com
www.emiroglio-wine.com

Edoardo Miroglio winery was founded in 2002 near the village of Elenovo, 15 km from the town of Nova Zagora. It is surrounded by vineyards planted on slopes, a natural lake and green meadows that create excellent conditions for wine tourism. The annual wine production capacity of Edoardo Miroglio Wine Cellar is 1 mln litres. As of the present moment, on the extremely suitable soil of Elenovo, over 220 hectares of vineyards of elite French and Bulgarian grape varieties have been planted. Vineyards varieties: Pinot Noir, Chardonnay, Muscat Otonel, Traminer, Sauvignon Blanc, Mavrud, Rubin, Melnier, 55, Cabernet Moulinner Syrah and Cabernet Fran. The wine of the cellar is presented in trade series: Edoardo Miroglio, History without end, Sant Ilia, Soli, Elenovo and Brut - natural sparkling wine produced by classical champagne technology.

Afuzov Winery
District Sliven, village of Kaloyanovo 8881
tel.: +359 888 759 664
e-mail: vi_afuzov@abv.bg
Coordinates: 42°39'0''N, 26°28'0''E
www.algolex.net

Afuzov Winery was established in 2014 in the village of Kaloyanovo, регион Sliven, inheriting the traditions of the Afuzov family in Bulgarian wine-making. The cellar more than 200 Bulgarian and French barrels. The capacity of the season is 300 000 bottles of top quality which include both white and red varieties wines: Chardonnay, Muscat, Dimyat, Cabernet, Sauvignon, Merlot, Mavrud.

Angelus estate
District Sliven, Banya, Nova Zagora municipality, postal code 8914
E-mail: izba@gradusbg.com
www.angelsestate.bg
Coordinates: 42°43'42''N 26°11'29''E

Angelus Estate is located near the Zhrebchevo dam, Nova Zagora. It has 106.5 ha of vineyards that include the following varieties which include both red varieties - Merlot, Cabernet Sauvignon, Cabernet Franc, Syrah, Petit Verdot, Grenache, Mourvèdre & Barbera and white varieties - Chardonnay, Sauvignon Blanc, Traminer, Viognier, Sémillon & Pin. There are two cellars for aging of wine in 225-litre barrique wine barrels with a capacity of 1 400 barriques, plus 420 barriques on two temperature-controlled levels. Total floor area of the wine cellar:

14 000 sq.m of which 7 000 sq.m are underground. This facilitates fermentation by gravity. Angelus estate has a processing capacity of 650 tonnes of grapes.

Chateau Windy Hills
District Sliven, kv. Industrialen 2
Tel: + 359 886 467 444
e-mail: windyhills@abv.bg
Coordinates: 42°36'32"N 26°13'04"E
www.windyhills-bg.com

Chateau Windy Hills has an array of 420 acres of vineyards of high quality French seedlings of the varieties Merlot, Cabernet Sauvignon, Syrah and Alexandria Muscat. The cellar is designed to process 500 tonnes of grapes in a closed technological cycle.
The cellar is designed to process 500 tonnes of grapes in a closed technological cycle. The building is located in the center of the vineyard, and its attractive tower offers a magnificent view of the vineyard and its surroundings. The Windy Hills Complex features a winter and summer restaurant with 80 seats and an outdoor pool. In the specially designed tasting room with 25 seats, our guests can taste the unique taste of wine.

Rossidi
District Sliven, Industrial Area
Tel: +359 886 511 080
e-mail: info@rossidi.com
Coordinates: 42°39'35"N 26°19'32"E
Tel: +359 44 625 610
e-mail: office@rossidi.com
www.rossidi.com

The Rossidi wines, produced from our own vineyard, located near the village of Nikolaevo in the Thracian Valley of Bulgaria, are intended for restaurants with regard to wine, wine shops and connoisseurs mainly. The boutique wines of the cellar are made from own vineyards of 400 acres, which are located near the village of Nikolaevo, in the region of Sliven. The planting material used is the Guillaume peppercorns and the planted grape varieties are Chardonnay, Gewurztraminer, Muscat Otonel, Cabernet Sauvignon, Merlot, Syrah and Pinot Noir. There is a project for production premises in the vineyard itself, but by the time they are built, the wines are produced in the cellar of Corten.

Alexandra Estate
Tel: +359 884 891 188
e-mail: office@alexandraestate.com
www.alexandraestate.com

The project Alexandra Estate started in 2012. Then were purchased 200 acres of premium vineyards in the first fruiting year. Oreshets village, Harmanli. Oreshets village is situated in the famous South-Eastern region, and the vineyards are located at the foot of the Eastern Rhodopes , bordered by a 100 year oak forest. The exposure of the vineyards is north. This allows the grapes to retain good acids even in this region with normally hot climate. There is a wide variety of the vineyard's sorts: Syrah, Malbec, Cabernet Franc, Pinot Noir, Merlot, Chardonnay, Marsanne, Roussanne, Semillon and Viognier. In 2013, Alexandra Estate is expanding with another 100 acres of vineyards in the village Rakitnitsa, Stara Zagora. Special about this vineyard are the location 300 meters above sea level and the carbonate soils contribute to the excellent quality of grapes planted on them. Cabernet Franc, Syrah, Cabernet Sauvignon, Merlot, Sauvignon Blanc, Chardonnay and Semillon will produce its first fruit in 2016. What distinguishes Alexandra Estate in the cultivation of vines, are the principles of organic and biodynamic farming. Alexandra Estate producec a total of 30 000 bottles of wine: white, rosé and red.

Glushnik winery
8000 Burgas, 23 Shar Planina Str.
Tel. +359 88 729 0455

The boutique cellar Glushnik is located in the Sliven region of the Thracian Plain - the wine village whose name is called the cellar is located at the foot of the Grebenets mountain, south of the Blue Stones Nature Park. The emphasis of the winemakers is international varieties. Carefully selected and carefully crafted to produce a wine other than mass-marketed products. Among the varieties grown are the Kaladok, which was created in 1958 in southern

France after the cross between Grenache and Malbec, Glushnik Sira, a good Bulgarian interpretation of the classic Sira variety, exclusively Cabernet Fran, interesting blends from Gewurztraminer and Pinot Grigio, Muscat and Vioonia - which rank among the best models. The cellar produces quality wines, crafted in French style.

3. DISTRICT STARA ZAGORA

Chateau Trendafiloff
District Stara Zagora, Chirpan 6200
Coordinates: 42°13'32.6"N, 25°20'20.4"E
www.shatohotel.com

Chateau Trendafiloff cultivates about 100 acres own vineyards – French brands. The capacity of the winery is up to 100 tons, but at this stage it produces about 50 tons. The Wine cellar is specialized in production of Cabernet Sauvignon, Merlot, Syrah & Cabernet Sauvignon, Chardonnay, Muscat Ottonel, Rose.

Deuce Winery
Winemaking takes place at Stratsin Winery and Baklarovi Winery
Tel: +359 894 409 431; +359 892 282 333
e-mail: lalogeshev@abv.bg; kolev_niki@mail.bg
Facebook.com/DeuceWinery

Deuce Winery is a project of two oenologists. The project is strictly limited small series of wines.
The wine goes through two types of barrel (hence the name Double Barrel). It ferments and matures for 9 months in traditional new American oak barrels, finally maturing 47 days in 200 liter (53-gallon) bourbon barrels used in distilleries between 6 and 20 years. Each barrel is presented differently, so it takes time to understand the true effect on the wine and to achieve a perfectly balanced result

Domain Menada
District Stara Zagora, 1 Hadji Dimitar Asenov str.

Tel: +359 2 489 9450; +359 42 604 191
e-mail: office.bulgaria@mbws.com; domain.menada@mbws.com
Coordinates: 42°24'57"N 25°37'39"E
menada-winery.com

Domain Menada is one of the oldest wineries. It was established in 1901 as a cooperative of Vine, and in 2002 became part of the French holding Belvedere, which in 2015 was renamed Marie Brizard Wine and Spirits.
The vineyards, located at the foot of Sredna Gora, in the lands of the villages of Elhovo, Gorno Botevo and Mogilovo, amount to 375 ha. Both traditional and well-known varieties such as Ruby, Mavrud, etc. are cultivated, as well as with interesting and popular foreign varieties such as Pinot Noir, Cabernet Franc, Merlot, Chardonnay, Regent, Vionie and more. The winery's processing capacity is over 8 000 tonnes of white and red grapes, with a production capacity of 20 million bottles a year. The company is ranked in top 10 of the bigest wine producers in the country.

Four Friends
District Stara Zagora, the village of Gorno Botevo 6053
Tel: +359 893 391 616
e-mail: office@fourfriends.bg
Coordinates: 42°24'51.6" N, 25°46'32.6" E
www.fourfriends.bg

Four Friends winery has over 40 hectares of vineyards in the Thracian Valley, the best wine growing region of Bulgaria. Our estate is nestled in the folds of the landscape near the village of Gorno Botevo, east of the district centre of Stara Zagora. The wines at Four Friends are made using classic methods with an exceptionally high share of manual labour, which, to a large extent, determines the quality of the wine. The winery has a total production capacity of 400 thousand litres annually, and a bottling capacity of some 300 thousand bottles. Like all small-scale boutique wineries, we use ‘vat’ type fermenters to make high-quality wines. This allows for the entire production process to be controlled manually, which is essential for the mellow taste and rich aroma of our wines.

Midalidare Estate
District Stara Zagora, municipality Chirpan, village of Mogilovo 6239
Tel: +359 889 217 413; +359 882 258 446
e-mail: office@midalidare.bg; office-sofia@midalidare.bg
Coordinates: 42°20'29"N 25°23'54"E
www.midalidare.com

Midalidare Estate is situated in the region of the Thracian Valley, on the southern slopes of the Sredna Gora Mountain, northeast of Chirpan. It owns 165 ha of vineyards. The vineyard in the area of Dabovec is certified for organic production. Midalidare Hotel & SPA opened up in 2014. The location is very suitable for organising events. In 2018 a new hotel part opened up near the chalet. For fishermen Midalidare Estate manages a dam where 2 bungalows and 1 large guest house will open in 2019.

Oriahovitza
District Stara Zagora, village of Oriahovitza 6061
Tel.: +359 42 604 026
E-mail: office@oriachovitza.bg; skm@oriachovitza.bg
Coordinates: 42°29'13"N, 25°48'33"E
www.oriachovitza.bg

The wines originating from the region of Oryahovitsa are with a Protected Designation of Origin (PDO) stamp, certifying traditional methods of production and sourcing of grapes from a specific terroir—unique with its climate, soil and geographical characteristics. The vineyards around the village of Oryahovitsa are south-facing and located in the foot of the Balkans, 200 meters above sea level. The relief is inclined, in the range from 3 to 6 degrees, slightly wavy and going to flat in the South. The annual rainfall is between 510 and 625 mm. The total temperature sum for the period with average daily measurements above 10ºC (April to October) is 3,815ºC. The average daily temperature at the most subtle month is 23 ºC. The types of soils that can be found are: deluvial-rocky, medium and heavy sandy-clay, alluvial-delluvial meadows, heavy sandy clay and dried cinnamon-forest, medium sandy-loam.

Zaara Estate

District Stara Zagora, municipality Galabovo, village of Glavan 6295
Tel.: +359 888 776 605
e-mail: office@zaaraestate.bg
Coordinates: 42° 03' 26.8" N, 26° 06' 35.6" E
www.zaaraestete.bg

Zaara Estate is located at the foot of Sakar, in the village of Glavan, district Stara Zagora. Starting from the autumn of 2015, a project has the ambition to combine the old wine-growing traditions in the area with modern eco, wine and spa tourism. Its name comes quite logically, the old name of the Linden City Stara Zagora. The following varieties are grown in the winery's arrays: red - Syrah, Merlot, Cabernet Sauvignon, Cabernet Franc, Carmenner and white - Tamianka (Bulgarian white wine variety), Sauvignon Blanc and Chardonnay. The winery produces red and white wines and roses. The capacity of the cellar is 65 000 bottles a year. Winery has its own arrays of different grape varieties with a total area of 150 acres. The first series produced by Zaara Estate is named Dogma.

Better Half
District Stara Zagora, village of Zmeyovo 6059
Coordinates: 42°29'52.8" N, 25°37'4.8" E
Tel: +359 888 678 811
e-mail: office@betterhalf.bg
Facebook.com/betterhalfgaragewine

The family wine cellar Better Half is among the firsт Bulgarian wineries that meet the idea of garage wines – wines produced on small area, in small vats and in small numbers (series less than 2500 bottles). It is located in the village of Zmeevo, near the town of Stara Zagora and has its own vineyards (1000 da) in the area nearby. In the cellar they use the well-known modern technologies as well as with well forgotten – they use amphorae and pottery.

Bratya Daskalovi Winery
District Stara Zagora, village of Bratya Daskalovi 6250, 9 Granitovska str.
Tel: +359 884 182 772; +359 876 510 305
e-mail: katikomers@abv.bg

Coordinates: 42°17'11.6"N 25°12'32.3"E
Facebook.com/Winery-Bratya-Daskalovi

Modern vineyards 400 da. The winery produces bottled and bulk wines form plenty of variety and blend labels.

Winery Svoboda
District Stara Zagora 6000, 100A, Tzar Simeon Veliki Blvd.
Tel. +359 42638 717
E-mail: office@vinaris-bg.com
www.vinaris-bg.com

Svoboda Winery is a small wine cellar, located in the centre of Bulgaria, 10 km southeast of the town of Chirpan, in a countryside with deeply rooted traditions in vine-growing and wine-making.Grapes grown in thier own vineyards. Svoboda Winery produces only 500 tons of high quality wine from grapes grown on 1 000 ares of vineyards, located in one of the most propitious vine growing regions of Bulgaria - the sunny Thracian Plain, part of the South Bulgarian Region.

Pavlovich Winery
District Stara Zagora, municipality Chirpan, village of Vinarovo 6238
Coordinates: 42°18'04"N, 25°24'42"E
www.pavwine.com

Pavlovich winery is situated in the Vinarovo village. Pavlovich Winery Thracian Collection Chardonnay, Merlot, Rose, Syrah and Rubin.

4. DISTRICT YAMBOL

Villa Yambol
Yambol 8600, kv. Industrialna zona
Tel: +359 46 661 615
e-mail: office@villayambol.com

Coordinates: 42°29'48.2''N 26°28'35.6''E
www.vinpromyambol.com

Villa Yambol has 900 ha of its own vineyards, located in the valley of the Tundzha River, in the Thracian Plain region. On the land of the village of Troyanovo 200 ha of the white varieties of Sauvignon Blanc, Juni Blanc, Vioonia, Glera and Muscat Otonel are grown. The remaining plantations are located in the lands of Bolyarovo and Tenevo, areas with traditions of viticulture and a very good combination of soil and climate for the production of red wine grape varieties with excellent qualities - Merlot, Cabernet Sauvignon and Sira. The vineyards are treated with new, modern equipment that meets all Europ The total capacity for processing grapes is over 16 million kg, and for storage - over 18 million kg. The production of the winery is highly appreciated, and evidence for this is the numerous prizes from wineries and competitions.ean requirements.The winery has already been completely modernized, with modern bases in Yambol and Straldzha. The two new bottling lines with a total capacity of 3 000 bottles per hour have been installed. White, red, rose and sparkling wines from the Kabile and Villa Yambol series are produced.

Balar
District Yambol, municipality Tunja, village of Skalitsa 8645, 5 Stara Planina str.
Tel: +359 886 920 664; +359 886 245 524
e-mail: balar_ad@abv.bg
Coordinates: 42°16'01"N 26°15'17"E
Oenologist: Svetlana Koeva, Diana Stoyanova
www.wines-balar.com

The winery and vineyards are situated in the region of the village of Skalitsa, below the Monastery Heights – about 30 kilometres southwest of the town of Yambol. The beginning of the project was in 2006 and as a name for the winery was chosen the ancient Bulgarian word “balar” meaning “a wise, educated man”. The winery has an annual processing capacity of 50 tons of grapes from more than 140 acres of own vineyards around the Skalitsa Dam. The abundance of sunny and warm days, low rainfall, altitudes of 150-200 m forms the terroir where Muscat Ottonel, Gewurztraminer, Cabernet Sauvignon, Syrah, Malbec, Merlot, Petit Verde, Carmener and Tempranillo are growned. The winery produces about 30 000 bottles a year. The processing capacity is 50 tonnes of grapes. French 225L oak barrels are used to mature wine, then bottled and aged in an underground room with constant temperature and controlled humidity.

Chateau Botevo
District Yambol, municipality Tunndza, village of Botevo 8638, Baltalak area
Tel.: +359 878 955 590
e-mail: shatobotevo@mail.bg
Coordinates: 42°21'51.2"N, 26°21'17.3"E
Facebook.com/chateau.botevo

Chateau Botevo Winery opened doors in the autumn of the year of 2013. It is located at "Baltaluk" area, on the land of the village of Botevo, Tundzha district. There are more than 957 decares of vine yards, which are ownership of its main partners - Staven AD. The vineyards have a rich variety structure. The following varieties are being grown there - Pinot Gris, Chardonnay, Viognier, Sauvignon Blanc, Traminer, Muscat, Grenache, Pinot Noir, Merlot, Cabernet Sauvignon, Cabernet Fran, Rubin, Syrah, Barbera. The dish capacity has been envisaged to manufacture 750 tones of grape.

Eolis Estate
The wines are fermented at Bratanovi Winery
Tel: +359 888 866 484
e-mail: info@eolisestate.com
www.eolisestate.com
Facebook.com/ EolisEstate

The EOLIS Estate is located near the village of Malko Gradishte in the Lyubimets PDO region, in the outskirts of the Eastern Rhodope mountains of the mythical poet Orpheus. It is the harmony of the elements, Eole (wind) and Solis (sun), typical for the place, that gave birth to the name and symbol of EOLIS. The project EOLIS began in 2005, when 8 wine grape varieties were replanted in an area of 2.2 hectares. The annual production is around 10 000 bottles.

Marash Winery

District Yambol, Straldzha, Industrial Area, 5 “Ivan Rilski” str.
Tel: +359 894 627 274
e-mail: office@marash.bg
Coordinates: 42°35'50"N 26°41'30"E
www.marash.bg
Facebook.com/wine.cellar.DomainMarash

Marash Wine Cellar is a small, new generation boutique cellar designed to produce high quality wines and spirits. The name Marash derives from the passage of the same name in the Balkan Mountains and an area close to the cellar. The wines are produced from 500 acres of own vineyards. 60-70 000 bottles of Since 2014, the cellar has been offering semi-sweet white, rosé and red wines of the Cabernet Sauvignon, Cabernet Franc, Merlot, Sirah, Malbec, Petit Verdo, Chardonnay, Traminer, Muscat D'tonel, Vionie, Semion and Sauvignon Blanc.

Marvin Winery
District Yambol, municipality Tunja, village of Hadjidimitrovo 8635
Tel: +359 889 707 770
e-mail: office@marvin.bg
Coordinates: 42°31'37"N 26°24'18"E
www.marvin.bg

Marvin's winery was established in 2005 on the territory of Hadzi Dimitrovo, a village in the municipality of Yambol, situated 20km away from Sliven in the "Valley of the Thracian Rulers". The wines are produced from 120 ha of own vineyards, located in an ecologically clean area. The goal of the owners is to produce small, precisely made lots of wines for connoisseurs, from a higher price class.The winery produces red wines from the varieties Cabernet-Sauvignon, Merlot, Pinot Noir, Syrah as well as Rose from Cabernet-Sauvignon. The white varieties include Aligote, Muscat Ottonel, Viognier, Sauvignon Blanc. All red wines are aged in 225 litres high quality French Oak barrels. The equipment is new and highly efficient and modern technology is used to produce high quality wines. Marvin is a boutique winery and produces no more than 8 000-10 000 bottles of each type per year. The main brands of the company are Merendera, DeFacto and Marvin's Roseline.

Sundial Winery
District Yambol, municipality Tundja, village of Hadzhidimitrovo 8635
Coordinates: 42°31'01"N 26°24'00"E

The company Sundial Winery has a factory in the south of Bulgaria in the city of Yambol. The company name is given since on the land where vineyards and a winery are registered, the founders of the enterprise discovered an ancient sundial. The basis of the products is bottled wine and wine in pet-pack packaging. The volume of production amounted to 3 million liters.

Thracian legends
The wines are vinified at Vinprom Alvina
Tel.: +359 889 143 353
e-mail: katerina2D@yahoo.com
www.thracian-legends.com

Organic wines from the Thracian Legends series tell the story and legends of the ancient Thracians. Natural wines produced from 130 hectares of vineyards grown by the method of biodynamic agriculture in Aytos. They are treated with biopesticides that are harmless to humans and the environment. They have an ethereal and harmonious taste that captivates the senses like Orpheus' lyre. Taking a sip of a sip of organic wines creates a sense of wildlife and a sense of harmony with oneself.

Losenets Winery
District Yambol, village Lozenets
Tel. +359 898 518 831
E-mail: info@lozenets-winery.com
lozenets-winery.com

Losenets Winery is boutique family winery, still little known in Bulgaria. It brings freshness, variety, pleasant surprises and exciting experiences. Own vineyards of 100 acres, half of them are new plantations - the elite wine varieties Cabernet, Merlot, Chardonnay, Muscat Otonel and Red Misket. Of the 5 varieties, they produce 7 brands of wines in our small high-tech and modern winery, which we positioned in the yard of our home.

CHAPTER 6

PRODUCTION ANALYSIS OF SOUTHEAST AND NORTHEAST REGIONS

I. AREAS UNDER VINES IN 2018

Areas under vines on agricultural holdings are **50 727 ha**, of which **31 320** ha were harvested. The grapes produced decreased by 3% compared to the previous year (2017).

Year	Areas under vines in agricultural holdings	Areas under vines outside agricultural holdings	Total area under vines
2000	153 300	7 271	160 571
2005	94 724	32 118	126 842
2011	52 567	25 901	78 468
2012	62 701	14 640	77 341
2013	58 236	4 900	63 136
2014	52 587	10 298	62 885
2015	50 705	12 086	62 791
2016	50 892	12 024	62 916
2017	51 272	12 680	63 952
2018	**50 727**	**13 673**	**64 400**

Table 1. **Total area under vines in Bulgaria for the period 2011-2018**

The downward trend in decrease of the total occupied areas with vines continued with an average annual rate of 4-7% compared to the previous year till 2013, to reach almost 64 thousand hectares in 2018 (**Table 1**). Since 2013, there has been a relative slowdown in the rate of change of vineyards, and this trend has now stopped. In the last 3 years the areas under vineyards in Bulgaria have been retained at the level of about 63-64 thousand ha, and areas under vines in vineyards holdings are about 50-51 thousand ha, which is only 1/3 of the level of the area in 2000.

The unkempt vineyards areas outside the holdings, which are about 12 thousand ha, remain relatively the same in recent years, which is a little less than 20% of the total areas in the vineyards. The reasons for unmanaged areas can be found in the aging structure of vineyards and natural factors.

A conclusion may be made that the condition of the areas under vines in the holdings is have reached its minimum level and that the renewal of the vine plants will turn the trend towards the positive development.

1. AREAS UNDER VINES IN SOUTHEAST AND NORTHEAST REGIONS 2018

Regions and Districts	**Total areas under vines in and outside agricultural holdings/ha**
Southeast Region	**21 366,21**
Burgas	8 426,87
Sliven	5 828,86
Stara Zagora	3 500,88
Yambol	3 609,60
Region/Districts	**Total areas under vines in and outside agricultural holdings/ha**
Northeast region	**7 341,83**
Varna	3 492,98
Dobrich	312,97
Targovisthe	1 224,51
Shumen	2 311,37

Table 2. **Total areas under vines in ha in the Southeast and the Northeast regions and distributed by districts for 2018**

The total areas under vines in the **Southeast region is 21 366 ha**, which is 33 % of the total area in Bulgaria, and respectively the **Northeast region is occupied by 7 341** ha of vines, which is 3 times smaller from the Southeast region, comprising 11% of the total areas under vines in Bulgaria.
From the table is visible that the biggest areas under vines are situated on the Sea coast in district Burgas and district Varna. The most underdeveloped district concerning vines growing is Dobrich.

2. NUMBER OF WINE-GROWING HOLDINGS

Region/district	**Wine-growing holdings**
Northeast region	**10 229**
Varna	6 561
Dobrich	1 141
Targovishte	883
Shumen	1 644
Southeast region	**18 697**
Burgas	5 211
Sliven	8 190
Stara Zagora	1 437
Yambol	3 859

Table 3. **Number of wine-growing holdings in the Northeast and Southeast region by districts for 2018**

“Wine-growing holding" is an economic and technological unit with unitary management located on the territory of a wine-growing region, which consists of vineyard properties and in which the producer of wine grapes owns the vineyards or cultivates them on another legal basis, according to the Act on wine and alcoholic beverages.
The dynamics of the grape production development in a regional aspect had been a direct consequence of the organizational and economic conditions of the production factors combination.

The holdings cultivating wine grape varieties in Bulgaria in the Southeast region are 18 697 and in the Northeast region are 10 229. Most of the holdings growing wine grape varieties concentrated in the Southeast region comprise 28% of all holdings, and those in Northeast region - 13%.

With regard to registered agricultural holdings, the production of grapes is carried out on vineyard holdings of different specialization and size. There is no separate vineyard group in the classification of agricultural holdings by production specialization. They are included in specialized perennial plants holdings and in different groups of mixed holdings, so the statistical processing of these data is inaccurate. As already stated, according to the area under the vineyards, the size diversity is large, as there are holdings of several acres to tens of thousands of acres of vineyards among the producers of grapes. Smaller producers are the most numerous who sell their grapes for processing or process them individually and use it for their own consumption.

The highest is the relative share of farms over 0.1 ha to 0.49 ha, followed by those with areas below 0.1 ha. Taken together, these holdings form more than ¾ of the number of holdings. The small size of the ownership of this group of farmers determines them not so much business oriented, but they consume the produced products themselves. Holdings growing over 10 ha are very small number (around 3% of the total) and they present agricultural cooperatives and trading companies that own large tracts of vineyards, but are structurally determined sectors. Such a difference in the division of farms by size of the area proves the strong polarization of the structures in viticulture - many small farms and few large farms, which implies different models for exploring their support potential, as well as their possibilities for introducing innovations and investments.

The main problem in the sector is the fragmentation and small size of the vineyards. The fragmentation makes it difficult to implement agrotechnical measures and invest in the renovation of vineyards and their varietal structure. It also obstructs the effective use of funds under EU programs.

Wineries tend to have their own vineyards, and the grapes produced on their farms are of high cost, so if their owners need additional quantities of grapes, they tend to buy it at the lowest possible cost. This, in turn, adversely affects the economic efficiency of the owners of the vineyards, especially the smaller ones, and in most cases they are forced to sell their production even below its prime cost. The lack of association (cooperatives, producer organizations) as well as preliminary contracts with winemakers, especially for small holdings, leads to low prices, non-purchase and disposal of crops and lack of funds for the next production cycle of the grapes. This demotivates grape growers and reduces their desire to grow vines, which in turn leads to losses for both sides, loses the state as well, because the sector is not developing steadily and its ability and sustainability to survive is diminished. Hence, the low technical level of cultivation of the vineyards, as well as the insufficient financial resources of the vineyards to purchase machinery, are the reason for delay in the increase of harvested area, the average yields and the production of grapes as a whole. This is not only harmful to grape growers, but also to wineries - when grapes are not bought from industrial wineries, the owners themselves start making wine, often without respecting technological and hygiene rules, and sell it as broached wine at discount price to restaurants and shops. As they have no costs for bottling and quality control, they undercut the prices of professional wines and cause damage to the image of Bulgarian wine. Conditions are being created for unfair competition that displaces the wine industry from the market.

3. DISTRIBUTION OF TOTAL AREAS AND HARVESTED AREAS UNDER VINES IN AGRICULTURAL HOLDINGS

Year	Statistical regions	Areas under vines in agricultural holdings	From them harvested	Relative Share
2018	**Bulgaria**	**50 727**	**31 320**	**62%**
	Northeast	4 448	2 654	60%
	Southeast	17 646	12 276	70%
2017	**Bulgaria**	**51 272**	**34 111**	**67%**
	Northeast	4 262	2 324	55%
	Southeast	18 278	13 512	74%
2016	**Bulgaria**	**50 892**	**36 551**	**72%**
	Northeast	4 229	2 704	64%
	Southeast	18 110	13 206	73%
2015	**Bulgaria**	**50 705**	**38 712**	**76%**
	Northeast	4 270	3 017	71%

	Southeast	17 426	13 794	79%
2014	**Bulgaria**	**52 587**	**31 892**	**62%**
	Northeast	4 608	2 541	56%
	Southeast	19 087	10 789	57%
2013	**Bulgaria**	**58 236**	**50 192**	**86%**
	Northeast	5 024	3 872	77%
	Southeast	20 043	18 011	90%
2012	**Bulgaria**	**62 701**	**60 440**	**96%**
	Northeast	7 668	7 413	97%
	Southeast	21 466	20 919	97%
2011	**Bulgaria**	**52 567**	**46 145**	**88%**
	Northeast	4 949	4 211	85%
	Southeast	18 249	15 687	86%

Table 4. **Distribution of areas under vines in Bulgaria, and in the two statistical regions: Northeast and Southeast region (in ha) 2011-2018**

Region	**Total areas under vines (ha)**		**Harvested areas (ha)**		**Relative share from the total area (%)**		**Relative share of the harvested areas (%)**	
	2005	**2018**	**2005**	**2018**	**2005**	**2018**	**2005**	**2018**
Bulgaria	**94 724**	**50 727**	**80 802**	**31 320**	**100%**	**100%**	**85,3%**	**62%**
Northeast	16 454	4 448	9 872	2 654	17,4%	8,7%	60,0%	59,7%
Southeast	23 752	17 646	22 680	12 276	25,1%	34,8%	95,5%	69,6%

Table 5**. Distribution of areas under vines in Bulgaria, and in the two statistical regions: Northeast and Southeast region (in ha) 2005 vs 2018**

The distribution of areas by planning regions under vines shows absolute and relative differences on observation of the share of the total areas occupied by vines in holdings and respectively the harvested areas.

Table 4 provides comparative data on the distribution of vineyards by location of the vineyards holdings for the year 2011 till 2018 in the Northeast and Southeast regions and the harvested areas.

The **Southeast region is the most developed wine-growing region** in Bulgaria, and the **Northeast regions ranks fourth**.

Table 5 shows the comparative data of the areas under vine and harvested areas for the year 2005 and 2018.

- Traditionally **the Southeast region** also shows a relatively high percentage of the harvested areas - 95% for 2005, and 70% for 2018. This is an indicator of a favarouble conditions under which the vines are grown and relates to a higher level of agriculture development. In 2018 the Southeast region concentrates more than 34,8% of the area under vines in Bulgaria, then in 2005 this share is 25,1%.

  The Southeast region till 2015 was the second region by areas occupied with vines and after 2015 took its leading first position by areas under vines. The Southeast region is determining for the wine-growing potential in Bulgaria.

- A serious decrease in the size of the areas under vine and the harvested area is observed in **the Northeast region** of the country, which affects the overall reduction of the occupied areas in Bulgaria, where the most serious problems are in terms of the dynamics of the areas under vines and the share of the harvested areas from the total. In 2005 the Northeast region concentrates more than 17,4% of the area under vines in Bulgaria, then in 2018 this share is decreased to 8,7%. The decrease of the area under vine since 2005 is 40%.

  The Northern region was significantly worse presented, as its share to the final viticulture output.

4. DISTRIBUTION OF HARVESTED VINEYARDS BY WINE VARIETIES (RED, WHITE, DESERT)

Table 6 shows the harvested areas under wine grape varieties (including red and white wine varieties) and desert varieties.

Year	Statistical regions	Wine grape varieties	incl. red wine varieties	incl. white wine varieties	Desert varieties	Total/ha
2018	**Bulgaria**	**29 382**	**18 055**	**11 327**	**1 938**	**31 320**
	Northeast	2 596	758	1 838	58	2 654
	Southeast	11 711	4 873	6 838	565	12 276
2017	**Bulgaria**	**31 985**	**20 159**	**11 826**	**2 126**	**34 111**

	Northeast	2 233	652	1 581	91	2 324
	Southeast	12 980	5 948	7 032	532	13 512
2016	**Bulgaria**	**34 542**	**22 911**	**11 631**	**2 009**	**36 551**
	Northeast	2 573	683	1 890	131	2 704
	Southeast	12 655	6 261	6 394	551	13 206
2015	**Bulgaria**	**36 458**	**24 037**	**12 421**	**2 254**	**38 712**
	Northeast	2 864	703	2 161	153	3 017
	Southeast	13 153	6 847	6 306	641	13 794
2014	**Bulgaria**	**30 282**	**20 344**	**9 938**	**1 610**	**31 892**
	Northeast	2 480	656	1 824	61	2 541
	Southeast	10 270	5 373	4 897	519	10 789
2013	**Bulgaria**	**47 350**	**29 442**	**17 908**	**2 842**	**50 192**
	Northeast	3 732	1 108	2 624	140	3 872
	Southeast	17 079	7 770	9 309	932	18 011
2012	**Bulgaria**	**58 192**	**33 597**	**24 595**	**2 248**	**60 440**
	Northeast	7233	1 346	5 887	180	7 413
	Southeast	20374	10 467	9 907	545	20 919
2011	**Bulgaria**	**43 772**	**28 641**	**15 131**	**2 373**	**46 145**
	Northeast	4 031	1 264	2 767	180	4 211
	Southeast	15 139	7 083	8 056	548	15 687

Table 6. **Distribution of harvested vineyards by statistical regions - harvest'2011-2018 (HA)**

Regarding the shares of harvested areas with wine grape varieties and the dessert grape varieties, during the last years, the observation shows a decrease of the harvested areas both for the wine grape varieties and desert grape. In 2018 the **wine grape varieties reach 95,4% from the total areas under vines in the Southeast region** and **97,8% of the in the Northeast region**.

The white wine varieties continue to occupy a leading position in the structure of vineyards in the Southeast and Northeast region in 2018, in contrast to the general trend in the other regions of Bulgaria, where the red wine varieties occupy a larger share of the areas.

- In the **Southeast region**, the relative share of **white varieties is about 56%,** followed by **red wine varieties by about 40%** and desserts by less than 5%.

- In the **Northeast region**, the relative share of **white varieties is around 69%,** followed by **red wine varieties by about 29%** and desserts by less than 2%.

Significant changes are observed in the harvested vines by varieties.

- In 2018, there is a **11% decrease in the area under wine grape varieties harvested in the Southeast region**. This is due to a **decrease in the red wine varieties - by about 22%,** accompanied by a **decline in the harvested areas with white wine varieties by about 3%.**
- For the **Northeast region** an **increase of 16% in the harvested area with wine grape** is reported for 2018. This is due to **an increase in the red wine varieties - by about 16%**, and the same **increase in the harvested areas with white wine varieties - 16%.**

In the **dessert varieties** there is a **decrease of the harvested area in the Northeast region by 57%**, and in the **Southeast region a slight increase by 6%**, as the overall trend of the dessert varieties in Bulgaria pointing to a decrease.

In the territorial structure of viticulture in Bulgaria there is a certain specialization of the cultivated wine varieties by planning regions. The red wine grape varieties are concentrated in the Western and Central regions of the country, while the white wine varieties are with bigger share in the Eastern regions.

The relative share of the harvested areas **in the Northeast region** with red wine varieties is 29% of the harvested areas with wine grape varieties, and of the white ones is higher – 71%.

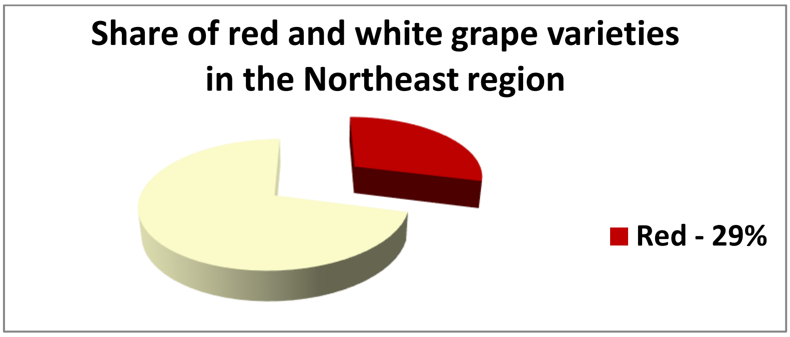


Table 7. **Northeast Region red/white grape varieties 2018**

The relative share of the harvested **areas in the Southeast region** with red wine varieties is 42% of the harvested areas with wine grape varieties, and of the white ones is higher – 58%.

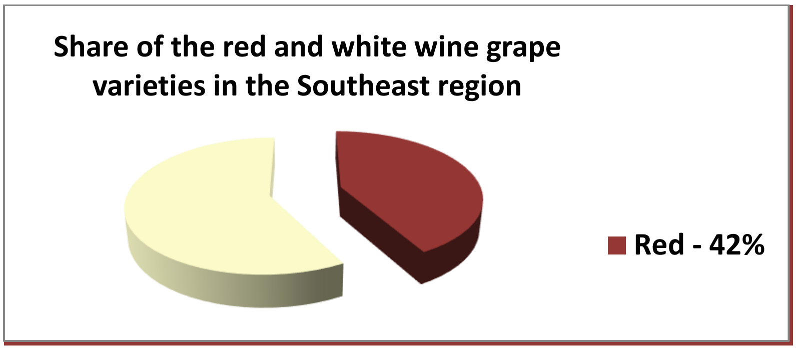


Table 8. **Southeast Region red/white grape varieties 2018**

5. GRAPE PRODUCTION IN NORTHEAST AND SOUTHEAST REGION BY WINE GRAPE AND DESERT VARIETIES IN TONS

	Statistical Zones and regions	Wine grape varieties	Desert grapes	Total produced grape	Relative share
2018	**Bulgaria**	**182 569**	**11 828**	**194 397**	**100%**
	Northeast	14 235	209	14 444	8%
	Southeast	81 363	3 588	84 951	44%
2017	**Bulgaria**	**186 131**	**14 297**	**200 428**	100%
	Northeast	14 559	351	14 910	8%
	Southeast	84 985	5 707	90 692	51%
2016	**Bulgaria**	**199 547**	**10 066**	**209 613**	100%
	Northeast	15 245	384	15 629	7%
	Southeast	75 838	2 743	78 581	37%
2015	**Bulgaria**	**244 357**	**16 320**	**260 677**	**100%**
	Northeast	19 325	428	19 753	7%
	Southeast	109 473	6 976	116 449	45%
2014	**Bulgaria**	**124 216**	**7 079**	**131 295**	**100%**
	Northeast	8 592	157	8 749	7%

	Southeast	48 783	2 892	51 675	39%
2013	**Bulgaria**	**304 452**	**16 770**	**321 222**	**100%**
	Northeast	25 044	602	25 646	8%
	Southeast	109 561	4 271	113 832	36%
2012	**Bulgaria**	**250 533**	**8 659**	**259 192**	**100%**
	Northeast	19 073	807	19 880	8%
	Southeast	106 949	1 702	108 651	42%
2011	**Bulgaria**	**228 451**	**12 080**	**240 531**	**100%**
	Northeast	20 328	520	20 848	9%
	Southeast	77 621	2 054	79 675	33%

Table 9. **Grape production in Bulgaria and in Northeast and Southeast region - harvest' 2011-2018 (in Tons)**

The data in ***Table 9*** shows that the total production of grape vines decreased in 2018 compared to 2017.

- **The Southeast region**, which varies between 33% and 51% in the period 2011-2018, has a large relative share in the total value of the grapes produced. As for 2018, the amount of grapes produced makes up 44% of the total quantity for the whole of Bulgaria.
- The performance of **the Northeast region** is significantly lower, with its contribution to the final production of viticulture with 8% for 2018, and ha a relatively stable level for the period 2011-2018 to 7-8%.

The yields of the harvested vines are below the potential for the plantations. This results mainly from the deteriorated age structure of the vineyards in Bulgaria and the poorly managed agrotechnics in relation to soil cultivation, fertilization and protection of plant health. The climate change connected with the adverse natural phenomena also have their place on the productivity of vineyards, leading to increased frostbite, spread of diseases and agricultural pests, damage to the quality of the grapes.

There are fluctuations in the dynamics of the vineyards yields presented in Table 9, which are mainly due to the climatic conditions for the respective year and the agro-technology maintained by the vineyards. The increase in the yield level for both wine and dessert vineyards are apparent from the growing linear function. The increase in yields in recent years is a result of the improved care of the vineyards as a result of the actions of the State to support the sector, as well as of young fruit-bearing vines that were created in the previous decade.

6. THE AGE STRUCTURE OF ALL WINE-GRAPE VINES IN NORTHEAST REGION AND SOUTHEAST REGION AND DISTRIBUTED BY THE DISTRICTS

Region/district	Less than 3 years	From 3 to 9 years	From 10 to 29 years	30 years or over
Northeast region	**2 160,837**	**4 240,709**	**14 424,634**	**52 187,563**
Varna	643,634	1 522,647	4 590,914	27 776,859
Dobrich	181,634	609,987	640,809	1 688,478
Targovishte	0,878	147,731	6 148,353	5 948,127
Shumen	1 334,691	1 960,344	3 044,558	16 774,099

Table 10**. **Age structure of all wine-grape vines in Northeast region and districts (in acres)

Region/district	Less than 3 years	From 3 to 9 years	From 10 to 29 years	30 years or over
Southeast region	**8 852,465**	**15 002,600**	**52 342,126**	**95 119,318**
Burgas	5 949,943	8 231,489	27 289,074	42 798,156
Sliven	603,730	1 692,641	7 698,513	21 773,474
Stara Zagora	976,647	2 190,781	10 067,941	5 948,127
Yambol	1 322,145	2 887,689	7 286,598	24 599,561

***Table 11.* Age structure of wine-grape vines in Northeast region and districts (in acres)**

The analysis of the vineyards age structure according to their varietal composition revealed certain negative trends of the production activity in viticulture. The analysis of the age structure of vineyards with wine varieties showed that the prevailing part of the area – 69.1% exceeded the statutory exploitation period for the vineyards - 25-30 years. The plantations in the Northeast and in the Southeast regions had extremely deteriorated age structure, where the percentage of areas with wine varieties over 30 years was higher than the national average level. The creation of new vineyards was taking place at an extremely slow pace, under the impact of a number of socio-economic and market factors. The low share of the areas with young vines is not sufficient to replace the old plantations, which naturally reflects in reducing the size of productive vines and increasing the size of unsupported vines outside the holdings.

The investment activity was the most pronounced in the Southeast region, where the area of not yet fruit-bearing vineyards with wine varieties was 8 852,465 acres.

- In the **Northeast region** the oldest vineyards **over 30 y**ears comprise approximately **71%** of the total vineyards, followed by the age **10-29 years old - 20%, age 3-9 years old -6%.** The smallest is the share of the newest vineyards **less than 3 years - 3%.**
- In the **Southeast region the oldest vineyards over 30** comprise approximately **55%** of the total vineyards, followed by the age **10-29 years old - 31**%, **age 3-9 - 9**%. In this region again the smallest is the share of the newest vineyards **less than 3 years - 5%.**

The table shows the biggest problem for the vineyards on the territory of the two regions - the **highly increased old age structure of the vineyards** - the largest part of them are over 30 years old.

Optimal productivity can be expected from vineyards up to 30 years old. Another worrying fact is that vineyards in the Southeast and Northeast regions together between 3-9 years old are about 1 900 ha and those under 3 years old are about 1 100 ha. The low proportion of young vines is not enough to replace the old vines. This problem with the distribution of the age structure of the vineyards exists in all wine-growing regions in Bulgaria.

Rootstock age remains a challenge, despite EU subsidies and active investments over the last decade. Vineyard renewal and the lack of quality seedlings are a problem for viticulture on a regional and national level. Replanting old rootstock due to age can be subsided from new National Viticulture Program 2019-2023 under the measure Restructuring and conversion. The program seeks to improve production, particularly for Protected Designation Origin (PDO) and Protected Geographic Indication (PGI) wines.

7. WINE-GRAPE VARIETIES IN NORTHEAST REGION BY DISTRICTS

VARNA

White wine-grape varieties	Area/acres
Muscat Ottonel	7 327,668
Dimyat	7 210,785
Chardonnay Blanc	3 262,327
Misket varnenski	1 657,427
Misket cherven	1 448,679
Sauvignon blanc	863,64
Riesling	639,165
Rkatsiteli	557,523
Misket vrachanski	521,273
Traminer Rot	476,006
Ugni blanc, Trebbiano	416,258
Other white	1 321,001
Total white varieties	25 701,752
Red wine-grape varieties	
Pamid	4 244,45
Merlot	2 468,888
Cabernet Sauvignon	1 207,317
Cabernet Franc	337,959
Pinot Noir	309,507
Other red	630,272
Total red varieties	9 198,393

SHUMEN

White wine-grape varieties	Area/acres
Chardonnay Blanc	5 364,098
Rkatsiteli	4 311,428
Dimyat	2 210,574
Traminer Rot	2 422,941
Aligote	1 010,500
Sauvignon blanc	1 481,142
Muscat Ottonel	873,484
Misket cherven	598,277
Ugni blanc, Trebbiano	509,819
Other white	2 310,67
Total white varieties	21 092,935
Red wine-grape varieties	
Pamid	867,089
Merlot	559,966
Cabernet Sauvignon	337,649
Other red	256,053
Total red varieties	2 020,757

Table 12. Wine grape varieties in Varna and Shumen 2018

TARGOVISHTE

White wine-grape varieties	Area/acres
Rkatsiteli	3 876,772
Chardonnay Blanc	1 922,766
Muscat Ottonel	1 182,533
Traminer	958,23
Dimyat	610,844
Sauvignon blanc	260,925
Other white	1 134,293
Total white varieties	9 946,363
Red wine-grape varieties	
Cabernet Sauvignon	535,619
Pamid	505,707
Carménère	199,307
Other red	1 049,393
Total red varieties	2 290,026

DOBRICH

White wine-grape varieties	Area/acres
Muscat Ottonel	471,067
Dimyat	372,032
Chardonnay Blanc	275,339
Rkatsiteli	245,202
Misket cherven	148,551
Sauvignon blanc	112,291
Tamyanka	102,795
Prosecco	100,000
Traminer	55,458
Other white	608,038
Total white varieties	2 059,976
Red wine-grape varieties	
Pamid	744,761
Cabernet Sauvignon	118,697
Other red	195,737
Total red varieties	1 059,195

Table 13. **Wine grape varieties distribution in Targovishte and Dobrich**

From the presented data regarding areas for cultivated white and red grapes for wine production in the 4 districts in the Northeast Region can be drawn one basic conclusion: the Northeast area is more suitable and with predominant production of white varieties and, from there, for production of white wines. The main profile of the white wine-grape varieties in the region is composed of: **Muscat Ottonel, Dimyat, Chardonnay Blanc, Traminer, Rakatsiteli and Misket**. The red wine-grapes are presented by 3 main varieties: **Pamid, Cabernet Sauvignon and Merlot**.

The local Bulgarian varieties Dumyat and Misket still occupy a relatively high ratio in the structure of white wine grape varieties. The white wine variety Dimyat occupies an area of 10 404,24 (18% of the total white varieties) acres, and respectively 4 374,20 (7% of the total white varieties) acres for Misket varieties. During the years is observed decreasing in the shares of the local grape varieties.

Contrary to the trend in the local white wine varieties, for the introduced varieties most widely distributed in the Northeast region are Muscat Ottonel and Chardonnay, there was an increase of the areas, both in absolute and relative aspect. The white wine variety Muscat Ottonel occupies an area of 9 854,75 acres (17% of the total white varieties), and respectively 10 825,41 (18% of the total white varieties) acres for Chardonnay.

8. WINE-GRAPE VARIETIES IN SOUTHEAST REGION BY DISTRICTS

BURGAS

White wine-grape varieties	Area/acres
Muscat Ottonel	16 414,910
Misket cherven	8 478,632
Chardonnay Blanc	8 158,201
Dimyat	7 653,295
Ugni blanc, Trebbiano	7 021,039
Rkatsiteli	3 482,331
Sauvignon blanc	1 965,21
Traminer Rot	1 567,153
Aligote	492,488
Riesling Weiss	391,584
Viognier	452,95
Tamyanka	385,055
Misket Hamburski	350,507
Other white	1 818,27
Total white varieties	58 631,628
Red wine-grape varieties	
Pamid	7 914,506
Cabernet Sauvignon	6 720,028
Merlot	5 735,688
Syra, Syrah	1 270,939
Pinot Noir	955,049
Cabernet Franc	792,07
Evmolpiya	412,184
Mavrud	315,423
Shevka	331,887
Other red	1 189,20
Total red varieties	25 636,976

SLIVEN

White wine-grape varieties	Area/acres
Rkatsiteli	9 382,083
Misket cherven	7 378,366
Muscat Ottonel	5 370,433
Chardonnay Blanc	3 117,574
Dimyat	2 124,912
Traminer Rot	982,961
Sauvignon blanc	951,542
Aligote	308,233
Ugni blanc, Trebbiano	227,774
Other white	2 024,73
Total white varieties	31 868,606
Red wine-grape varieties	
Cabernet Sauvignon	9 198,162
Merlot	7 807,266
Pamid	4 585,526
Mavrud	1 400,918
Shevka	907,595
Pinot Noir	739,368
Syra, Syrah	718,945
Cabernet Franc	216,657
Other red	*836,16*
Total red varieties	26 410,594

Table 14. **Wine grape varieties distribution in Burgas and Sliven**

STARA ZAGORA

White wine-grape varieties	Area/acres
Rkatsiteli	1 404,829
Chardonnay Blanc	1 957,756
Aligote	1 149,201
Sauvignon blanc	1 407,835
Misket cherven	1 013,765
Dimyat	757,495
Muscat Ottonel	645,913
Other white	815,05
Total white varieties	9 151,844
Red wine-grape varieties	
Merlot	12 972,449
Cabernet Sauvignon	7 816,781
Pamid	2 835,479
Cabernet Franc	544,165
Mavrud	373,891
Syra, Syrah	383,408
Other red	*893,69*
Total red varieties	25 819,867

YAMBOL

White wine-grape varieties	Area/acres
Misket cherven	3 284,905
Muscat Ottonel	3 278,27
Chardonnay Blanc	1 931,967
Rkatsiteli	912,877
Sauvignon blanc	771,49
Traminer Rot	540,351
Other white	969,97
Total white varieties	12 504,878
Red wine-grape varieties	
Pamid	7 673,818
Cabernet Sauvignon	7 062,349
Merlot	4 872,211
Syra, Syrah	666,844
Mavrud	949,964
Pinot Noir	754,474
Cabernet Franc	477,88
Other red	1 127,59
Total red varieties	23 585,133

Table 14. **Wine grape varieties distribution in Stara Zagora and Yambol**

The data on the varietal structure of the vineyards in the Southeast Region shows that the region area is more suitable for the production of white varieties. But there are some differences between the districts situated on the sea coast and ones in the inner territory without access to Black sea.

The districts Burgas and Sliven produce more white wine-grape varieties, as follows:

- Burgas - 70% white varieties and 30% red varieties

- Sliven - 55 % white varieties and 45% red varieties

The two districts Stara Zagora and Yambol are characterized with higher production of red wine-grape varieties.

- Stara Zagora district **74% of the wine-grape varieties are red** and **26% are white** varieties.
- Yambol district are: **66% for the white grape** varieties and **34% for the red** ones.

The main profile of the white wine-grape varieties in the region is composed of: **Muscat Ottonel, Misket cherven, Rkatsiteli, Chardonnay Blanc, and Sauvignon Blanc**. The red wine-grape varieties are presented form: **Cabernet Sauvignon, Merlot, Pamid, Mavrud, Syrah and Cabernet Franc.**

The implementation of the investment intentions of the entrepreneurs in viticulture has resulted in an increase of the areas of the introduced red wine varieties - Merlot and Cabernet Sauvignon. The percentage of the areas cultivated with Merlot variety in 2018 represented 30.93% of the total area of red wine varieties. The variety was the most widely spread in the Southeast region, respectively 31 387,61 acres. The trend of development and the distribution of Cabernet Sauvignon variety were similar, as its share in the total vineyard area of red wine varieties in 2018 is 30 797,32 acres (30% of the total red varieties).

The traditional local red wine varieties, bearers of cultural values and national identity - Pamid (23 009,32 acres -23% of the red varieties) and Mavrud (3 039,71 acres - 3% of the red varieties), were more progressively substituted in the varietal structure of the red wine vineyards as a result of the very low investment interest.

The tendency of the diminishing significance of the local and the expanding importance of the foreign varieties in the varietal composition of the wine vineyards in the country revealed that the tradition and the authentic taste were not enough stimulating for maintaining the varietal diversity. With a view of the fact that the local varieties were unique carriers of genetic potential and cultural values, the reduction of their area had been a negative phenomenon, even economically justified to some extent, given the more serious production risk. Although wine production based on the combination of local and introduced wine varieties has been increasingly used product-marketing strategy by the wineries, at present it did not have a tangible positive effect on the development of the production potential from local wine varieties.

9. AREAS UNDER WINE-GRAPE VARIETIES BY TYPE OF PRODUCTION (PDO,PGI, other)

Over the last decades, a combination of traditions and innovations has emerged as a leading marketing and organizational concept dictated by the drive for sustainable development of the wine sector, as a synthesis of comparative advantages and uniqueness of the terroir, specified within a certain geographic region. The production of wines with a geographical indication (GI) – with a protected designation of origin (PDO) and a protected geographical indication (PGI) sign – is a marketing tool used for years for positioning wine in a higher price range, acquired a new meaning in the context of necessity for preserving the local production with a focus on the typical Bulgarian varieties.

There are 2 main viticulture and oenology regions for production of PGI wines i.e. Thracian Lowlands and the Danube Plain, and 21 areas totally for the Southeast and Northeast region for the manufacture of PDO wines that are produced according to certain quality control standards to guarantee a quality product.

Region/District	PDO	PGI	Other without PGI/PDO
BULGARIA	**16 676**	**21 636**	**22 935**
Northeast	**1 687,61**	**2 529,11**	**3 125,12**
Varna	590,42	1 424,25	1 478,31
Dobrich	124,96	99,13	88,88
Targovishte	542,77	265,71	416,04
Shumen	429,47	740,02	1 141,89
Southeast	**6 748,56**	**8 537,88**	**6 120,59**
Burgas	3 493,93	3 246,12	1 686,82
Sliven	1 922,18	2 382,34	1 524,35
Stara Zagora	507,33	1 686,92	1 306,64
Yambol	825,13	1 222,50	1 561,97

Table 15. **Area under vines by type of production in ha**

- **In the Northeast region** the total area with wine varieties is **7 341, 84 ha**, registered in the Wine Register maintained by the Executive Agency for Vine and Wine and distributed by type intended for the production of quality wines in 2018 as following:
  - **Protected designation of origin (PDO)** varieties occupies **1 687 ha (23% of the total area in the region)**, which comprise **10% of the total areas with PDO in Bulgaria**
  - **Protected geographical indication (PGI)** area is **2 529 ha** (**34% of the total area in the region),** which comprise **12% of the total area with PGI in Bulgaria**
  - **Wines without PDO and PGI** - **3 125 ha (43% of the total area in the region),** which comprise **14% of the total area without PDO and PGI in Bulgaria**

- **In the Southeast region the total area of is 21 407,03 ha**
  - **PDO - 6 748 ha**, (**32% of the area in the region**), which comprise **40% of the total area with PDO in Bulgaria**
  - **PGI** - **8 537 h**a (**40% of the total vineyards**), which comprise **39% of the total areas with PGI in Bulgaria**
  - **without PDO and PGI** - **6 120 ha (27% of the vineyards**), which comprise **10% of the total areas with PDOs and PGIs in Bulgaria**

The presented results a logical consequence of the production potential concentration in the Southeast region with a significant input in the production of quality wines in Bulgaria.

The two bigger districts Varna and Burgas (situated on the sea coast) have the greatest share of the areas by type of production (PDO, PGI and other) of the wine-grape respectively for the Northeast and the Southeast region.

The effect from the application of the geographical indications as a mechanism for the local production protection and development could be also sought in the direction of the overall improvement of the socioeconomic environment, maintenance of the productive activity in the region, consolidation and flexibility of the supply chains, a stronger focus on the output quality, better satisfaction of local consumer demand, employment creation and profitability for the population.

The distribution of area for the production of wine by the intended purpose of the wine grape, production of wines with PDO, PGI, varietal wines without and wines without PDO and PGI is proportionally to the processed grape by types in the regions (table 16 and 17)

HL	Type of wine	Northeast region	Varna	Dobrich	Targovishte	Shumen
PDO	red/rose	39,90	0,00	0,00	39,90	0,00
	white	330,20	0,00	0,00	80,90	249,30
PGI	red/rose	6 800,08	1 410,43	67,00	5 186,90	135,75
	white	27 573,51	2 221,34	0,00	23 915,40	1 436,77
Varietal wines without PDO and PGI	red/rose	1 627,70	85,50	0,00	1 037,80	504,40
	white	2 416,45	40,00	27,60	1 832,60	516,25
Without PDO/PGI	red/rose	14 034,60	329,20	238,80	8 013,00	5 453,60
	white	10 809,28	398,66	331,60	4 878,50	5 200,52
Total/2018	**red/rose**	**22 502,28**	**1 825,13**	**305,80**	**14 277,60**	**6 093,75**
	white	**41 129,44**	**2 660,0**	**359,20**	**30 707,40**	**7 402,84**

Table 16. **Quantity of the processed grape by types in Northeast region by districts in HL, 2018**

HL	Type of wine	Southeast region	Burgas	Sliven	Yambol	Stara Zagora
PDO	red/rose	998,96	380,25	400,60	218,11	0,00
	white	1 110,34	734,98	375,36	0,00	0,00
PGI	red/rose	101 267,51	41 545,19	17 379,52	20 246,81	22 095,99
	white	92 035,34	58 906,87	8 703,94	5 688,63	18 735,90
Varietal wines without PDO and PGI	red/rose	71 644,52	67 163,63	4 195,20	11,69	274,00
	white	82 383,25	71 128,99	7 661,50	1 772,36	1 820,40
Without PDO/PGI	red/rose	77 984,51	48 001,64	13,00	27 891,07	2 078,80
	white	209 845,27	160 083,25	63,90	47 628,12	2 070,00
Total	**red/rose**	**252 362,30**	**157 488,71**	**22 057,12**	**48 367,68**	**24 448,79**
	white	**386 002,30**	**290 854,09**	**17 269,80**	**55 139,11**	**22 739,30**

Table 17. **Quantity of the processed grape by types (red/rose and white) in the Southeast region by districts in HL, 2018**

1. **In the Northeast Bulgaria** the largest share of **the total produced wines** are the ones with PGI followed by other types:
   - Wines with PGI - 54%
   - Other wines without PDO and PGI - 39%
   - Varietal wines without PDO and PGI - 6%
   - The smallest share is the wines with PDO - less than 1% of the total produced wines

1.1. Share of the white wines by geographic indication from the total produced white wines:

- White wines with PGI - 67 %
- Other white wines without PDO and PGI -26%
- Varietal white wines without PDO and PGI - 6%
- White wines - PDO 1%

1.2. Share of the red wines by geographic indication from the total produced red wines

- Other red wines without PDO and PGI - 62%
- Red wines with PGI - 30 %
- Varietal red wines without PDO and PGI - 7%
- Red wines with PDO - negligible below 1%

2. **In the Southeast Bulgaria** the largest share of the produced wines are the ones without PDO and PGI followed by other types:
   - Other wines without PDO and PGI - 45%
   - Wines with PGI - 30%
   - Varietal wines without PDO and PGI - 24%
   - The smallest share is the wines with PDO - less than 1% of the total produced wines

2.1. Share of the white wines by geographic indication from the total produced white wines:

- Other white wines without PDO and PGI -54%
- White wines with PGI - 24 %
- Varietal white wines without PDO and PGI - 21%
- White wines PDO - below 1%

2.2. Share of the red wines by geographic indication from the total produced red wines:

- Red wines with PGI - 40 %
- Other red wines without PDO and PGI - 31%
- Varietal red wines without PDO and PGI - 28%
- Red wines with PDO - negligible below 1%

The comparative analyse between the two regions in regard of the produced wines shows that the Southeast region has produced 10 times more wine than the Northeast region.

The concentration of the production potential, the availability of processing capacities as well as the opportunities for marketing, were the main factors determining the wine production development in **the Southeast Region that had a leading position**, **providing the highest input of the total quantity of wine produced in the country in 2018**.

HL	Type of wine	2017		2016		2015	
		Northeast region	Southeast region	Northeast region	Southeast region	Northeast region	Southeast region
PDO	red/rose	42,00	1 700,71	52,60	4 329,58	97,00	2 625,57
	white	1 277,00	934,55	1 606,70	1 237,04	1 892,20	1 053,24
PGI	red/rose	7 027,02	104 677,37	8 988,83	138 811,08	2 422,09	113 048,46
	white	28 008,45	67 711,40	33 276,68	108 405,56	12 791,42	94 618,27
Varietal wines	red/rose	542,20	52 929,77	1 837,45	50 271,20	2 485,70	2 100,48
	white	2 272,00	150 953,74	1 838,50	86 701,27	1 117,55	3 849,35
Without PDO/PGI	red/rose	10 203,50	122 040,54	14 242,50	117 704,33	7 651,15	64 351,02
	white	20 605,45	208 449,26	20 364,66	259 794,60	10 422,00	148 505,63
Total	**red/rose**	**17 814,72**	**282 340,94**	**25 121,38**	**311 175,82**	**12 655,94**	**183 641,23**
	white	**52 162,90**	**428 322,40**	**57 086,54**	**456 794,37**	**26 223,17**	**248 676,82**

Table 18. **Quantity of the processed grape by types in Southeast region by districts in hl - 2015, 2016, 2017**

Table 18 shows the differences in the produced wines by type for the last 3 years before 2018. The data indicates a decrease in production of wine with PDO, stable positions of wines with

PGI, increasing of varietal wines and a tendency of decline of the non-quality wine for the both regions (Northeast and Southeast) in 2018 compared to 2017 and 2016.

The state policy and the National Strategy for the development of the viticulture and wine production is aimed at improving the competitiveness of the wines with protected designations of origin (PDO), and wines with protected geographical indications (PGI), including organic wines, varietal wines without PDO/PGI produced on the territory of Bulgaria. The measures should be taken to support manufacturers and traders to take advantage of new markets, as well as to regain and reinforce their presence in the existing markets, to enhance the trade opportunities for exporting high quality wines, thereby also increasing the average cost of exported produce. Achieving this effect is based on the pursuit of several strategic goals:

- improving the competitiveness of wines produced in Bulgaria by increasing the interest in producing wines with a protected designation of origin, geographical indication or varietal wines without PDO/PGI, including wines produced organically and achieving a 10% annual growth in the production of wines with PDO/PGI and varietal wines without PDO/PGI;
- enhancing the image of Bulgarian wine outside the EU internal market, strengthening the prestige of PDO/PGI wines and varietal wines without PDO/PGI and achieving the recognition of the wines subject to the measure;
- increased demand for Bulgarian wines with PDO/PGI and varietal wines without PDO/PGI by consumers from third countries, which will lead respectively to an increase in export growth.

10. AVERAGE YIELDS OF GRAPES

There are variations in the dynamics of the vineyards yields (table 19), which are mainly due to the climatic conditions for the respective year and the agrotechnical management of the vineyards. The increase in yields in recent years is the result of improved care for the vineyards as a result of actions to support the sector. However, the yields alternate during the - higher and lower, which indicates that production is unstable mainly due to of external factors.

The increased level of the average yields could not compensate for the reduction in the cultivated areas, which explained the reported drop of grapes production. The achieved increase in the average productivity per unit area could be explained by the elimination of part of the sorted and unprofitable vineyards, the creation of new vineyards and the improvement of the cultivation practices.

The Southeast region increased the average yields by 6% in 2018 compared to 2017.

The Northeast region shows an opposite trend to the one in the country and declined 19% in 2018 compared to 2017. The year 2014 was the worst year for the wine-growing with the biggest decreased in yields.

Year	Statistical Zones	Average yields from wine varieties grapes kg/ha	Average yields from desert grapes kg/ha
2018	**Bulgaria**	**6 214**	**6 103**
	Northeast	5 483	3 603
	Southeast	6 948	6 350
2017	**Bulgaria**	**5 819**	**6 725**
	Northeast	6 520	3 857
	Southeast	6 547	10 727
2016	**Bulgaria**	**5 777**	**5 010**
	Northeast	5 925	2 931
	Southeast	5 993	4 978
2015	**Bulgaria**	**6 702**	**7 240**
	Northeast	6 748	2 797
	Southeast	8 323	10 883
2014	**Bulgaria**	**4 102**	**4 397**
	Northeast	3 465	2 574
	Southeast	4 750	5 572
2013	**Bulgaria**	**6 430**	**5 901**
	Northeast	6 711	4 300
	Southeast	6 415	4 583
2012	**Bulgaria**	**4 305**	**3 853**
	Northeast	2 637	4 482
	Southeast	5 249	3 125
2011	**Bulgaria**	**5 219**	**5 091**

	Northeast	5 043	2 890
	Southeast	5 127	3 749

Table 19. **Average yields of grapes- harvest 2011-2018**

11. WINE STOCKS IN THE NORTHEAST (NE) AND SOUTHEAST REGION (SE)

Wines	Total for the SE and NE	Red and rose	White
Wine Stocks 2018 harvest			
1. Wine Stocks OWN PRODUCTION			
- wines with PDO	2 868,86	2 286,15	582,71
- wines with PGI	241 702,76	134 373,36	107 329,40
- varietal wines without PDO and PGI	154 152,00	78 493,38	75 649,62
- other wines without PDO and PGI	117 140,96	46 244,45	70 896,51
- other wines	32 983,91	17 211,69	15 772,22
Total:	**548 848,49**	**278 609,04**	**270 230,46**
2. Wine Stocks IMPORTED			
a) Wine originated from EU			
- wines with PDO	216,38	11,13	205,25
- wines with PGI	16 528,43	14 703,12	1 825,31
- varietal wines without PDO and PGI	2 557,95	722,66	1 835,29
- other wines without PDO and PGI	6 351,15	4 820,30	1 530,85
- other wines	1 028,04	179,62	848,42
b) Wine originated from third countries	519,38	0,00	1 107,93
Total:	27 201,33	20 436,83	6 764,50
3. TOTAL (1 +2)	**576 049,82**	**299 045,86**	**276 994,95**

Table 20. **Wine stocks by type in NE and SE for 2018**

Wines	Total for the SE and NE	Red/rose	White
Wine Stocks 2017 harvest			
1. Wine Stocks OWN PRODUCTION			
- wines with PDO	4 376,09	2 979,28	1 396,81
- wines with PGI	264 446,83	153 491,78	110 955,05

- varietal wines without PDO and PGI	129 169,65	59 050,12	70 119,53
- other wines without PDO and PGI	111 204,92	39 067,74	72 137,18
- other wines	20 705,36	8 915,43	11 789,93
Total:	**529 902,85**	**263 504,34**	**266 398,51**
2. Wine Stocks IMPORTED			
a) Wine originated from EU			
- wines with PDO	3 749,45	1 714,82	2 034,63
- wines with PGI	14 989,48	11 482,69	3 506,79
- varietal wines without PDO and PGI	7 151,35	3 978,33	3 173,02
- other wines without PDO and PGI	17 226,91	7 027,99	10 198,92
- other wines	536,21	107,59	428,62
b) Wine originated from third countries	260,84	0,00	260,84
Total:	43 914,25	24 311,43	19 602,82
3. TOTAL (1 +2)	**573 817,09**	**287 815,77**	**286 001,33**

Table 21. Wine stocks by type in NE and SE for 2017

Wine stocks for 2018 from won production by types of wines are:

- PGI wine stocks are the highest share of all stocks - 44%
- Varietal wine stocks without PDO and PGI - 28%
- Other wines stocks without PDO and PGI - 21%
- Other wines stocks - 6%
- PDO wine stocks -1%

The socks of red and white wines are almost equal.

For the period 2014 - 2018 Bulgaria reports a decrease of interest in the production of PDO wines by about 25% since 2014 - from 11 194 hl in 2014 down to 2 868 hl in 2018. The production of PGI wines is relatively stable, with an average annual production of around 240 000 hl. In 2018, the highest production of varietal wines was observed, amounting to 154 152 hl, which in 2016 is about 22% of this value.

12. CONSUMPTION

According the data from the International Organisation of Vine and Wine (OIV) the consumption of wine litters/per capita is as following for the eight year period:

Year	Quantity/ year
2018	14,6
2017	14,4
2016	16,8
2015	16,3
2014	15
2013	12,7
2012	16,1
2011	7,9
2010	9,3

The measure of the consumption is very difficult because the official statistics doesn't include the consumption of home-made wines that represents about 10 -12% of the total produced wines in the country.

CONCLUSIONS:

The results of viticulture and winemaking development analysis have revealed a serious regional imbalance. The production potential, respectively the table and wine grapes growing and the winemaking is concentrated in Southeast Bulgaria.

The Northeast region is lagging behind in the economic development and this has a negative impact not only on the opportunities for wider product differentiation as a means of improving the market position of the wine sector as a whole, but also as regards the achievement of the potential social benefits for the regions.

The Southeast Region was the only administrative area where more pronounced positive trends in the development of viticulture and winemaking were observed - higher investment activity compared to the other regions, an increase in the production of table and wine grapes and wine.

The socio-economic importance of viticulture has been decreasing in all statistical regions. The stabilization of the sector as a means of achieving a balance in the regional economic development and synergy in social and environmental terms depends not only of the technological innovation, but mainly of the organizational and the marketing strategic solutions to improve the efficiency and competitiveness of production in line with the current market requirements.

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The main source of data is the statistical research and observations of vineyards in Bulgaria and own calculations. The necessary information for the research is provided by two main centralized sources at a national level:

- Ministry of Agriculture, Food and Forestry – Agrostatistics Department
- Executive agency on vine and wine (EAVW), Vineyard register

CHAPTER 7

SALES TRENDS

The Bulgarian market has definitely been of increasing significance to Bulgarian wine producers for the past few years. Within 20 years, it has seen considerable growth and not even reached its full potential yet. Highly knowledgeable wine lovers and connoisseurs are creating a wine society and driving an increasing number of producers to search for new and interesting products from both international and local grape varietals. Another serious factor for the shaping of consumer taste is the events on a wine topic which are organized all year round on the territory of the country. Enotourism, together with cultural, rural, spa and other types of tourism, makes our country a preferred tourist destination. Bulgaria remains a traditional exporter of wine for major global markets. There are expectations for good possibilities to expand sales to the USA and China, which are already major wine consumers. Bulgaria should maintain its positions and to try to optimize the sales in its traditional wine markets, such as the countries from the European Union. Regardless of the forthcoming challenges for the sales of Bulgarian wine, the wine market has a good potential and opportunity not only to keep our positions at least partially, but also to enter into new segments where Bulgarian wine is unfamiliar.

I. WINE SALES

1. WINE SALES IN THE SOUTHEAST REIGION

Year	Type of wines	**Sparkling wine of fresh grapes (without *Champagne*) (2204 10)**	**White wines, still, with protected designation of origin (PDO), with an alcoholic strength of <= 15% vol.**	**Red, rose, still wines with protected designation of origin (PDO) and grape must, the fermentation of which is interrupted by the addition of alcohol, with an alcoholic strength of <= 15% vol.**	**Still wines, incl. with a protected geographical indication (PGI) and varietal wines (excluding those with a protected designation of origin (PDO)) and grape must whose fermentation is interrupted by the addition of alcohol**
2011	Quantity (in litres)	..	150 032	274 084	35 933 225
	Value in EUR	..	653 441	1 334 492	38 904 700
2012	Quantity (in litres)	..	396 615	415 717	39 092 545
	Value in EUR	..	1 209 224	1 663 769	39 201 323
2013	Quantity (in litres)	80 378	292 969	288 311	52 997 997
	Value in EUR	193 782	1 337 560	1 689 334	48 698 767
2014	Quantity (in litres)	52 278	302 972	372 519	35 003 132
	Value in EUR	180 488	1 419 879	2 047 331	39 271 470
2015	Quantity (in litres)	..	401 991	536 832	42 456 080
	Value in EUR	..	1 791 594	2 685 346	37 647 560
2016	Quantity (in litres)	..	601 190	870 271	56 089 512
	Value in EUR	..	2 158 196	3 557 623	49 075 058
2017	Quantity (in litres)	80 658	230 978	674 207	57 755 799
	Value in EUR	297 065	1 029 758	3 042 233	53 374 587
2018*	Quantity (in litres)	..	254 617	751 180	53 310 996
	Value in EUR	..	1 009 306	2 954 801	55 595 751

Table 1. ***Sales of wines in the Southeast region (SE), Source: NSI***

Note:

- the data for the period 2011-2017 are sampled (on an annual basis) and cover enterprises with a net amount of revenues from sales of industrial products and industrial services totaling BGN 120 thousands and more;

**** Data for 2018 are preliminary and sampled (based on annual sample);***

For the other type of wines (not included in the table the information is either - confidential data or no data available);

Despite the negative sales trends, overall the wine sales are growing driven by the domestic market. Thus, the total revenues of the domestic and foreign sales sector increased in the Southeast region. The largest share - about 93% of the total sales in 2018, (total sales of all kind of wines - EUR 55,5 million), continues to hold by the still table wines without the protected designation of origin (PDO) but including PGI. However, the market as a whole remains strongly dominated by cheap table wines, while quality wines remain a small part of it Most of them are the lowest-priced wines, mostly bulk. Their amount is growing, with a minimal level - by 4% in 2018. A slow trend in increasing of quality wines than in previous years is observed. Data shows that 2018 was good year for quality red wines with PDO are 1.3% of the total sales, with 11% increase in volumes of sales compared to 2017. The share of the white wines with PDO of the total sales is 0.47%, and increased with 9% compared to 2017.
For the period 2011-2016 is observed that quality PDO (both white and red) wines increased constantly to 2016. However, due to the low base, there is still no significant change in the bigger market picture. The fast growth rate of white wines is already changing the ratio - almost one to one, while in previous years it tended to two/three to one. However, the white wine local market remains the smallest, while sales are dominated by reds. In 2017 and 2018 again the sales of red wines prevails the white wines ones.
The long-terms tendency is for increasing of the net value of sales. This trend on the other side shows increase of consumption of more expensive and quality wines.

2. WINE SALES IN THE NORTHEAST REGION

Year	Type of wines	White wines, still, with protected designation of origin (PDO), with an alcoholic strength of <= 15% vol.	Still wines, incl. with a protected geographical indication (PGI) and varietal wines (excluding those with a protected designation of origin (PDO)) and grape must whose fermentation is interrupted by the addition of alcohol
2011	Quantity (in litres)		11 975 914
	Value in EUR	623 810	11 544 243
2012	Quantity (in litres)		7 801 859
	Value in EUR	589 237	9 152 220
2013	Quantity (in litres)	79 803	6 122 825

	Value in EUR	373 284	7 099 910
2014	Quantity (in litres)	151 055	5 621 914
	Value in EUR	388 315	7 342 920
2015	Quantity (in litres)	80 938	5 655 854
	Value in EUR	234 993	7 300 832
2016	Quantity (in litres)	95 589	5 064 509
	Value in EUR	365 267	6 218 559
2017	Quantity (in litres)	72 832	5 791 871
	Value in EUR	347 229	6 363 864
2018	Quantity (in litres)	85 011	4 348 810
	Value in EUR	356 248	5 971 540

Table 2. **Sales of wines in the Northeast region (NE)**

For the Northeast region the provided data is only for the white wines with PDO and still wines, incl. with a protected geographical indication (PGI) and varietal wines. The largest share - about 94% of the sales in 2018, totalling EUR 6.3 million, are for the wines without PDO, decreasing with by 6% in 2018 compared to 2017.

Quality wines account for only 6% of the total sales in the Northeast region, with a slight increase in net value of sales by 3% in 2018. After 2011 the total sales in Northeast region show decreasing in the volumes for the non-quality wines with more than 60% in 2018 compared to 2011, which correspond to the decreasing trend of the wine production. The downward trend in sales is related to all type of wines - with PDO, PGI and other wines.

The analysis of the sales in the Northeast and in the Southeast region shows serious differences in the sales in the two regions. For 2018 in the Southeast region are sold 54 316 793 litres, which comprise 92% of the total sales in the both region and in the Northeast region 4 433 821 litres - 8 % of the total sales.

II. DISTRIBUTION CHANELS

The intermediate wine distribution, i.e. the segment of wine supply chain in charge of wine transfer from wineries and bottlers to actors delivering wine to consumers, may assume very different forms of organization. Out of the simplest case of direct sale from the winery to the client, possibly through the Internet, the distribution involves more actors which form specific marketing channels.

The distribution channels which are used for wine sales are following:

1. Off-trade (forms a share of approximately 80% of the total sales)

1.1. Independent distributors
1.2. Own distributors and trade representative
1.3. Chains supermarkets/hypermarkets
1.4. Specialized traders

2. On-trade (20% of the total sales) - this category includes all venues where drinks are sold for on-the-premises consumption - restaurants, bars, pubs, cafes, hotels and etc.

In general distribution is differentiated to own distribution and independent distribution. Different resources are required to realize specific forms of own distribution. The data show approximately parity between the two main forms of distribution, as the own distribution predominates slightly over the independent. The own distribution is performed by own trade representatives, own shops and direct sales from wineries. The establishment of sales offices and on-site sales are of the utmost importance to own channels. The sum of their relative shares is close to the share of independent distribution, which defines them as the main forms of distribution through which wineries serve their customers. It should be added that over the last years wine cellars have seen an increase in the share of on-the-spot sales at the expense of other channels, and this trend is expected to continue. The increase in the relative share of on-site sales is the result of the wine cellar's actions to offer more and more wine tourism in its activity. Wine tourism enables wine cellars to make direct contact with consumers, presenting not only the product, but also anything else that may intrigue and convince the consumer that this is exactly the product they needs.

The increase in the relative share of on-site sales is the result of the wine cellar's actions to offer more and more wine tourism in its activity. Wine tourism enables wine cellars to make direct contact with consumers, presenting only the product, as well as anything else that may intrigue and convince the consumer that this is exactly the product he need.

A key issue for the role of restaurants in wine marketing is how they source their wine. This means understanding distribution and supply systems in different national and regional jurisdictions as well as restaurant perception of customer preferences. The Ho.re.ca. channel, where the consumption takes place outside the home, is characterized by places where the consumers satisfy their needs for experimentation, variety and offer innovative and higher value (restaurants, catering, wine-bars, hotels and cafés). The Ho.re.ca. channel, with its dynamism, represents a significant outlet for the industry and, at the same time, a major vehicle of communication for the market. The suppliers of this market are the wholesalers, most of whose wines transit through the restoration market, where it is possible to maximize their image and to satisfy the primary function of wine, which is to accompany food.

The chain supermarkets, grocery stores and convenience stores shape the biggest sales of wine. The rest of the sales are carried out at HoReCa sites. Restaurants are predominant in the sale of wines by the specificity of wine consumption, especially during the meal.

The share in volume of wine sales of supermarkets is increasing. As a result, the share of small shops in traditional trade and convenience stores shrinks. Almost 50% of sales in value go through the biggest shops on the Bulgarian market.

List of the chain supermarkets:

- Metro Cash&Carry Bulgaria - https://www.metro.bg/
- Kaufland Bulgaria - http://www.kaufland.bg
- Liddle Bulgaria - http://www.lidl.bg
- Billa Bulgaria - http://www.billa.bg
- CBA - http://www.cba.bg/
- T Market - http://www.tmarket.bg

The numbers of convenience stores selling food and beverages (including wine) are:

- Northeast region: 5 297
- Southeast region: 6 965

List of some distributors and wholesalers working on the national level:

- Cartel - http://bgbarman.bg
- Vayk Wines- http://www.vaykwines.com
- Fine wine - http://www.finewine.bg/
- Nokov & Son - http://www.nokovandson.com/
- BG Wine Shop - http://www.bgwineshop.com/
- WineBox - https://www.winebox.bg/
- Top Drinks Ltd. - www.top-drinks.net
- Apollowine Online Selection - https://apollowine.com/

- Bibendum (Bulgaria) - https://bibendum.bg
- S & D Commercial - https://www.sid-shop.com
- Wine Emporium - Bulgaria- https://emporium.wine/bg/
- Enorama - https://www.enorama.bg/en/about-us/
- Seewines - https://seewines.eu
- Bulgarian Wine Company - https://bulgarianwinecompany.com
- Abador - https://abadortrading.com
- Old Town Wine Imports, Ltd. - https://oldtownwineimports.com/
- Vinen Sviat - http://vinensviat.com/
- Meik 98 - http://www.meik98wines.com/
- Platinum brands - https://platinumbrands.bg
- Leopard trading- https://www.leopardbg.com
- Avendi - www.avendi.bg
- Belvedere Bulgaria - www.belvedere.bg
- Global wines Bulgaria - https://globalwines.bg
- Optimist 1 - www.optimist1.com
- Selected Brands - www.selectedbrands-co.com
- SofStok - www.sofstok.com
- Transimport - www.transimport.com
- Selesta Trading - https://selesta-trading.bg
- United brands - http://www.unitedbrands.bg
- Bulmarket Bulgaria - bulmarketbg
- Bai Gencho - baigencho

Some distributors in Northeast and Southeast regions:

https://globalwines.bg
https://ndkbg.com/
http://okv.bg/
http://www.holidaywines.eu/
pestodrinks.com
https://amperel.net/
https://bestcotrade.com/

http://www.timstok.net/
https://www.vart-brands.com/
http://www.ikonomov.eu/
http://poseidon96.bg/
https://www.margarit-eood.com
https://www.vintaim.com/
https://www.chernevi.com/
https://tobood.bg/
http://vinaritrade.com/
http://borisovbg.com/
http://www.patobg.com/
https://martimarbg.bg
http://axxon.bg
https://logistikbg.com

III. NORTHEAST AND SOUTHEAST REGION IN THE TOP 25 WINE BRANDS BY SALES

In table 3 is shown the position of the producers of wine in the Southeast and Northeast region in the ranking *Top 25 wine brands by sales* among the 144 leading wine producers in Bulgaria according their sales in the local market and exports. Only one company (LVK Vinprom, Targovishte) in the ranking is from the Northeast region on the 5-th position. The Southeast region holds the first 4 positions of the wine producers in Bulgaria. The total number of the companies from the Southeast region in the ranking is 11, representing the 4 districts in the region - Burgas, Sliven and Stara Zagora and Yambol.

Rank No	Company	2017			2016			2017/2016,%	
		Total sales	Local market	Export	Total sales	Local market	Export	Sales	Export
1	SIS Industries (SE, Burgas)	18 376	18 218	159	17 523	17 210	312	4,87	-49,26
2	Vinex Slavyantsi (SE, Burgas)	8 508	925	7 583	8 504	561	7 944	0,04	-4,54
3	Domaine Boyar International (SE, Sliven)	7 894	5 464	2 431	8 313	4 816	3 510	-5,19	-30,75
4	Villa Yambol (SE, Yambol)	6 837	6 673	164	7 030	6 869	161	-2,75	1,59

5	LVK Vinprom (NE, Targovishte)	5 579	5 263	316	4 196	3 895	302	32,95	4,75
6	Domain Menada (SE, Stara Zagora)	4 513	3 405	1 107	4 004	3 350	654	12,71	69,72
11	The Black Sea gold (SE, Burgas)	3 039	2 849	190	3 123	2 890	232	-2,69	-18,28
12	Edoardo Miroglio (SE, Sliven)	2 056	1 544	513	1 789	1 033	755	14,98	-32,09
20	Angelus Estate (SE, Stara Zagora)	1 421	1 318	104	1 378	1 326	52	3,12	99,02
22	Midalidare Vineyards (SE, Stara Zagora)	1 167	1 164	3	1 172	1 166	6	-0,39	-45,45
23	Santa Sarah Wine Estate (SE, Burgas)	1 116	845	272	450	446	4	148,07	6 537
24	Vini Sliven (SE, Sliven)	1 110	18 218	159	17 523	17 210	312	4,87	-49,26

Table 3. **Ranking of the companies from NE and SE producing wines by their sales and export Source: Capital** *РЕГАЛ 500+, Business researches*

1. The ranking is led by the company **SIS Industries (1),** showing a growth in the sales by 5%. The export of the company has a deacrease by 50% and has a minimal share in the sales of the company for 2017. The wine portfolio covers all segment of the wine market - from the lowest segment the brand Mehandzhijsko to the highest class of the winery Minkovi Brothers.

2. **Vinex Slavyantsi (2)** retains its second position. The hardly reports a change in its revenues compared to the previous year, although it registered a slight decrease in exports. The winery's business, which has facilities in Slavyantsi, Sungurlare, Lozarevo and Karnobat, is oriented mainly towards foreign markets. The Bulgarian market in 2016 formed about 11% of its revenues (about BGN 1.8 million). Vinex Slavyantsi produces mainly classic wines in the lower and middle segment, some vermouth and sparkling wines. The company sells under the brands Sungurlarski Misket, Leva, Stara Loze, Chiochiosan and others. The main export countries are Sweden, Poland and Russia.
3. **Domaine Boyar International (3)**, which in 2016 conceded the leadership and took third place, retains it this year too. The company reported a slight decrease in revenues - about 5% to BGN 15.4 million, which comes again from worse export results (minus 30%). It

comes from the problems in the UK market after voting for Brexit, which is one of the major foreign markets for the manufacturer. However, although the lost export share, the company managed to increase its sales in Bulgaria for the second consecutive year - by about BGN 1 million. Thus, the domestic market in 2017 already accounts for 75% of the total revenue of Domaine Boyar, while in 2015, exports dominated. Domaine Boyar has two wineries – "Sinite Skali" in Sliven and the boutique winery "Korten". The company's portfolio is large and covers most segments. Their most famous brands are the Quantum, Elements, Boutique, Premium, Solitaire, Korten, etc. The sole owner of the capital is Maubara Services Limited registered in Cyprus. Belgium, Netherlands, Sweden, Canada and the United States are the main export markets.

4. **Villa Yambol (4)** (formerly Vinprom Yambol) retains its fourth position, and its results being almost unchanged from 2016, which was good for the company. The oldest winery in South Bulgaria, with production facilities in Yambol and Straldzha, and about 10 thousand decares of its own vineyards, is owned by the founders of VP Brands International (formerly Vinprom Peshtera). For years, Villa Yambol sells mainly on the domestic market, export is less than 3% of the total revenues. The brands of the winery are - Villa Yambol and Kabile, are in the middle class. The portfolio also complements sparkling wine in the low class. The first markets of the winery ware Japan, Canada, UK and the Netherlands. Today the winery also exports to Norway, Germany, Sweden, Finland, Austria, France, Denmark, Switzerland, the Czech Republic, Poland, Russia, Lithuania, Latvia, Estonia and USA. There are regular orders for Belgium, Spain and Japan too.
5. After the not so good 2016, two low-cost wine companies are returning to the top ten. Almost 33% of business growth in 2017 was reported by **LVK Vinprom (5)** from Targovishte. Revenues from wine sales increased from BGN 8.2 to BGN 10.9 million, with export growing mainly to Russia by about 5%. However, it is a small part of the business. The cellar is famous for the wines Targovishte, Zodiac and Eselsmich. Wines continue to form over 80% of the company's revenue, and they also produce brandy, vodka, vermouth, gin, mastika and rum. The top export destinations of LVK Vinprom are: Germany, Poland, Vietnam, Sweden, United Kingdom, Denmark, USA, Belarus
6. One of the first foreign investments in the wine sector in Bulgaria - **Domain Menada (6),** continues to improve its performance, which has been a trend over the last three years.

The company managed to climb from eighth to sixth position with revenues of BGN 8.8 million, a quarter of which came from export. Domain Menada is in fact one of the few wineries in top 10 that have managed to achieve significant growth - about 70%, in export. At the same time, however, the company also managed to retain its sales in the domestic market, thus reporting an overall growth of 13% in 2017. Of course, this is helped by the fact that the winery Stara Zagora is part of the French holding Belvedere, but not irrelevant is that in the last few years the company has been investing in the modernization of its portfolio, narrower segmentation and entering into the premium class. The most famous brand of the cellar for years is Tcherga, the more recent are the series Artistique, InoVino and Barrique Point. The company also has more than 420 ha of their own vineyards. Between 70% and 80% of the winery is destined for the internal market, with their major customers being large chain stores. The rest is exported to Poland, the Czech Republic, England, and Germany (over the years and to the United States and Sweden).

7. **The Black Sea gold (11)** is also close to last year's position. An interesting trend in the lower half of the ranking is the entry and improvement of the positions of more wineries, producers of quality wines in the middle and high class. The traditional strong export markets are Japan, USA, Germany and France and Russia. In addition to these traditional partners, the winery has a strong presence in the dynamic markets of Poland, the Baltic States, the Czech Republic, and Slovakia.
8. **Edoardo Miroglio (12)** climbed 4 positions to 12th place and reported a 15% growth - mainly in the domestic market. The company's biggest sales are to Italy, followed by Germany and France. The winery decided to reduce the production of wines in Bulgarian market. Edoardo Miroglio also exports to Japan and Canada.
9. **Angelus estate (20)** is not only a high-tech enterprise with 1,500 acres of grapes and a capacity of 1 million liters of wine. Wine exports are developing very dynamically. For the first half of 2017, the growth compared to the same period of the previous one is 30%. On the Bulgarian market the growth is 20%. The most important export markets for Angel Estates wine are Belgium, USA, China, Netherlands, and the ambition of the company's sales team is to reach the markets in Germany and Japan.

10. **Midalidare Estate Vineyards (22)** is also placing in the Top 25 ranking, although the decrease of the sales and exports. 95% of the wine production is for the domestic market and only 5% for export.
11. **Santa Sara Wine Estate (23)** - 80% of the production of Santa Sarah is sold in Germany, Sweden, Switzerland, Finland, Austria, UK, the Netherlands.

VI. EXPORT IN BULGARIA (AGRIGATED DATA)

1. Export by countries

The National Statistical Institute (NSI) provides only aggregate data for the country regarding the export and import in wine. The data for administrative regions is not available.

Year	**2018**		**2017**		**2016**		**2015**	
Measure	HL	EUR million	HL	EUR million	HL	EUR million	HL	EUR million
Total Export	**303 686**	**37,9**	**375 821**	**30,68**	**288 216**	**29,36**	**399 334**	**38,00**
Export Intra EU	271 949	31,1	325 895	26,3	257 141	22,96	327 056	28,00
Export Extra EU	31 737	6,8	49 926	4,38	31 075	6,4	72 279	10
Total production	1 170 184		1 193 092		1 333 980		1 510 897	
Local market	866 498		817 271		1 021 933		1 111 563	
% Share of the local market	**74%**		**69%**		**77%**		**74%**	

Table 3. ***Evolution of export Intra and Extra EU in volume (hl) and value (EUR) 2013-2018 in Bulgaria; Source: 2015-2018 Comext Wine Trade results, Eurostat***

Year	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**
Export Intra EU	357 719	295 165	327 056	257 141	325 895	271 949
Export Extra EU	137 015	137 534	72 279	31 075	49 926	31 737
Total export	**494 734**	**432 699**	**399 334**	**288 216**	**375 821**	**303 686**

Table 4. **Evolution of export in Intra EU and Extra EU in volume (hl) 2013-2018, Bulgaria; Source: 2013-2018 Comext Wine Trade results, Eurostat**

Bulgaria is a net wine exporter although its exports have declined in absolute and relative terms. Exports dropped sharply in 2013-2016, although this trend was more moderate in 2017 (table 4). In 2017, exports by volume increased by 27.8%, and again declined in 2018 with 19.2%. Although the decline in volume, export grew by 23% in value due to an increase in average export prices.

According to Eurostat data 303 686 hl of wine were exported from the country in 2018. In value terms, exports increased by 24% to EUR 37.8 million due to an increase in the average export price to 1.24 EUR / liter (started below 1 EUR/liter in previous years).

The main market for Bulgarian wines in 2018 continues to be the European Union, where a total of 271 949 thousand liters or about 89% of all exports were realized.

Export Intra EU/hl	2018	2017	2016
Total	**271 949**	**325 895**	**257 141**
Poland	167 233	219 350	165 798
Sweden	36 716	30 276	25 036
United Kingdom*	22 391	20 804	15 555
Czech Republic	15 356	12 419	11 642
Belgium	8 309	8 265	5 891
Germany	3 628	3 926	8 182
Lithuania	3 487	3 602	4 040
Romania	3 227	11 019	7 645
France	2 341	1 563	941
Greece	2 175	1 685	1 098
Netherlands	1 748	2 195	924
Slovakia	1 439	3 961	4 261
Latvia	857	634	978
Cyprus	752	889	1 488
Croatia	526	2 686	590
Spain	493	318	147

Denmark	259	130	78
Italy	228	702	2 042
Austria	201	127	149
Luxembourg	191	210	82
Finland	142	255	371
Estonia	125	285	61
Hungary	47	43	99
Malta	34	493	1
Ireland	26	21	27
Slovenia	19	24	1
Bulgaria			
Portugal		*13*	

Table 5. **Export by Countries Intra EU in volume (hl) 2018, Bulgaria; Source: 2018 Comext Wine Trade results, Eurostat**

Export Extra EU28	2018	2017	2016
Total	**31 737**	**49 924**	**31 075**
Russia	13 941	25 535	14 157
Other	5 234	4 025	4 808
Japan	4 286	4 831	3 129
China	3 885	9 372	4 602
USA	2 488	4 171	2 980
Hong Kong	599	649	446
Canada	588	1 017	360
Switzeland	343	159	405
Brazil	245	150	99
Norway	66	2	
Singapore	62		66
Australia			40
Mexico		13	

Table 6. **Export by Countries Extra EU in volume (hl) 2018, Bulgaria, Source: 2018 Comext Wine Trade results, Eurostat**

Traditionally, the largest quantities are destined for **Poland** 167 233 hl - 61% of EU shipments (table 5). Bulgaria's largest export market is Poland. Although the wine export to Poland declined by 24% in 2018 compared to 2017.

Second largest export market is **Sweden**, followed by **United Kingdom** and **Czech Republic.**

From EU countries, most significant increase in exported volumes was recorded in consignments to the Czech Republic (by 24%), Sweden (by 21%), United Kingdom (by 8%), while a significant decrease was observed for Romania (71%), Croatia (80%) and Slovakia (68%).

Exports to third countries amounted to 31 737 hl - 11% of the total export of the country.

The trend of the growth of the trade with third countries form 2017 is changed in 2018 and significant decrease in exports to outside EU market is observed (table 6).

Exports to **China** decreased by 38% in 2018, after the high increase by 51% in 2017 compared to 2016.

Russia is the fifth largest export market in 2018 with 13 941 hl and in value terms with more than 1 million EUR. Exports to Russia began to decline since 2013 and in 2016, when in 2017 it increase by 55% in volume. The export to Russia dropped by 45% again in 2018.

Although exports to Russia and China declined significantly during 2018, according to the Executive Agency of Vine and Wine, China agreed to purchase 12 million bottles of Bulgarian wine per year for seven years starting from January 1, 2019.

According to private local analysis, exports from Bulgaria's top-25 wineries declined. As a result, exports accounted for 27% of total wine industry sales, down from 29% in 2016, and 33% in 2015. Over 90% of wine exports are from the leading 25 wineries. Reds wines tend to dominate as exports, while whites are mostly sold domestically.

Wineries are trying to shift exports to Western Europe, Asia, and the United States.

TOP 10 export markets for Bulgarian wines are:

- Intra EU countries: **Poland, Sweden, United Kingdom, Czech Republic, Belgium, and Lithuania**
- Extra EU (third countries): **Russia, China, USA and Japan**

2. Export by type of wines

In the tables below are shown the exports of the most important type of wines. There are other types of wines in the total export that are not presented in the tables.

	Year	2017	2018	2017	2018
	Unit	**Value/EUR**	**Value/EUR**	**Volume/hl**	**Volume/hl**
Sparkling wines	Sparkling wines with PDO	44 208	4 271	58	84
	Sparkling wines with PGI	17 854	661	35	13
	Sparkling without PDO and PGI	127 637	27 383	671	536
	Other sparkling wines	167 266	32 158	737	629

Table 7. **Export sparkling wines by type, 2017-2018, Source: NSI**

	Year	2017	2018	2017	2018
	Unit	**Value/EUR**	**Value/EUR**	**Volume/hl**	**Volume/hl**
Still wines <= 2 l (bottled wines)	White still PDO	19 499	21 560	378	44
	Red still PDO	378 932	341 108	15 045	1 746
	White still with PGI	2 925 193	2 797 566	183 328	17 649
	Red still with PGI	11 800 334	9 449 418	483 520	43 919
	White varietal wines without PDO and PGI	651 714	847 358	68 572	5 444
	Red varietal without PDO and PGI	1 430 345	1 142 589	101 806	7 032
	White other	2 754 120	2 006 962	368 419	21 251
	Red other	7 228 136	5 751 459	955 461	63 563

Table 8. **Export still wines by type, 2017-2018, Source: NSI**

	Year	2017	2018	2017	2018
	Unit	**Value/EUR**	**Value/EUR**	**Volume/hl**	**Volume/hl**
Bulk wines > 2 l but <= 10 l	White bulk with PGI	2 565 833	2 877 030	19 357	21 644
	Red bulk with PGI	1 053 058	1 227 909	7 921	10 843
	White bulk varietal	18 430	17 609	169	186

	Red bulk varietal	27 320	84 446	212	715
	White bulk other	121 778	4 071	3 049	34
	Red bulk other	15 678	12 165	196	234

Table 9. **Export Bulk wines > 2 l but <= 10 l by type, 2017-2018, Source: NSI**

	Year	2017	2018	2017	2018
	Unit	Value/EUR	Value/EUR	Volume/hl	Volume/hl
Bulk wines > 10 l	White bulk with PGI	241 716	120 716	2 190	1 317
	Red bulk with PGI	714 699	1 050 240	8 466	15 126
	White varietal	12 506	19 968	93	118
	Red varietal	96 700	20 006	835	143
	White bulk other	344 631	440 968	7 939	10 317
	Red bulk other	1 294 843	1 497 924	36 321	37 907

Table 10. **Export Bulk wines > 10 l by type, 2017-2018, Source: NSI**

The following observations emerge from the analysis of the type of exported wines for 2018 by volume/hl:

1. The export of the red wines prevails the export of white wines

   Red wines export is 73% of the total export

   White wines export is 27% of the total export

Most of the BG exports (63%) are bottled wines, followed by sparkling bulk wines (36%), while the lowest value is the export of sparkling wines (1%).

2. **Still wines (in containers <= 2 l) (bottled wines)**

   The biggest share of export is for the Still wines (in containers <= 2 l) - **63%.**

   With regard of the distribution of the exports of the Still wines by type of geographical indication is as follows:

   - PDO - 1 %
   - PGI - 36%
   - Varietal wines without PDO and PGI - 7%
   - Other - 50 %

3. **Bulk wines (in containers >10 l)**

The second place of the total share of the exported wines is taken from the Bulk wines (in containers >10 l) by **24%**

- PGI - 97%
- Varietal wines without PDO and PGI - 3%
- Other - 1 %

4. **Bulk wines (in containers > 2 l but <= 10 l)**

The third exported type of wines are Bulk wines (in containers > 2 l but <= 10 l) - **12%**

- PGI - 25%
- Varietal wines without PDO and PGI - 1%
- Other - 74 %

5. **Sparkling wines**

The smallest is the share of exported sparkling wines - below 1 %.
The exports by type of GI are as follows:

- PDO - 7 %
- PGI - 1%
- Sparkling wines without PDO and PGI - 42%
- Other - 50 %

V. IMPORT

Import has grown steadily the last years. In 2018, an import increased by 4% from 2017, in value the increase is 26% from 22.73 million EUR to 30.70 million EUR. In 2017 the import recovered following a dip in 2016, increasing by 27 % (table 10).
The average import price continued to increase, reaching 2.70 EUR/litter in 2018, up from 2.08 EUR/litter in 2017.

Year	2018		2017		2016	2015	2014	2013
Measure	HL	EUR million	HL	EUR million	HL	HL		
Total Import	**113 647**	**30,70**	**109 078**	**22,73**	**80 021**	**88 780**	**-**	**-**

Import Intra EU	88 499	26,30	99 704	19,40	61 255	78 865	41 313	58 842
Import Extra EU	25 148	4,38	9 374	3,33	11 950	9 915	-	

Table 10. **Import Intra EU and Extra EU in volume (hl) and value (EUR) 2014-2018, Bulgaria**

EU wine shipments declined by 13% to 88 499 hl in 2018, representing 78% of total imports for the year (table 11).

Italian, Spanish and French wines sustained leading positions in import in 2018 (by volume). These three counties accounted for 53% of total wine import.

Italian export to Bulgaria declined by 30%, followed by 28% drop for the Spanish wines, and rise of 19.6% of the French wines. It is notable that demand for quality wines drove import of more expensive wines, resulting in increased import growth in values from Italy, Spain and France, although the decreased volumes. In value terms, Spanish, French and Italian wines accounted more than 78 % of imports, respectively Spain with 8.3 million EUR, France with 6.0 million EUR and Italy with 6.3 million EUR.

Romania is the second higher jump of import in Bulgaria with rise of 136% in 2018, keeping the increasing rate from 2017. **This ranks Romania as the fifth country of import in BG**.

It is noteworthy that the imports from the Czech Republic, Hungary and Greece are grown in 2018.

From the countries outside EU, **New Zealand** is with 38% growth. New Zealand is now Bulgaria's seventh-largest wine suppliers, respectively, losing it higher previous position in 2017.

This demonstrates a shift away from low-quality/low-cost toward high-quality/higher-cost wines.

New evadable tendency is the extremely high increase of the import of wines from **North Macedonia**, which in 2018 was 17 times more than 2017 and ranked **North Macedonia** as the third country of import of wine in Bulgaria (table 12).

Total wine imports from the third countries (outside EU) were nearly 20% below in 2017 compared to the level of the previous year 2016, mainly as a result of a **96.2% drop in shipments from Moldova.** The imported wines form Moldova for 2018 keep again the low position in 2018.

Italy, Spain, North Macedonia, France, Romania, Germany, and New Zealand continued to be the top suppliers, however, only France and New Zealand had a sustained growth while the other suppliers reduced their exports to Bulgaria.

Import Intra EU28	2018	2017	2016
Total	**88 499**	**99 704**	**61 255**
Italy	26 098	37 212	20 643
Spain	22 463	31 018	21 474
France	12 289	10 267	8 321
Romania	10 276	4 352	1
Germany	7 655	8 227	6 084
Netherlands	2 253	1 497	724
Czech Republic	1 974	2 356	964
Greece	1 396	985	598
Sweden	1 346	31	170
United Kingdom*	780	974	866
Portugal	524	689	274
Belgium	347	199	581
Austria	339	231	70
Slovenia	183	18	5
Latvia	163	140	67
Croatia	142	82	5
Hungary	119	1 179	61
Denmark	58	1	
Ireland	34	25	
Slovakia	30	25	15
Lithuania	28	12	82
Bulgaria			
Estonia			
Cyprus			
Luxembourg			
Malta			
Poland		21	250
Finland			

***Table 11*. Import Intra EU by countries in volume (hl) 2018, Bulgaria**

Import Extra EU28	2018	2017	2016
Total	**25 148**	**9 374**	**11 950**
North Macedonia	15 570	940	549
New Zealand	5 437	3 935	3 251
Chile	2 323	2 518	2 738
Argentina	552	514	814
Kosovo	471		
Georgia	223	125	97
Moldova	159	132	3 490
South Africa	134	890	886
Other	122	134	48
Australia	88	84	12
USA	36	96	64
Turkey	33	7	
Morocco			

***Table 12*. Import Extra EU by countries in volume (hl) 2018, Bulgaria**

VI. INTERNATIONAL AWARDS

Bulgarian wines participate every year in a lot of prestigious wine contests such as Decanter World Wine Competition, Concours Mondial de Bruxelles, International Wine and Spirits Competition in London, etc. and win the highest awards:

1. Concours Modial de Bruxelles

In 2019, Bulgarian wines **won 41 medals** at Concours Modial de Bruxelles in China.

Bulgarian wineries from the **Southeast region won:**

- 10 golden medals: Domaine Boyar International, Edoardo Miroglio and Villa Yambol
- 11 silver medals**:** Black Sea Gold, SIS Industries, Pomorie Ven Grup, Edoardo Miroglio, Angel's Estate and Villa Yambol

2. Los Angeles International Wine Competition

- 3 golden and 5 silver medal for the brand Kabile - Villa Yambol from the Southeast region

3. **Mundus Vini (2018-2019)**

- Golden medals: Vinex Slavyantsi, Black Sea Gold, Edoardo Miroglio, Domaine Boyar International
- Silver medals: Vinex Slavyantsi, Black Sea Gold, Domaine Boyar International Angels Estate, SIS Industries, Midalidare estate, Villa Yambol

4. **Vinalies Internationales Competition in Paris**

- 2 golden and 6 silver medals Villa Yambol
- 2 golden and 1 silver medals for Domaine Boyar International
- 1 golden and 2 silver medals for Edoardo Miroglio

Winning so many awards from world competitions during the past years confirms the statement that poor performance in the wine production sector is not a consequence of poor product quality. The ranking allows claiming that wines produced in Bulgaria can meet the demands of the most elite customers. These are consumers whose wine consumption is not dictated by a momentary impulse but is closely related to their way of life and lifestyle. Elite customers are looking for mostly high-quality Old-World wines and of course are willing to pay the price of this quality.

VII. CHAINS USED FOR EXPORT

1. Brand Marketing Organization World Wines

Brand Marketing Organization World Wines is a professional organization representing the Bulgarian wine producers from all wine regions of the country. The association successfully promotes Bulgarian wine in Europe and third countries, providing its members access to new markets and effective partnerships.

The organization's efforts are aimed at achieving sustainable and constant development of the Bulgarian wine industry, offering professional, marketing and business support for its members; providing access to new markets; effective representation at international events; participation in projects and initiatives financed with EU funds.
BMOWW organizes specialized trainings, seminars, B2B meetings aimed at all aspects of the

wine business, ensuring competitive positioning of its members on the markets external to the EU. Partners of the Association are acclaimed organizations from the food sector in the country and abroad, as well as specialized media writing about wine.

- Popularization of the Bulgarian wine on international markets
- Creating and reinforcing the brand "Wines of Bulgaria"
- Raising the prestige of the Bulgarian wine around the world

The main goal of the program brand "**Wines of Bulgaria**" is to increase the demand for high quality Bulgarian wines in all the segments of US market, including increasing of the competitiveness of the portfolio as a whole. Their mission is to promote fine Bulgarian wines in the USA. The organization proposes innovative approaches to the promotion of Bulgarian wine in foreign markets that go beyond the involvement in traditional trade fairs; accomplishment of direct contact with representatives of restaurant environments, food critics, chefs and other professionals in the sector of hotel and catering services, which are key opinion leaders in society in terms of evaluating the quality of a product and its associated promotion among the general public.

2. Association for the Promotion of Agricultural Cooperation between China and CEE Countries

The Activities of the Association for the Promotion of Agricultural Cooperation between China and CEE Countries shall deepen and strengthen the cooperation in agriculture between China and the CEE countries on a mutually beneficial basis through sharing ideas, exchange of good practices and research for innovative solutions. Such cooperation shall broaden the horizons of the countries, helping them to find a sustainable model of agriculture, as well as to promote the development of trade in agricultural and food products between them.

The Association shall assist in strengthening bilateral and multilateral cooperation between China and CEE by stimulating efficient interaction between economic entities of the countries. The Association shall be a platform for planning and promoting the implementation of practical cooperation between real entities in agriculture – associations and companies engaged in agriculture, harvesting and processing of produce, manufacturers of food, beverages and equipment for agriculture, traders and investors in those fields.

In order to promote the further development of trade relations in the agricultural sector between China and the CEE countries, the Association could assist in opening of National Pavilions of CEE countries in the Shanghai Free-Trade Zone as a permanent trading platform. Thus it will be made possible the promotion of agricultural products from CEE countries as wine.

As regards the Association's operation as an information link between China and CEE countries, a platform shall be set up for cooperation contacts, database exchange and establishment of a contact network between Chinese institutions, organizations and enterprises and their counterparts in the 16 CEE countries, for facilitating business contacts, exchange of information and other matters of mutual interest.

The official website of the Association for the Promotion of Agricultural Cooperation under the Initiative for Cooperation between China and CEE countries http://china2ceec.org provides a single database and is an efficient tool for searching and finding up-to-date investment projects, appropriate business partners, producers and traders from all the fields of the agricultural sector.

Through the single database, the contact points of the network of all 17 countries shall exchange information and disseminate offers for business cooperation. It shall be possible to find manufacturing, trade or financial partners in the offer bulletin.

In 2015 was established a Centre for Promotion of Agricultural Cooperation between China and CEE Countries in Bulgaria.

Thanks to the efforts of Bulgarian National Vine and Wine Programme for the promotion of Bulgarian wines, the country managed to move 3 places ahead of China's wine import ranking. Bulgaria ranks 15th in the Chinese wine export market in 2018 with a growth of 130.86%, with nearly 1.2 million bottles exported and an average price close to that of our main competitors, which is a record for the country.

According to the Bulgarian wine export Association the average price of $ 4.72 a bottle and the third most expensive price after Australian and French wine.

3. Interwine China

Other opportunity for the Bulgarian wine producers to enter the Chineese market is participation in Interwine China - professional wine and spirits exhibition in China, organized twice a year, Spring session and Autumn session. Interwine provides various possibilities for exhibitors to meet buyers by organizing all kinds of professional events. With high transparency and authenticity, producers are offered a platform to show the character of their homelands and products. In the past 15 years, Interwine has brought many business opportunities to the wine producers who want to enter the Chinese market and facilitate the cooperation with their Chinese partners.

VIII. CURRENT WINE MARKET TRENDS

According to the representatives of some of the leading wine producers based on the results from their private surveys on the wine market the following conclusion has been made:

- Consumption of middle- and high-class wine is growing in the big cities in Bulgaria, but in general the sales of basic wines in cheaper bottles at a price up to 7 BGN (3-4 EUR) or in larger packages are the highest in the country. Taking into account the demand for cheap wine, the companies offer plastic cans of 3 and 5 litters in order to make the packaging cheaper than big-box boxes and because they provide large sales volumes.
- However, the cellars are paying increasing attention to the production of expensive bottles, which are sold both domestically and abroad. In recent years, the mid-range and higher-quality wines have been sought mainly in the big cities. The main channels for sale of the high-end wines are specialised shops and restaurants, although most large retail chains (Metro) also offer expensive wines. The demand for mid- and high-end wine is concentrated in big cities, where 30-40% of bottles sold have a more expensive label.
- The most expensive wines are from a limited edition series, where the price varies according to the harvest from 50- 120 BGN/bottle (25 to 60 EUR/bottle), as in older harvests the price goes up because the quantities are exhausted. Until recently, expensive bottles were sold mainly in the domestic market, but the awards received from international competitions open up opportunities for export to demanding markets such as Benelux, Croatia, Sweden, USA, China, Japan and others.
- The best way to present Bulgarian expensive wines in foreign markets is to present them on the list of top restaurants and in the best wine shops. But the presence on the wine lists is not enough, because the bottles will not be sold without constant promotions. These promotions must be organized for both professionals and

consumers. Some efforts have been taken for the promotion of the Bulgarian quality wines, but they are not sufficient to achieve successful sales. Importers and distributors cannot make sales and promotions unless manufacturers and relevant government institutions engage financially and organizationally.

- Bulgarian wineries and winemakers are really capable of producing wine in the high-class premium segment. The best markets for exporting expensive wines are non-wine producer countries but having a well-developed gourmet culture such as Japan, Benelux or the UK. In these markets, competition is really strong between low-price wines and only competitive quality wines can change the situation.
- The country's image on the world markets is changing overall. While cheap Bulgarian wines were sought 10 years ago, now the successes in production of premium wines allow these wines to climb up the shelf. The higher quality wines already create another impression for consumers not only for the Bulgarian wine but also for the products from Bulgaria.

The current and future development of wine sector outlines the following major wine sales trends:

- Higher incomes, urbanization, tourism, and increased consumer demand, especially by millennials and women, supported growth in wine consumption and sales in 2017 and 2018. New product launches, online sales, and social media also boosted wine sales in 2017 and 2018. There is a tendency for growth of wine sales by value that will surpass the growth by volume. Higher-value sales reflect an increasing preference for quality.
- Many wineries focused on producing PGI-category wines, due to better export opportunities, which drove production of PGI to grow. Conversely, production of PDO wines, and non-PDO/non-PGI wines declined. Despite the decline in non-PDO/non-PGI wines, these wines still represent the biggest share of wine.
- Economic stability, higher disposable incomes, and an expanding middle class support demand growth for higher-quality wines and even exclusive wines. Demand for PDO and PGI wines will increase.
- Growth in high-end culinary and increased focus by urban consumers on health and wellness influences wine demand. Wine is increasingly perceived as a more healthful choice, as well part of the culinary experience. It is also perceived as lower in alcohol

(versus spirits), natural, and has antioxidant effects.

- Wine promotional formats such as wine fairs, festivals, exhibitions, golf tournaments, gift packs, cultural/art events, etc., aiming at improvement of wine awareness and prompted wine culture. Sales of award winning wines have increased. In 2017 and 2018 the Ministry of agriculture and the Ministry of Tourism promoted 12 Bulgarian wine and culinary destinations for tourism. Some wine makers have invested in wine tourism/tasting, spa facilities, and food outlets as a way to promote their wines and diversify incomes.
- Retailers are focusing more on wine sales and allocating more prime shelf space for their wine portfolios. For example, the retail chains have launched private labels featuring selected wines with easy label guidance. This approach educates mass consumers and responds to the growing interest in wine culture.
- The food-service industry is focusing more on consumer expectations and is featuring more quality, unique, boutique, and exclusive wines. This channel has traditionally relied more on imported wines, higher-quality domestic wines were featured more.
- Rose wine sales grew, mainly due to its perception as a pairing for healthful foods. Rose is also a favourite during the summer months and is often preferred by female wine consumers.
- New coloured wines, especially blue wine, as well as orange and green wines trended among younger consumers.
- Local wine makers emphasize quality and authenticity.

“Grey’’ market of wine and problems facing the wine sector

Large portion of the alcohol consumed in Bulgaria was produced in an unregulated environment. For approximately 150 000 tonnes out of a grape harvest is with no information as to whether it was consumed at home or offered on the market illegally. The unaccounted-for alcohol went to village pubs, local pubs and all-inclusive systems, or was sold at highways and roads.

It is presumed that homemade alcohol was misconstrued in Bulgaria as some sort of social assistance program allowing people to get extra incomes.

According to official data from the National Revenue Agency it turns out that during

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the period (2015-2017) 606 specialized small distillery facilities with active registration did not report any turnover from sales through a fiscal device (cash register), although according to the VAT Act are obliged to report their sales of goods and services by issuing a cash voucher through a fiscal device. This means that 40% of these businesses are wholly in the "grey" sector.

As seen from the above, there is an extremely large problem related to the acquisition (including by the state control bodies) of accurate statistics on wine potential in the country. And without adequate statistics and information, there can be no adequate counteraction to the „grey"sector. The problem is that the official statistics on the quantities of grapes produced are based solely on only the harvest declarations submitted by producers, and such declarations are made only by those who comply with legal provisions.

Those who work in the "black" market do not make declarations or make false statements. This illegal practice extends downstream in the production and marketing of wine.

It outlines the strong need for planned and systematic inspections to ensure proper control over the production of alcoholic beverages.

The last two years the government took measures and efforts to limit „grey-market" channels and tighten control on production. It is envisaged that all the cellars or other economic unit to be connected in an Integrated system for administration and control (ISAC) that will work in real time.

- These measures will encourage higher quality production over the long term.

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Source Data:

- Official statistics (EU). With respect to trade statistics: Comtrade and Comext;
- National – National Statistical Institute (NSI) - sales in the Southeast and Northeast regions

CHAPTER 8

WINE TOURISM

Wine tourism is one of the fastest growing forms of specialized tourism and one of the most widespread methods of adding value and diversifying production in vineyards. Successful implementation of a strategy is based on a marketing approach that uses segmentation and positioning in the market with brands based on regional characteristics and sort composition of the wines, as well as utilization of all local resources - cultural, natural, and environmental. The main benefits are higher conversion rates and closer customer contact. Wine tourism is an attractive form for having consumers. In recent years, this alternative type of tourism has seen significant growth in the national tourism product. The Strategy for the Sustainable Development of Tourism in Bulgaria 2014-2030 identifies the main tourism products currently offered by our country, as well as the perspective for the development of alternative forms of tourism. In it, wine tourism is among the tourism products identified as "priority" for provision and development. In the Strategy, wine tourism is considered as part of the cultural tourism product. Bulgaria is known for its diverse wine varieties and is ranked 21st in the market among wine producing countries. In recent years the country has become an attractive destination for wine tourism - not only because of the tradition of wine-making and wine culture, but also because of the many successfully functioning private wineries, some of which are already visited as tourist attractions. Wine tourism is characterized by a modern specialized infrastructure in line with the most up-to-date requirements, relatively good transport accessibility to the wineries, the availability of quality accommodation in or near them. Most of the wineries now have tasting rooms and opportunities for the costumers to buy wine on site. This experience can be combined with various events related to wine - holidays, fairs, wine festivals, etc., as well as customs and rituals related to the local people's lifestyle. Gaps in the quality of tourist services at wine tourism sites, as well as the relatively low popularity of the product on foreign markets at the moment, can be cited as disadvantages. Organizing and offering wine trips and visits to Bulgaria by tour operators and tour agents is present more in the assortment in their activity as a part of main product offered by the operators. The insufficient state policy in the advertising of the product is also taken into account into the state policy, which recently is compensated for by the development of the project *Share Bulgaria*.

The development of wine tourism is aided by the rich Bulgarian culture and the presence of numerous monuments from antiquity and the Middle Ages, as well as by the beautiful nature, which creates unique experiences for tourists who have chosen one or the other wine route. Bulgaria, as a country of ancient cultures and civilizations, has inherited a rich tradition in wine production. Wine culture is an integral part of our country's identity - an increasingly sought-after tourist destination and, at the same time, a wine producer with ever-expanding markets. The link between tourism and wine-making is also of great social and economic importance for local communities - jobs are created, population incomes are increased, visits and consumption are increased, young people stay in their hometowns; other alternative areas of tourism are supported too - rural, cultural, environmental, and hence all other sectors of the economy in the region. The wine tourism has a positive effect on the sustainable development of regions and destinations that rely on traditional activities.

The two purely pragmatic motives driving wine tourism everywhere in the world are increasing direct sales and consumption of wine, and increasing the volume of tourist flow in a particular region. There are numerous possibilities for putting in a useful purpose of the resources - hotel parts and staying at the wineries, wine routes with wine tasting through several wine wineries, hiking or cycling tours of the wineries, organizing tastings in nearby hotels and guest houses, wine routes involving several wine regions with different sorts of grapes, educational tours - in wineries or in museums related to viticulture and wine producing, organizing holidays and festivals dedicated to wine, wine exhibitions.

The new profile of tourists looking for not just a holiday destination but new experiences and tastes should also be taken into account. In addition to tasting wine, they usually want to learn more about history, culture and traditions. Bulgaria is becoming an increasingly interesting tourist destination, especially for young people who are traveling more and more frequently, even for a weekend. This is an audience that is interested not only in beaches, skiing and resorts. These people are coming back and looking for typical Bulgarian products, and wine is one of them. Therefore, wine tourism professionals should also strive to enhance their service competences and gain experience by learning and applying successful industry practices. In the near future, as wine tourism emerges as a major market niche globally, the significant development of which aids in the successful development of wine destinations, this sector can reach the necessary level of organization, planning and management, and receive constant attention.

Another two niches of alternative tourism should be noted, which blend well with wines and are becoming more modern and sought after:

- One is rural tourism in guest houses - in the countryside or in the wild nature, which is becoming favorite for people looking for a holiday or an experience away from civilization. Often, local people offer local production made at the farm, including local wine. There is particular interest in organic production or in organic farming. These are 'open' type of farms where visitors, in addition to consuming, can also participate in the production of products.

- The other type of tourism which development is gaining momentum is the so-called eco-tourism in protected areas - for the purpose of observing wildlife, natural phenomena or a certain type of protected plants or birds. Landscape management and environmental protection combined with wine tourism is also a tool for achieving competitive advantage in the region.

I. THE REALITY OF THE WINE TOURISM IN BULGARIA

For the development of the wine tourism, in addition to good wine and good traditions in presenting it to consumers, there is a need for a special organization and strategy to welcome guests and present wine varieties and wines. Bulgaria has its good wines and own local grape varieties. There is also a great enthusiasm of Bulgarian winemakers and winegrowers for presenting of their brands and varieties. It is apparent that for the most Bulgarian winemakers the wine tourism is not recognized as a business and is often taken as an expense. However, many cellars are striving to attract visitors, because in this niche competition is already beginning to awaken. One thing is clear, there is no way to develop wine tourism without investments, efforts and training of own staff.

Unfortunately, the Bulgarian wine tourism is immeasurable, there is no data on the number of tourists who have visited the wineries, and there is no data on the income they bring, their preferences and the degree of satisfaction with the provided services.

There are about 30 Bulgarian wineries that are trying to build a good image for the wine world. The wine tourism in Bulgaria is expanding mainly because enterprising winemakers and hoteliers are beginning to appreciate the potential in this business. Wine tourism started and went both ways - winemakers who began to build special places for tasting, resting and entertainment near their wineries and hoteliers who started to build vineyards and wineries near their hotel complexes. That is why at this stage we can say - Bulgaria's wine tourism is just ahead. It is a niche that has the potential to develop and promote Bulgarian wines.

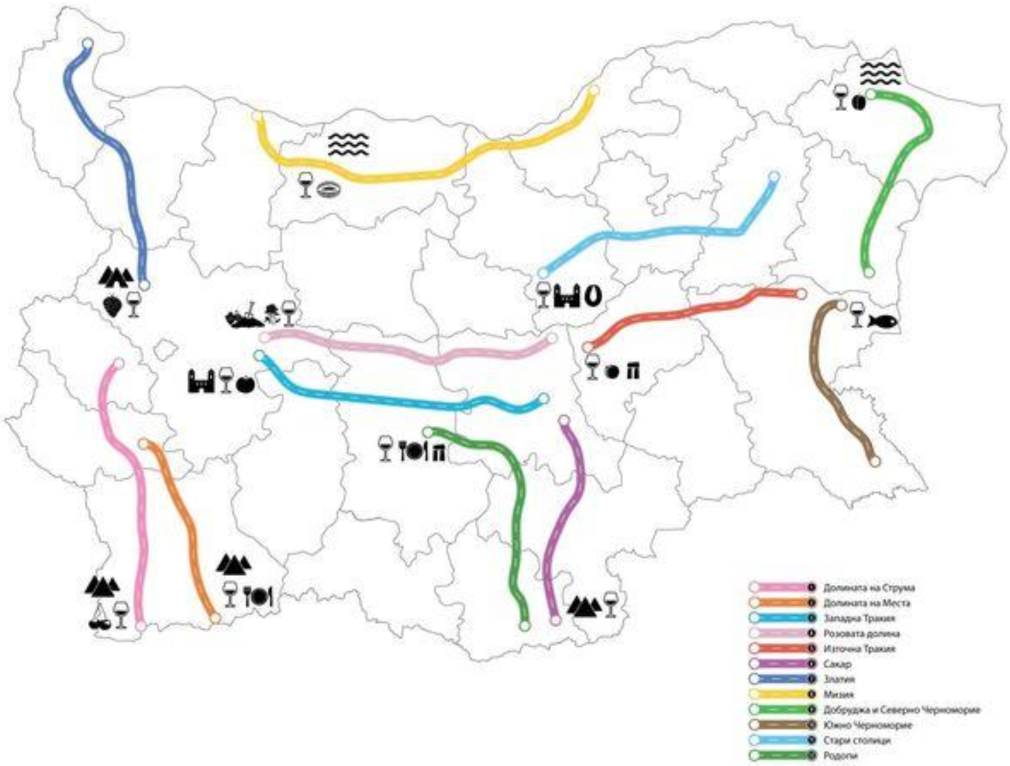
As a reply of the current problems in the wine tourism sector the Ministry of Tourism and the Ministry of Agriculture, Food and Forests started the implementation of the project “Share Bulgaria” for development and promotion of **wine-culinary destinations** combined with historical landmarks and cultural tourism. The project *Share Bulgaria* is also a platform for a good foundation for the development and promotion of the so-called "Slow tourism". The concept of this type of tourism is precisely to preserve traditions and culture, emphasizing local food and customs. Tourists have sufficient time to enjoy the destination of choice and to experience the local intangible cultural heritage. This kind of tourism is perceived as a socially responsible experience, where the local community is involved and ensures the sustainable development of the environment. The need to place the special and typical products and wines for the particular region under special focus is driven by the increasing demand of the high complex quality of the overall tourist product, combined with the competitive advantages of the country as a tourist destination. About 1/3 of the lasting impressions of tourists worldwide are directly related to the products consumed during their stay in the respective holiday destination. Fans of thematic tourism appreciate the local specialties and regional wine varieties, and very often a positive gourmet experience is a reason to visit the destination again. The realization of this project aims to address properly these trends.

The **12 wine-culinary destinations** are digitized and available on the website of the Ministry of Tourism. They have been developed under the project ***Share Bulgaria***, which is jointly implemented by the Ministry of Tourism and the Ministry of Agriculture, Food and Forests.

The Interactive Map allows one click of a selected destination to get information about tourist attractions in the region, typical culinary specialties and wine typical for the region. A description of the tourist attractions in the destination is also included, each marked with its exact geographical location. This can help tourists easily find those objects they want to visit.

In addition to an interactive map, the project is also included in the **iLoveBurgaria** platform. Through it, information can be shared by all users of Weber via Chat Extension, thanks to the service that was created by **iLoveBulgaria's** joint project with the Ministry of Tourism last year.

Wine-culinary destinations are selected to be 12 to match the number of months in the year. They include 55 municipalities throughout the country, nearly 120 tourist sights and typical wine and culinary region, over 80 characteristic foods and 12 traditional wines.



The expected effects of the project contributed to the promotion of domestic trips as well as the popularization of less known tourist sites and attractions.

From the 12 destinations **4 are in the Northeast (NE) and Southeast Bulgaria (SE):**

1. Dobrudzha and Northern Black Sea destination (NE) - Dobrich, Varna, Balchik and 11 tourist sites: Medzhidi Tabia Fortress, Srebarna Biosphere Reserve, Old Dobrich, Cape Kaliakra, the Balchik Palace, the Dolphinarium and the Sea Garden - Varna, Aladzha Monastery, Fortress Ovech, Rock phenomenon Wonderful Rocks, Nature Rocks, Nature.
   The area is favorable for grape growing and wine production. Local wineries rely mainly on white wine varieties. The most typical variety is Dimyat - an old Bulgarian variety, which

is grown along the Black Sea coast. This is a late grape variety that ripens in the second half of September. It has strong growth and high yield. It produces white wines and high quality material for cognac distillate.

2. South Black Sea destination (SE) - Burgas, Nesseber, Pomorie, Sozopol, Tsarevo and 13 tourist sites: The Sea Garden in Bourgas, Island St. Anastasia, Roman city of Deultum, Old Nessebar, Ancient Tomb - Pomorie, Old town Sozopol, Beglik Tash - the Thracian sanctuary, Ropotamo Reserve, Arkutino or the Bear Marsh, Strandzha Villages - Strandzha Nature Park. The Black Sea coast offers the best conditions for growing white wine varieties. Many of the good Bulgarian wines are born here from the Chardonnay, Aligote, Dimyat, Riesling, Traminer, Muscat Ottonel, Tamianka, June Blanc, Sauvignon Blanc varieties.

3. East Thrace destination (SE) - Stara Zagora, Sliven, Yambol and Karnobat
   The Eastern Thrace destination includes the municipalities of Stara Zagora, Sliven, Yambol and Karnobat and 8 emblematic tourist sites in the region, including Neolithic dwellings - Stara Zagora, Karanovska Mogila, Sinite Kamani Park, Rock phenomenon Halkata, Zheravna, Kotel, Vodokaden, Kotel, Vodokaden and Markeli Fortress. The Thracian lowland is one of the best wine regions in Bulgaria. Here are some of the best Bulgarian cellars that offer superb wine and wine tourism opportunities. Try local wines of Pamid. In the past, it was the most common wine variety in Bulgaria. The most common red grape varieties in the Eastern Thrace wine region are Cabernet Sauvignon, Merlot, Cabernet Franc and the local Mavrud to a lesser extent. Moreover, the Eastern Thrace wine region prides itself with the best wines from Pinot Noir in Bulgaria, as well as with outstanding natural sparkling wines. In recent years the wine cellars in the Eastern Thrace wine region have produced remarkable results with white varieties such as Chardonnay, Sauvignon Blanc, Muscat and Traminer.

4. Rose valley destination – from this destination only Kazanlak is situated in SE region (out of 5 towns total). Kazanlak and the valley surrounding the town are also famous for growing roses. The region was the center of the Thracian culture and many mounds and tombs are located along the Tundzha River in the Kazanlak valley and that it is why it is called the Valley of the Thracian Kings. The Thracian tomb in Kazanlak is the most famous heritage left by the Thracians and it is listed on the UNESCO World Heritage List. There are also monuments related to the Liberation of Bulgaria, most of which are located around the peaks of Shipka and Buzludja. One of the local wine varieties is the Red Misket (or

Karlovski Misket). Another representative of a local variety in the Rose Valley wine region is Pamid – an old grape variety cultivated in Bulgaria since Thracian times that used to be the most widespread Bulgarian variety in the past. Apart from local varieties, some international varieties are grown such as: Traminer, Muscat Ottonel, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Merlot could be found in the Rose Valley wine region.

The wine destinations will influence the recognition of the regions and will have a positive impact on the development of municipalities, both in the field of tourism and the expansion of the local economy as a whole. The initiative is expected to lengthen the period of the tourist seasons and to promote Bulgaria as a four-season destination.

In recent years, in the countries developing wine tourism, the establishment and validation of winery tourist network, known as ***The Wine Road*** has been observed. *The Wine Road* is an aggregate product, consisting of all of the products, services and activities, offered by all wine tourism stakeholders, and essentially it is a wine cluster to the benefit of a single viticulture area, which has the objective of optimizing the operations of the commercial association, satisfaction levels and the progress of social and economic integration of a specific territory (district). The concept of *The Wine Road* is to integrate into a single product the services offered from the point of view of cellars, enoteche and wine museums, local customs and folklore, sports, evening entertainment, accommodation and restaurants. Offering local culinary specialties and products, which are only found in a specific region, in combination with the natural, cultural and historical landmarks, create a truly unique and memorable tour.

In Bulgaria, representatives of the business, municipalities and the branch organizations implemented a project for the creation of a wine cluster, which has the objective of developing wine tourism in the country. The cluster includes wine cellars, tourist companies, local municipalities, non-governmental organizations (NGOs), education and science institutes and other interested stakeholders. This project is still its developing stage. The main idea is development of mutual strategies for offering and advertising of **nine routes in the territory of the country are being developed**: The Bdin Road, the Strimon Road, the Antiquity Road of the Thracian Wine, the Road of Orpheus, the Road of Dionysus, the Road of the Etar, the Road of Hemus, the Road of Madara, and the Road of Odessa.

Market segments will include both domestic and foreign tourists with a special focus on the development of organized travel and tourist packages for a wide range of client types. These packages will present the results of tourism resources and implementation strategies and will allow for economic growth for individual businesses, local communities and the entire winegrowing path. Given the company's guidelines and goals in the area of wine, this project can grow to its full potential in less than 5 years in the sustainability achieved by annual membership fees, customer activity commissions and direct product sales and services.

2 of the 9 wine routes are in the region of Black Sea coast road the inner Black sea territories:

- Madara Road
- Odessus Road

In this respect, the Northeast and Southeast Bulgaria again have an advantage - there are a lot of modern wineries and a lot of historical landmarks. Attractions are offered in the tasting rooms as well - Thracian rituals related to wine and worship to the God Dionysus is often performed. The largest wineries already have a hotel section and successfully offer not only tastings with a rich entertaining program, but also spa treatments with wine to brighten and enhance the mood. Recently, Black Sea hotels and some mountain resorts offer one-day visits to nearby wineries.

There are 3 180 immovable cultural assets in the Northeast region, including the Madara Rider on UNESCO’s World Heritage List. The ancient Bulgarian capitals of Pliska and Preslav located in this region have been transformed into national archaeological reserves. There are also ethnographic theme parks. The biggest mosque, Tombul Mosque, in Bulgaria is located in Shumen.

There are 4 270 pieces of immovable cultural heritage in the Southeast region, some of them are on UNESCO’s World Heritage List, such as the Thracian Tomb of Kazanlak and the Old Town of Nessebar. There are many archaeological reserves: the archaeological reserve of Kabile, Augusta Traiana-Verea in Stara Zagora; Deltum in Debelt; several period towns such as Zheravna, Kotel, Katunishte, Brashlian; the tombs and mounds near the city of Kazanlak known as the Valley of the Thracian Kings.

There are also several Bulgarian web sites that promote Bulgarian wine routes to foreign audiences such as http://winetours.bg/, https://opoznai.bg/ and http://via-vino.com.

It has to be borne in mind that the more original and interesting the wine tourism products are the more the demand and quality of wine products increase. More and more work is being done on a single strategy for the overall promotion of wine and tourism.

Annually the Ministry of Tourism adopts an Annual National Tourism Promotion Program. The program envisaged organization of tours, creation of new tourist itineraries, as well as organization of visits of camera crews from target and potential wine markets in order to raise consumer awareness for Bulgaria as a wine destination, including:

- Journalistic tours for media and bloggers from target and potential markets
- Expeditionary tours for representatives of tour operators from target and potential markets
- Thematic tours for media and bloggers from targeted and promising wine markets
- Development of joint tourism products and routes in the Balkans - to attract tourists from distant markets such as China, Republic of Korea, India and Japan
- Promotion of cultural, historical and SPA routes and creation and promotion of wine and culinary tourist routes through digital and printed advertising materials

Other interesting Bulgaria is ranked 13th in the ranking, showing where wine tourism lovers can have the best experience. This is shown by data from the site lastminute.com, ranking different countries by the so-called "Wine Travel Index".

The list includes a total of 30 countries, ranked on the basis of 3 criteria - the number of vines discovered, the number of tasting opportunities, and the number of prizes won in the district. First is Italy, followed by France and Spain. Top five also includes South Africa and Portugal. Bulgaria is 13th, and places like the Rose Valley, The Thracian Plain and the Danube Plain shoot us up the list. We are 19th in terms of number of vineyards open, with a total of 20 per visit, and 16th in 43 quality tasting experiences. Our prizes in the field are 406. In the ranking we are ahead of Greece, Australia and Brazil, but Cyprus, Chile, Hungary and Croatia are ahead of us. The last 5 are Austria and the United States, with China, Japan and the United Kingdom in the queue.

II. EXAMPLES OF TOURISTIC OFFER OF WINE PRODUCERS

- **Mdalidare Estate**

The Midalidare Complex in the village of Mogilovo is home to beautiful nature and good wine. It is one of the most attractive wine tourism destinations in the country.
The complex's cellars are two; the annual capacity of the first one is 120 00 bottles and the second's is 160 000. The goal of both cellars is to produce bottled wine in small series but with a strong character. Midalidare cultivates 160 ha of vineyards, all in the area of Mogilovo, where the furthest distance from one of both cellars is barely 5 km. The wine is produced exclusively from grapes of the cellars' own vineyards and the wine technology incorporates all modern requirements for environmentally friendly products.
Private wine samplings, corporate events, special dinners and celebrations are organized at Midalidare. Of course, there is an exclusive wine tour "On the Wine Road." It explains in details the wine making process and takes the guests around the fermentation area and the barrel cellar. The tour comprises the three halls of the Wine Museum and last but not least, it includes a tasting of 8 different wines from Enomatic /wine dispenser/.

This is not all. You can combine the sampling of good wine with relaxation and a spa experience at the nearby Midalidare Guesthouse located in the center of the Mogilovo village between the two wineries. The soft hues of its interior will immerse you into a Provençal atmosphere. The rooms look onto the garden and the majestic forest adjacent to the Midalidare Hotel & SPA. Here you can enjoy parking, a warm indoor pool, a gym, a conference hall and many other amenities.

- **Angelus Estate**

Angelus Estate is one of the jewels of local winemaking. Angelus Estate owns 1500 acres of new vineyards, which include both red varieties - Merlot, Cabernet Sauvignon, Cabernet Franc, Syrah, Petit Verdot, Grenache, Mourvèdre & Barbera and white varieties - Chardonnay, Sauvignon Blanc, Traminer, and Viognier.
It is located on the hillsides of Sredna Gora, in close proximity to the Zhrebchevo (Stallion) Dam. It is the source of the name of the wine 'Stallion' - a symbol of the emergence of new life, full of energy and love.

The first dig of the wine estate was made in 2010 and in already in 2011 the first vintage was already harvested. The Estate had its own facilities and was moving boldly towards its finished outlook. Total floor area of the wine cellar is 14 000 sq.m of which 7 000 sq.m are underground. This facilitates fermentation by gravity. Angel's Estate has a processing capacity of 650 tonnes of grapes. The vineyards are treated manually without herbicides; only preventive contact sprayings are used, which do not interfere with the movement of the juice. The French oak barrels are used only for one or two fills. Those barrels with golden rings are a limited series, which have even finer pores and they are used for the finest wines in the cellar. The stylish tasting hall has "faucet," which the visitors love. When you turn it to the left, White Stallion pours out. If you turn it to the right, Stallion Classic pours. It's true high-tech with esthetic value.

Of course, you can enjoy a complete wine weekend at the Angelu's Estate Hotel, which offers excellent amenities for relaxation after a wine tasting. It offers several apartments with 360-degree panoramas over Stara Planina and Sredna Gora.

- **Chateau Hotel Trendafiloff**

Chateau Hotel Trendafiloff is a three-star hotel located in the central part of the Thracian Plain, just 4 km from the hometown of the poet Yavorov Chirpan and in close proximity to the Trakia highway. It offers its guests cosiness and tranquillity combined with perfect service and high standards. During your stay in Chateau-Hotel Trendafiloff you can immerse yourself in the pleasant atmosphere of boutique rooms each with unique design and unique style. In the elegant restaurant of Chateau-Hotel Trendafiloff you will enjoy a rich assortment of delicious delights. And if you prefer a table on the terrace to it, you will find a fascinating natural sight. In addition to the wonderful cuisine we offer a selection of white and red wines produced in the hotel's Wine Cellar, featuring a unique Tasting Hall. For leisure, the hotel offers a summer garden walk, an outdoor bar and an outdoor swimming pool. Sports enthusiasts are welcomed in the professionally equipped gym. And the relaxing atmosphere of the spa will take care of your spirited spirit and excellent health. Chateau Hotel Trendafiloff has a conference hall suitable for seminars, company trainings, team building, special events and presentations. Chateau Trendafiloff cultivates about 100 acres own vineyards - French brands. The capacity of the winery is up to 100 tons, but at this stage it produces about 50 tons. The Wine cellar is specialized in production of Cabernet Sauvignon, Merlot, Syrah& Cabernet Sauvignon, Chardonnay, Muscat Ottonel, Rose. And that's not all, because new entertainment and pleasant surprises are yet to be found for you!

- **Edoardo Miroglio**

Edoardo Miroglio winery is located in the Thracian valley in the village of Elenovo, on 22 km. from Nova Zagora. The winery is surrounded by vineyards spreading on rolling hills, a lake and green lawns, which provide excellent conditions for the development of wine tourism.
Edoardo Miroglio winery was established in 2002 with first production in 2005.
The winery is located in the central part of an array of approximately 220 hectares of vineyards, which cover the hillside of Saint Ilia which descends to the village of Elenovo.
The annual production capacity of Edoardo Miroglio Wine Cellar is approximately 1 million liters of wine. The production cycle covers all technological operations - from primary grape processing to wine bottling.
The boutique hotel Soli Invicto (The Unconquerable Sun) soars above the Edoardo Miroglio wine cellar with its 10 elegantly-furnished rooms, tasting room, restaurant, lobby bar and outdoor swimming pool.
This is the perfect place for a relaxing stay in the Thracian valley for the production of quality wines and complete relaxation. The hotel takes its name from the motto of the Roman emperor Julian the Philosopher, whose association with the ancient pagan traditions and the cult for Bacchus made him being known as the Apostate and his opposition to the changes in the Empire.

- **Via Vino Collection-North Bulgaria: A whiff of sea, river and mountain**

Birthplace of the oldest European civilization and the wine culture – this is Bulgaria, the hidden treasure in South-Eastern Europe. Even experienced travellers will be impressed by the obvious influence of the terroir on well-established and remarkable wine varieties. They truly capture the character of this picturesque region, “locked” between the Danube River, the Balkan Mountains and the Black Sea. A fresh and fruity Riesling from the coast or an elegant and rich in colour Pinot Noir, with nuances of plum jam and chocolate from the bank of the Danube river? Even though they are well known varieties, they can also be described as indigenous wines. Among them is the Dimyat. The wines coming from this sort are aromatic, with a hint of vanilla, dry and well-balanced.

Seven prime wineries are inviting you to enjoy their warm hospitality and wine tasting experiences that wake up the senses, among them Burgozone, Nisovo Winery, Maryan, etc. Just 1 proof for the world recognition of our wine stops: Chateau Burgozone (first harvest took place in 2008!) is a proud titular of nearly 30 awards from major international events (Mundus Vini, Decanter, Concours Mondial, etc.). We will also visit the only Museum of the wine on the Balkan Peninsula. Also, it is located in a cave which makes it one of a kind in the world! It has 5 galleries and houses a collection of over 6 000 bottles of Bulgarian wine from all viticulture regions of the country and over 7 000 old vintages (ranging from 30 to 90 years in age).

Discover the magnificent Thracian Gold treasures (in the National Archaeological Museum in Sofia) and the beautiful medieval frescoes in the Rock-hewn Churches of Ivanovo (UNESCO Heritage site). Admire the unique Thracian Royal Tomb of Svestari (UNESCO Heritage site) and the oldest Gold treasure in the world (Varna Archeology Museum) dated 4100 BC. Walk on the narrow streets of Veliko Tarnovo, the capital of Medieval Bulgarian Kingdom. This Via Vino tour will be a true way to explore the best Bulgaria can offer!

The offer includes:

- 7 overnights in hotels on HB;
- 8 wine tastings;
- Transfers and drives;
- Entrance fees according the program;
- English/German speaking Via Vino local guide and wine expert

III. JOURNALIST REVIEWS

- ✓ **Hillary Zio-** 10-year veteran wine writer and educator in New York City

A Deep Dive into Bulgarian Wine

"After a recent trip to Bulgaria, I was blown away by the wines in general. I thought that the international varietal wines were spot-on and tasted "as they should." I was also very pleased with the minerality and acidity."

- ✓ **Peter Dean** - Wine expert, the drinks editor for top wine website The Buyer.net

"Like a number of other Central and Eastern European countries that have been finding their feet since the Communist era ended in 1989, the Bulgarian wine industry is fast making up for lost ground. A recent London tasting revealed a number of stunning wineries that are mixing tradition with innovation, local grape varieties with international. Peter Dean tasted through the wines, talked to the producers and lists the Top 10 Bulgarian wines you simply have to try. A wealth of indigenous and cross-bred grape varieties, a range of fermentation vessels, ageing in wood, concrete, egg – what's not to like about Bulgarian wine these days? There's nothing like a tasting that fills you with genuine excitement. You might have piles to do back in the office or at home and there might be a slight drag to your heels on arrival – 'how many wines?!' – But nothing beats that feeling when you leave a tasting venue with a skip in your step thinking 'to think I might have missed that?"

- ✓ **Justin Keay** - UK based journalist, writer and editor with over 25 years' experience, with a strong focus on emerging markets

"From amphora-fermented Chardonnay to sparkling wines made in a bat cave, it feels that there are no rules in Bulgarian winemaking these days. Which is a good thing. Bulgarian wine is in a state of flux right now with a new wave of winemakers mixing the modern and the traditional and making some very exciting wines in the process."

- ✓ **Jess Simpson -** Full-time traveller/writer chasing a dream of slow travel in a fast world

"***Wine not? Why Bulgaria is the new Bordeaux"***

Many times during the visit, we heard winemakers refer to the famed regions of Bordeaux and Tuscany with longing and hope for the future; yet as travellers, we never longed to be elsewhere. Only vine and time will tell if enough wine enthusiasts embark on this route to transform Bulgaria into new Bordeaux of wine tourism. What is evident now, especially when it comes to taste and tradition, is that the Balkan country's vast appeal is uniquely and deliciously its own."

- ✓ **Fiona Beckett -** Food & wine expert Fiona Beckett is one of the UK's leading authorities on pairing food and wine and often writes for top UK Food And Drink Publications for Guardian

"***Bulgaria's making a comeback Bulgarian wine has been in the doldrums since its 1970s heyday, but its new wave winemakers are looking to put the country back on the map. Those of a certain age will remember the glory days of Bulgarian wine back in the 1970s, when it***

used to be practically everyone's basic red. The cabernets could even pass muster for Bordeaux; or at least we kidded ourselves they could. So why do you rarely see them now?
Long story, but basically the likes of Australia and Chile muscled in on Bulgaria's territory, while its Russian market dried up. Many producers abandoned their vineyards, and few wanted to invest there. So seldom do Bulgarian wines cross my radar these days that I probably wouldn't have given the matter much thought had I not stumbled across one of the best-value sparkling wines I've drunk in an age – Edoardo Miroglio's Brut Zero – at the excellent Peckham Bazaar in south London just after Christmas.
Co-owner Donald Edwards put me in touch with his supplier, Bulgarian specialist Theatre of Wine, so I headed over to Greenwich to try some of their 20-odd other wines that recently featured in a sellout tasting They Came from outer Thrace (love a wine merchant with a sense of humour."

IV. WINE EVENTS

1. Wine events in the Northeast region:

1.2. Wine and Food Festival Varna

http://www.winefoodfestival.eu

Since 2012

The Wine and Food Festival Varna is organized by the Bulgarian Association of Sommeliers and Winegrowers in partnership with the Bulgarian Association for Culinary Culture, with the support of the Municipality of Varna and with the participation of the Ministry of Tourism.

Number of participating wineries: 58 stands for producers of wines, spirits and food, coffee and tea

Number of wines: Over 650 Bulgarian, French, Italian, Portuguese, Macedonian and other specially selected wines. Handicrafts - sausages and fries, dairy products, truffle cheese, olive oil and olives, truffles, bakery products and many more products that aroused great interest in lovers of good food and drink.

Number of visitors: 2,000 visitors, restaurateurs, hoteliers, tour operators, foreign citizens and guests of Varna

2. Wine events in the Southeast region:

2.1. Wine Fest Burgas (July)

https://fest-bg.com/event/wine-fest-burgas-2019/

Since 2013

Time: End of July each year

The most significant wine event for the southern Black Sea coast is Wine Fest Burgas, which takes place traditionally at the end of at the Flora Exhibition Center. The participants are top producers of wines and spirits, importers and distributors from different countries. Over the years, the Wine Fest Burgas has established itself as a forum that encourages the selection of quality wines and builds criteria for consumers to seek and consume the best of Bulgarian and foreign producers in the industry. Visitors can taste and receive information directly from the representatives of the companies and technologists who will serve them at the stands, as well as to get acquainted with the latest trends and fashion in wine making. Each year has a theme and accompanying seminars and master classes.

Number of participants: 30 wineries

Number of wines: 350 wines

2.2. Avgustiada - Festival of Wine and Cultural Heritage (October)

www.avgustiada.com

Since 2011

Avgustiada - Festival of Wine and Cultural Heritage is organized by the Chamber of Commerce and Industry Stara Zagora and the company OINORAMA wine consulting & business solutions with the support of the Municipality of Stara Zagora. Over the years, it is recognized as a prestigious exhibition of Bulgarian wine producers but also attracts participants from abroad. The festival takes place on the Ancient street in the Regional History Museum of Stara Zagora building which creates a unique symbiosis between the ancient history, the cultural traditions and the modern commercial accent of the wine and culinary exhibition. The festival includes various cultural events, master classes and in its program, which aim to stimulate the tourism in the region.

Number of participants: 30 wineries

Number of wines: 300 wines

Number of visitors: 1000 visitors, restaurateurs, hoteliers, tour operators, foreign citizens and guests of Stara Zagora

2.3. The Dionysus days of wine

sozopol.bg

Since 2018

The new Festival at the end of the summer season organized in Sozopol and Tsarevo. The Sozopol Wine Festival supports Bulgarian wine producers and food producers, promotes the promotion of wine gourmet tourism destinations that include iconic historical, archeological and natural sites. Wine lovers and connoisseurs of quality wines will have the opportunity to try native wines. The accompanying program starts with the Dionysius procession and includes master classes in wine tasting and marketing and spirits, wine presentation in the wine cellar, as well as the traditional *Sozopol Winemaker ball*, which in 2019 was held in the yacht in the open sea.

V. EDUCATION

- **Northeast region**

In terms of educational services, this region has the second largest number of inhabitants holding a university degree after the Southwestern region, and is a leader in terms of its network of educational establishments. It has six universities (five in Varna and one in Shoumen) and two colleges (in Varna and Dobrich), which provide the necessary setup to develop research centres. There are 30 000 students.

None of these universities train students in wine and viticulture specialties.

- **Southeast region**

The education system is represented by three universities and specialized schools of higher learning (in Bourgas and Stara Zagora) and 61 vocational schools whose graduates acquire levels 2 and 3 professional qualifications. There are 16,056 students in universities and specialized schools of higher learning in the Southeast region, representing 6.3% of the entire student population in Bulgaria.

There is only one higher education unit in the field of agriculture in the territory of the Southeast region. This is **Trakia University** training specialist in Agronomy and Agricultural engineering. (www.uni-sz.bg)

The training of specialists for work in the wine sector is concentrated i**n the Agricultural University - Plovdiv** (www.au-plovdiv.bg**) and the University of Food Technologies – Plovdiv** (www.uft-plovdiv.bg), situated in the South Central region**.** Annually the graduated students are more than 700 - in the specialty *Agronomy of Viticulture* the students are 390 and respectively in the specialty *Viticulture and Wine Technology* graduating students are 350.

VI. SOMMELIERS COURSES

There are many educational and wine organizations offering sommelier courses in Bulgaria. Most of them are held in Sofia (the capital of Bulgaria):

- The National Vine and Wine Chamber (NVWC) is offering professional education and master classes in viticulture and enology are organized in the Educational Centre of NVWC in Sofia. Official certificates are issued by the Ministry of Education and Science in Bulgaria - http://bulgarianwines.org
- Bulgarian Sommelier Association, BSA - http://www.sommelierbg.com/
- New Bulgarian University - Sofia - cpo.nbu.bg/bg/kvalifikacionni-kursove/somelier
- Wine & spirits academy Bulgaria - https://wsab.bg

In the Northeast region the sommelier organization offering courses is:

- **Bulgarian Sommeliers and Wine Connoisseurs Association (BSWA) - VARNA**

The Bulgarian Sommeliers and Wine Connoisseurs Association (BSWA) is established in 2008 to encourage the development of sommeliership, winemaking and wine tasting in Bulgaria. Till now it counts more than 100 members - professional sommeliers, owners of wineries, retailers and importers of wines and connoisseurs of the divine drink wine.

A milestone in the work of BASW is developing the wine culture of its members. Once a month thematic seminars and wine tastings with Bulgarian and foreign wine experts speakers are organized. To all course participants completed with success a certificate is issued. Once a month a "blind" wine tasting with scoring is made and results published at the site of the organization. Each week new articles and all interesting events in Bulgaria concerning wine are published in the site and distributed to all members.

Activities of the BASW:

- *Wine&Food Festival* - the International wine&food exhibition in Varna, Bulgaria (winefoodfestival.eu)
- Wine Tour around the World - wine tasting festival with wines from around the world
- Christmas Culinary Fiesta - a culinary exhibition in partnership with the Bulgarian Association for Culinary Culture
- Seminars, courses, wine tasting of local and imported wines
- Professional sommelier consulting services for events organizing and wine list assembling for hotels and restaurants
- Wine tours in Bulgaria and Europe with professional sommelier guide

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E-mail: office@bgsommelier.com
www.bgsommelier.com

- **During the wine festivals and events visiting sommeliers and wine educators organize master classes and sommelier courses** for the visitors for raising the wine culture among the local citizens.
  Example of that kind of synergy was the last edition of Avgustiada 2018 held in Stara Zagora, where the *Spanish School of Sommeliers* participated in the program of the Festival of wine and cultural heritage.

The school is a pioneer in the field of polyvalent courses. Today, after many years of professional practice, the courses for tasters and sommeliers of wine, beer, whiskey, olive oil, water, cheese, coffee and more has been developed. The training center has a polyvalent hall with modern equipment that meets the latest requirements. The Sommelier school in Madrid has signed agreements for training staff with various organizations such as Chambers of commerce, Schools of hotel and restaurant management, private organizations and companies. This kind of partnership should be implemented as a successful practice of education in Bulgarian wine culture.

CHAPTER 9

FUTURE PERSPECTIVES

I. TRENDS IN THE WINE GROWING SECTOR IN NORTHEAST AND SOUTHEAST REGION

- The total area under vines for the period after the year 2011 has decreased, due to the deterioration of their age structure, an increase in the share of unsupported vineyards on farms, as well as an increase in the share of non-fruit plantations. The rate of decrease of the area in recent years is relatively low, which suggests that the negative tendency for the decrease of the production potential is stopped.

- The restoration of vineyards after 2011 is carried out at a decreasing rate and cannot compensate for the overall reduction of the area in the country. In recent years, young non-fruitful vines are only 3-5% of the total area, and the share of vineyards created is 2-3% per year.
- In the variety structure of the vineyards, the proportion of the lower quality varieties prevails over those of the reputable varieties sought on the international markets, which justifies the need for restructuring of the varietal composition of the plantations and improving the structure in the direction of expanding local varieties with unique area characteristics.
- The age structure of the vineyards is also deteriorated (more than 2/3 of the vineyards are over 30 years old) and the low size of the young vineyards is not sufficient to replace the old plantations. This reduces the production potential of the sector and impairs the production of vineyards in the country, which justifies the need to expand investment in the construction of new vineyards.
- In terms of average yields, fluctuations are observed, which are mainly due to the climatic conditions over the years and the level of agricultural technology. There is a tendency to improve the agrotechnical condition of the vineyards, which increases their yield, especially for young plantations created and maintained by larger holdings. Improvements in the methods and technologies for managing vineyards are being observed as a result of directing part of the investments in the sector towards changing the varietal composition, planting, changing the formulation, improving the retaining structures and irrigation conditions. This trend should be eased by expanding investment to improve technology.
- The downward trend in the vineyards in SE and NE is also reflected in a decrease in the total production of grapes, despite increasing average yields. In recent years, there has been a relative retention of the level of grapes produced to about 90-100 thousand tons. It can be assumed that this is the optimal potential for grape production in Bulgaria at the present stage. This is confirmed by the relatively constant production of wine in our country in recent years, which amounts to about 600 thousand hectolitres from the Southeast and Northeast region.
- There are serious fluctuations in the structure of processed grapes, but about 80-85% of it goes to wine-making in industrial conditions, and in recent years there is a

tendency to increase this share. This is mainly due to the downward trend in home-grown grapes in recent years and the expansion of investment activity from wine-growing holdings, which have increased their activity in creating new vineyards.

- Strong polarization is observed in the structure of the wine-growing holdings. In practice, about ¾ of the holdings are not market-based. Smaller holdings with a lacking or low market orientation, mainly natural persons, with low investment potential predominate.
- Two types of farms can be identified as structure-determining production units producing grapes for the market and with the potential for investment and innovation. The first type is large farms with an area of more than 10 ha, mainly owned by legal entities (cooperatives, commercial companies, wine producers and some large traders), which have serious potential for successful business and investment solutions and be stable in the market. The second type of farms are medium-sized farms, with the size of cultivated vineyards from 1 to 10 ha, whose owners are mostly individuals, sole traders and others. The smaller size of ownership implies that they are considered as suppliers of grapes to producers because of their smaller resource and capacity. They have relatively high flexibility due to their smaller size, but integration processes in the sector and the need to expand their investment activities are of great importance.
- The relative share of areas for the production of quality wines with PDO and PGI (50%) is increasing, however, it is necessary to continue the expansion of investments in this area in order to meet the necessary high competitive ability.
- The analysis of production structures confirms that the Southeast region is the most developed wine-growing region in the country. The Northeast region is not very well developed regarding the vine and wine production and is ranked 4 out of the 6 regions in Bulgaria.

II. TRENDS AMONG DOMESTIC WINE CONSUMERS

According to a number of studies of The National Vine and Wine Chamber on consumer demand, the taste of the Bulgarian consumer is changing, following the trends in world wine consumption - consumption of white wine equals consumption of red, in the lower and middle price segments are preferred purely varietal wines, and in the higher segments - blends.

White wines are marketed as a year-round product with minimal seasonal differences in consumption, unlike reds, which show a significant drop in summer. Rose consumption is also increasing. With regard to healthy eating, there is a strong tendency to look for organic wine produced as a result of organic farming. Another tendency is the production of natural wines in which no interference is allowed in the fermentation process, on the principle that the wine is made in the vineyard and not in the cellar. Proponents of healthy lifestyle, for example, are looking for wines with reduced sulphite content, which are generally used by manufacturers to conserve beverages.

In this regard, there is also a tendency to increase the consumption of wine from industrial and boutique wineries at the expense of home-made wines. The share of the low price segment decreases at the expense of the growing middle and premium segments. The tendency for Bulgarians to buy more and more quality wines is noticed by both producers and importers. Table wines still have the highest market share, but interest in bottled wines is growing and it is still high in bag-in-box packages. For the product price criterion, the "low price" component is inferior to the good value for money of wine, which is of paramount importance to consumers.

It is rather relevant to the consumer the packaging with modern design, as well as the information about the origin of the wine stated on the label. In recent years, the so-called “Wine culture” outside the wineries has been created in Bulgaria - wine bars in cities, wine dinners dedicated to certain brands and varieties of restaurants, specialist tastings for connoisseurs, wine clubs, exhibitions and promotions for new wines, trainings for restaurateurs and people outside the wine business for the wine-food ratio, etc. Consumers are becoming more aware and interested in varieties, ways of processing grapes, the area, bottling and so on. The internal market is highly competitive for wine producers.

III. TRENDS AMONG WINE CONSUMERS IN THE INTERNATIONAL MARKET

According to the data of the National Statistical Institute on Bulgarian wine exports indicate that it is sold in over 45 countries. Although Bulgaria does not yet have an image on the wine list of Europe, lately EU consumers have shown an increased interest in quality and more expensive Bulgarian wines, with interesting marketing and labels. Typical local sorts are also entering, which is very interesting for all markets. Usually these are boutique series and our wines are sold in small volumes. Individual wineries sign contracts with mass-market shops selling wines of the lower price range, or with small restaurants and specialty tasting establishments where the wines are boutique and in the higher price range. Many manufacturers export wines not with their own brand, but with the importer's brand. There is also a problem with the capacity of wineries - often they cannot produce the large quantities sought after in the market.

As Bulgarian wine gradually returns to its good image on the international markets, wine producers follow consumer attitudes that are not particularly different from those in the country. The interest in the most common varieties - Cabernet, Merlot and Chardonnay is slowly reducing, wine consumers are more likely to try new things - whether a variety, wine from a particular region or country, exotic innovations such as blue or orange wines. The difference between the older and younger generations widens - the old ones are traditionalists and rely on the classic varieties, often heavier and fuller wines, young people prefer fresh and lighter wines, often with fruity taste and unconventional packaging. The market in Europe is more conservative than in the US - in most EU countries, consumers prefer wine mixed with typical and atypical varieties, they do not like the unknown and rely on classic French and Italian wines, while Americans are interested in the unknown varieties in pure form. The insatiable thirst for new wines will cause drinks, produced from unknown grape varieties, including exotic ones, to become increasingly popular - Bulgaria can take advantage of this by promoting its local varieties. From Bulgarian white wines the Misket sells well because it exactly matches the current trends - fruit wines, aromatic, light and at the same time, with good acidity. This makes them very interesting for both an aperitif and when combined with food. This interesting variety has become very popular in Europe and the US lately. Among red varieties - Mavrud and Rubin the new trends in the sector are for pure wines without oak. Wines with a lower alcoholic strength and shorter maturation in oak barrels have begun to be sought after in international markets. The trend is for light wines, which feel more the natural taste of the grapes. Sales of sparkling light wines are increasing.

Although in recent years many wine producers have participated in international exhibitions and congresses, received awards and made good sales, the brand of Bulgarian wine is still unknown throughout the world. On the one hand, this is a problem for wine producers themselves. Different producers participate in one salon the first year, then they disappear the next year and new individual wineries appear the following year. At world exhibitions there is often a Bulgarian stand funded by the state and at the same time separate stands of other Bulgarian producers. The rule in the world wine trade is to impose the country as a wine producer, before even talking about individual wineries that are considered to be competitors among themselves to external consumers. Many larger companies are already beginning to understand their common marketing interest outside and realize they need to make common steps. Often, the stands of foreign exhibitions are co-financed by the manufacturers themselves. The financial opportunities offered by the wine program are also not fully used - especially for the promotion of Bulgarian wine in third countries. On the other hand, there is also no serious state policy in the field of advertising. No wineries are advertised worldwide, but wine from certain countries - French wine, Greek wine. A good example in the last two years is Slovenia, which thanks to state advertising, has become known and fashionable as a wine producer. Another example in this respect is Chile, which wines have become popular over the last 10 years - there is a Pro Chile company, which is a government institution to support the export of all Chilean goods, including wines. Every single marketing campaign is done together by all manufacturers and is sponsored by the government.

Advertising is complex in adding value to the national wine product. Besides the wines themselves, the fact that we have many modern wineries - with innovative equipment according to world standards, but also good conditions for wine tourism - tasting rooms, hotels at the sea and the mountain, conditions for rural and eco tourism, as well as hundreds of cultural heritage sites. This is especially important since wine tourism is absolutely always combined with some other type of classic tourism - cultural and recreational - sea and mountain or alternative tourism. A step in this direction is the new project "Share Bulgaria" - a joint between the Ministry of Agriculture, Food and Forests and the Ministry of Tourism. The project envisages the creation and promotion of 12 wine and culinary destinations in 50 municipalities with over 100 tourist sites in Bulgaria. The project is open for "upgrade" with new entrants and aims at simultaneous advertising of wines and tourism in Bulgaria, as well as establishing our country as a wine destination.

CONCLUSIONS:

The analysis has shown that the efforts of marketing professionals should be aimed at building a strong brand (both at the level of national wine - a brand of Bulgarian wine, and at a corporate level), which is a complex and challenging task starting with the construction of a logo and a slogan. Most companies in the industry have these basic elements, but at national level such elements are absent. This fact clearly reveals how much work is to be done on the performance of Bulgarian wine - not even the first steps in the field of marketing are made. No mission, vision, and values are formulated; there is not even a web site where they are to be presented along with the history and traditions of the sector. There is no online catalogue of wine producers and the products they offer; there is no common strategy; there is some form of inconsistent presentation of a national stand at various international events; there is no presence in social media, etc. Nevertheless, the most important is existing - a product of high quality and high market potential. Building a national brand will provide opportunities to realize this potential, but a guarantee of success can only be the building of a strong brand, and not just a brand. This includes the ability to handle the opportunities offered by modern technologies and respectively everything that the organization makes accessible to the public on the internet. At the lowest level, these are the photos and videos that are published in social media, at a higher level- various applications that facilitate and amuse the user, and the highest level - the company site that represents the entire organization in all its aspects. The development and creation of each of these digital sources of information and messages should be tailored to how the audience will perceive the proposed content and which of its qualities it will find worthwhile.

Bulgarian wine must have a strong internet presence.

IV. PERSPECTIVE OF NEW TYPE OF WINE MAKING

As already mentioned, European markets, including the Bulgarian market, suffer from over-supply of wine and grapes, the policy is to reduce the area under vines, brands are becoming more and more extravagant, consumers are becoming more demanding, and quality standards are more highly demanding. The market is pushing prices down, especially the large transnational distributors, that is why so many manufacturers are also striving to add value to their products, thus restoring some of the value that is being created further down the buying-and-selling chain of their product. Agriculture typically produces raw materials for the

wholesale - the first link in a long chain that production has to go through before it reaches the consumer. The added value is to do something different, instead of just selling it, thus making more profit from relatively smaller agricultural piece of land. Investing in value-added actions can allow manufacturers to make higher profit margins by providing a breath of air in a pressured economic sector. Value-adding usually helps local economies too, since most of the profits remain in the community and thus contribute to rural development.
Value-adding is not always about new and ineligible financial investments or cost reductions. Changing the approach, innovation, specialization of the product and adapting it to the new tastes of consumers is often also enough. Moreover, diversification of activity, whether in the agricultural or other areas - such as connecting to tourism or production of other products, switching to organic production are other good ways of adding value. Sometimes improvements consist of small steps related to the organization of production or advertising and distribution, in collaboration with other manufacturers or closing the production-processing cycle, creating clusters and regional brands that support the overall advertising of the region and thus contribute to the sustainable development of not only the sector but also the entire community.

1. **Investments in modern equipment, introduction of new technologies, products and processes, innovations**

Of course, investing in high-tech production and reducing costs are the first to add value to wine business. Sector data show that over the past two years, investment activity in this area has been increasing. In addition to the wineries growing their own vineyards, they are also upgrading their equipment - from ways of cultivating vineyards to technology, machinery and barrels in production facilities. Currently, the most investments are made in irrigation systems, which are also supported by European funding. Contemporary vineyard cultivation techniques, drip irrigation for young vines, laser grape sorting machines, sparing grape presses, a new generation of fermentation vessels to effectively control of the processes of grape juice conversion into wine, French barrels for the maturation of grapes good wines - all this creates good production practices for the sustainable production of good wine while minimizing costs. More science and more expertise in the wine business is being used. The rules of good technological practice also apply to the design, condition and maintenance of buildings and premises, as well as the technical facilities, the acceptance, storage and treatment of raw materials and packaging, the hygiene of production, the qualification and training of staff, the quality of products. New technologies are also being used to better protect the environment - for example, the use of Renewable Energy Sources (RES) in the production and proper treatment of waste. High-tech productions also guarantee the achievement of European standards for the quality of wines produced.

2. Innovation

Introduction of innovation is a major aspect of the value-adding process. Adopting an innovative approach is possible for any planned action or project. Innovation, on the one hand, is **driven by the development of technology** - new machines, new production processes, the development and transfer of scientific and technical knowledge. On the other hand, much of **innovation is driven by the market**, which implies an in-depth understanding of consumer needs and expectations. Innovation is a constant process, a consequence of the technological revolution and the changing consumer tastes of European societies. Innovation can mean a simple upgrade or minor modification of a product, a revolutionary technological change, or the creation of something completely new. Innovation can be just new flavors for familiar species - for example, the development of new products from local and traditional production.

3. Technological innovations

To meet the increasing demands for quality and efficiency without increasing costs and to meet the demand of the increasingly demanding consumer market, modern winemakers are constantly implementing new technologies to improve the quality of wine at almost every level, from optimizing the hydration of the vineyards to the mechanization of grape harvesting, the fermentation of wine. The production of quality wine begins with the production of quality grapes, and winemakers are increasingly using new technologies for a plant-based approach to winemaking to achieve the so-called minimal intervention. Different technological innovations are used. For example, an American company invents the Fruitions system, **a sensor technology** that evaluates vine hydration. All vineyards are equipped with chips analyzing water content, the system operates with energy from solar panels and communicates wirelessly with a cloud service, where data is analyzed and compared with different indicators, and the results are obtained by farmers through an application of their mobile phone. This improves the irrigation system and saves water, which helps to protect the environment. In addition to hydration monitoring, other technologies are used for monitoring - satellite images and drones to evaluate photosynthesis and evaporation levels, microclimatic weather stations that monitor wind and rain and warn of frost and soil pressure and soil samples humidity in the root zone.

4. High-tech picking of vines

The high-tech picking of vines is also an important innovation as it solves the problem of harvesting grapes at the time of optimal ripeness. Mechanical harvesting systems have evolved rapidly over the last few years and, in addition to saving heavy manual labor, for example, helping to harvest fruits at night when it’s cold and without burning from the sun, they also come to the winery at the same time, which is not possible with manual harvesting. There are also new mechanical grape harvesting systems equipped with optical sensors that can sort any grain, rejecting those that are not mature or with any other disadvantages. Recently, the so called fermentation of wine has been used.

5. Innovative products

A worldwide trend in consumer behavior is that in the last 2-3 years the audience has been searching for innovative tastes - on the one hand something different and unknown, on the other hand - wines from pure varieties without impurities. The new fashion for healthy eating is gradually rejecting the traditional formats of alcoholic beverages, creating a demand for low-alcohol alternative flavored drinks. Another trend is the increased demand for boutique production - specialized products of any kind are attracting attention. Specialized and boutique production brings more added value. Following the unconventional **blue wine** from Spain three years ago, in 2017, the so-called **orange wines** - a type of white wine, in which the juice and grapes are fermented together, not separately, as in classic white wines, and the color is saturated with most tannins. In taste, they come close to red wines. According to Bloomberg's 2018 research, **sparkling wines** are becoming extremely popular, partly because of the prosecco, but also because these drinks are becoming common for various events. The world's first **vitalized wine** is presented at Vinaria 2018 in Bulgaria. The wine is produced through a sound process - from 1 to 3 months with sound waves (in this case Beethoven's music) inserted directly into the wine. This changes the emission spectrum of the molecules in the beverage and thus multiplies its properties and its positive effect on the human body.

Wine cocktails sold in fun packages are also becoming more common. For example, the Friends Fun Wine series claims to have created a drink for entertainment - low in alcohol, low in calories and naturally flavored with strawberry, coconut, pineapple. They are lightly champagne wine-based cocktails made from high quality French grapes under patented recipes and fermentation technologies, with no added sugar. They do not contain gluten or artificial additives.

6. Innovative packaging

The product is a collection of quality, packaging, appearance, price. A product alone cannot add value by quality alone, the new packaging or label can. As it is well known - the packaging sells. That is why many wine producers, both in the world and in Bulgaria, rely on innovations in bottles or in brand new packaging. It is well known that the more expensive wines are sold not in cartons but in quality glass bottles. It turns out that this is not enough. For example, the German winery Knipser, known for its boutique wines, decides to add a collector's look to the wine's collectible value and dress the bottles with a special **copper "vest"** that makes the ripening process inside visible from outside too - the longer the wine matures, the more the appearance of the bottle changes - the copper darkens. Another hit lately is the bottles of the aforementioned Friends Fun Wine, which are **hand-painted** - aluminum and glass, 330 ml each for individual consumption. A London-based company creates a **plastic bottle** in the style of Bordeaux wines. It is in the form of a flask so that it can be pushed through an English mailbox for easy delivery to customers. In California, a number of leading wineries are introducing a new **short, tub-shaped bottle, a "court"**, inspired by old hollow glassware. **Pocket-size** champagne bottles are available in France, similar to flat whiskey bottles. Recently, **wine can** is becoming more common, which appears through 2016 inspired by the popularity of craft beers. Although sparkling wines in cans have been sold for years, wineries now make such packages for more luxurious wines for the convenience of customers - cans are easy to cool and do not need a corkscrew. Often the packaging is recyclable and therefore more environmentally friendly. There are also a number of innovations in the tap - from rotating caps, also adopted by a number of Bulgarian manufacturers, through three-layer polymer corks that use some of the most expensive French wines - an indoor body, an outer shell and a special shield that allows oxygen control in the bottle and preserves the taste of the wine, up to the innovative caps for sparkling wines that keep the bubbles fresh after opening. **Wine**

on the tap idea, usually made by local wineries for different events, is also innovative. The first such idea was implemented by the Dora Sarchese winery in Abruzzo, Italy, and the idea is to offer a refreshing drink to worshippers taking the famous Santiago Road. In Spain, Bodegas Irache in Navarra there is also wine on the tap for free along the Road to Santiago, which is visited by thousands of people. In Bulgaria, there is such an initiative in Asenovgrad during the wine festival in the city.

7. Innovative labels

Trademarks and labels are used to distinguish a product by highlighting its specific characteristics and presenting specific information - method and place of production, compliance with quality standards, but they can also be used for more unusual practices in order to improve sales. For example, new Castellé technology is used by the largest wine producers in France - scanning a **special barcode** on the label, which gives a direct link to the manufacturer's website, thus proving the authenticity of the bottle, tracing the wine's path from the grapes to the glass and information on the cellar is provided. Scanning also solves the problems of counterfeiting, especially in large markets such as China. Recently, it is also a practice on the labels, in addition to the region, variety, producer and quality symbols, to mark the awards and medals for the producer or the wine received at prestigious international exhibitions. Over the past two years, the **Fair Trade label** - a Fair Trade Guarantee - has become more common. The Fair trade mark on agricultural product labels, including wine, that farmers have received a fair wage. Manufacturers must be certified and have different social engagements in order to do so. Another trend in labels is completely opposed to the typical category and industry requirements. A French company creates a **label of emotions** - they do not indicate a region, year of production and variety, even the name is not in the top position, but commissions the famous illustrator Jean Julien to create an impactful look on the labels of a boutique wine series that show "the feeling of wine", and not the grape sort, nor the region.

As positive for innovations in the wine business trend can be noted the annual Vinaria Winery Exhibition in Plovdiv, which presents the latest technologies and equipment for the production of vineyards, growing and processing of grapes, packaging and storage of products. It is organized by the Plovdiv Fair and MAFG, in partnership with the National Vine and Wine Chamber and is always accompanied by an exhibition of the most modern agricultural machinery - Agra. The Vinaria International Exhibition of Viticulture and Winemaking is a leader among business forums for the industry not only in Bulgaria but also in Southeast Europe. At the latest one, held in February 2018, there were introduced 72 cutting-edge developments and innovations - the peak of the news in the last three years, as their number was doubled. More than 700 companies from 33 countries participated - business elites from the agriculture, wine, food and HOREKA sectors. According to experts, this is a common platform for industries that create not just agricultural production, but a new lifestyle. New scientific developments are usually presented at the forum.

8. Co-operation and collaboration in the sector - vertical and horizontal, clusters and regional brands

We have several types of farms or commercial companies in the wine business. Independent vineyards, which are over 90% of all vineyards, but which produce and cultivate a very low percentage of grapes - about 1/3, cooperatives from producers, vineyards and vineyards and diversified vineyards enterprises that add value to their output through various non-agricultural activities (tourism, hospitality and catering, production and processing of products other than grapes, training, etc.). This is also the situation in the Northeast and Southeast regions.

The owners of small vineyards are harmed the most on the market. Often, they are unable to negotiate good terms with major wine producers, sell at a loss due to low purchase prices or directly discard their production they cannot consume for their own use. The tendency to reduce the price of the grapes purchased from the wineries continues, as they are increasingly creating their own arrays, and there is overproduction at national level. Wineries that buy production do not have a lasting relationship with local grape producers and often buy raw materials from other regions, so planning is not possible. All small producers have problems with realization of their production. Accordingly, smallholder owners are most interested and motivated to take new development approaches in order to survive in the market. In addition to switching to organic branding, which is easier on small farms, another way is **to set up cooperatives for producers**. This approach is still widespread in Bulgaria, despite the financial support provided by the RDP. The members of a wine-growing cooperative can guarantee the homogeneity of their production, plan the yields of different varieties in terms of quantity and quality, negotiate with wineries in advance and achieve a correspondingly better price. For example, in France, wine grapes do not have a purchase price - producers sell their production to wine producers in the region concerned for a fraction of the profits after the wine is sold. Therefore, one of the ways to solve the problem is for producers who have 20 to 100 acres of vineyards, a group of vineyard neighbors or long-term tenants of the same size to cooperate or start making wine and selling it themselves. Wine grape itself is not a commodity that is profitable. The goods are already wine, furthermore, when it's bottled.

That is why more and more wineries in Bulgaria are oriented towards the **global tendency to create small wineries with their own vineyards**. According to the National Vine and Wine Chamber, this is the solution for the wine sector in Bulgaria. As stated above, wines produced in large quantities by large wineries are in the low price range and cannot be protected on the international market. Creating quality controlled boutique series adds value and makes the products competitive. Just for comparison, in France there are over 10,000 small wineries with their own production, unlike in Bulgaria, where they are below 300 so far. The strategy of this type of companies implies greater possibilities for the creation of high quality wine from vineyards certified and for the production of organic grapes, or for the cultivation and production of selected white and red wine varieties in limited series. Smaller wineries also have a greater contribution to the environment as they more flexibly introduce new technologies and processes.

The most significant impact on the sustainable development of local communities, increasing employment and incomes and improving the social parameters have **wine-growing enterprises with diversified activities**, which in addition to wine production and sale, are also involved in wine tourism, and hence support the development of tourism as a sector within the community, since wine tourism is usually combined with another type - cultural, eco, rural or recreational tourism, especially if combined with established lasting connections with tour operator agencies.

At regional level, **cluster approach** has been increasingly implemented in the EU in recent years to improve the competitiveness of regions. This requires promotion of all local factors for the development of regional sectors of the economy, at the level of cooperation between several municipalities, at the district or planning level. In different regions, viticulture has its own specific features that the planning regions in Bulgaria can use to form their own competitive advantages. For example, a type of strategy at regional level is the strategy of sort specialization - largely achieved through the formation of wine-growing regions. Another type of strategy is to select a leading sector in the regional economy - for example, wine tourism as main type in a particular region, which implies wine routes and accommodation in the wineries themselves or as an auxiliary to another major type - organizing tastings and procedures at spa hotels, in ski or seaside resorts. Different strategies involve cooperation between different sectors - wine and cuisine, wine and tourism organizations, wine producers and cultural institutions - museums, landmarks, cooperation with local associations working for the promotion of the territories, environmental NGOs, local SMEs and their associations , universities, educational institutions. For the regions, the basic principle of states applies - before there is competition between brands, there is a need for unification for the development of the whole region. Collaboration between wine producing, tourism - hotels and restaurants, food industry, crafts and annual cultural events, local shops and farmers markets, general sales sites, including direct consumer sales through home delivery - it is all a value-added project as a part of a common strategy for the territories concerned. Involvement of other sectors of the local economy enables optimally not only the use of resources through concerted action, but also the transfer of experience gained from one sector to others. Development of common activities aimed at adding value enables the development or maintenance of a stable economic framework and the benefit of all available human, economic and cultural resources, thus guaranteeing the competitiveness and sustainable development of rural areas.

Creating collective and regional brands. Collective brands allow companies that are too small to take advantage of an individual brand to become known and have easier access to certain markets. Some collective brands are the result of the initiative of several wineries or producers working together to save money on processing and advertising. For this type of action to be successful, careful consideration should be given to linking the products and market expectations. The collective brand may only include wine producers from a particular region - for example, the Thracian Plain brand, or any farmer - for example, New Thracian Gold, which sells wine, dairy products, meat, organic vegetables and rural tourism. Often, collective brands become emblematic for the entire region by relating the product and the territory, thus contributing to the overall promotion of the territory and hence to their sustainable development. (Danube cauldrons, Danube wines).

Common stalls in exhibitions are part of **collective advertising** and this facilitates the participation of smaller producers. Attending a trade show as a solo exhibitor requires a relatively large investment and involves a significant logistical organization. Collective participation also enables participants to have greater visibility and recognition than they would have achieved on their own. Participation through regional stalls is also an effective way to benefit in respect of money saving, cost and visibility.

Distribution and sales cooperation. This can be done by sharing commercial channels and cooperating, or by creating a common online sales site, common company stores, farmers markets, stalls, etc. Larger producers work well with distributors at a national level, but smaller ones, especially those with bio production, need association with other farmers, especially in the area of direct sales. Although direct sales eliminate the intermediaries between the producer and the end user, significant investment in labor, logistics and transport is required. Organic direct sales rely mainly on local farmers' markets, and in the country, this is usually done through online orders, which is expensive and time-consuming for a single producer. The history and reputation for quality that goes with the product, the trust in the manufacturer are just as important and are part of the added value of direct sales. That is why this kind of marketing is done on common organic farming sites. A type of direct selling is for consumers to buy wine directly from the cellars, in which case a tasting or recommendation from other consumers is required.

9. Bio wine production

Interest in bio-products has long been not just a fashion or current trend, but rather a lasting environment in which producers will sooner or later have to work. Unlike organic crop production and organic livestock production, wineries in Bulgaria have been sceptical about organic wine until recently, but have lately begun to be certified due to increased demand. The market for organic products in Bulgaria is relatively new and still very small, but at the same time fast growing. Organic production and those employed in the field are growing sharply. The number of specialized stores is increasing as well as the number of large retail chains that are involved in organic food distribution, and the number of informed and willing to live healthily consumers is increasing. However, most of the Bulgarian organic foods and products are intended for foreign markets. Organic wine is exported to EU countries, Switzerland and Japan. In Bulgaria biowines are mostly sought after by young people, who generally prefer to consume natural products, and organic wines, unlike the more expensive other organic labelled foods, are rather in the middle price range. Given the global trend of creating small boutiques with their own appearance and special attitude to wine, the production of organic wine is emerging as a successful method for distinguishing itself from competition and adding value.

Organic agriculture is one of the pillars of the EU Common Agricultural Policy for the 2014 - 2020 period, as well as an important priority in the agricultural development policy in Bulgaria. Organic farming in general is a system of environmentally friendly production of agricultural products that maintains the "health" of the environment - natural resources, soil and water, biodiversity and at the same time takes care of human health, providing them with clean and healthy food, without chemical supplements. This type of agriculture combines innovation, science and traditional practices and strives to ensure a good quality of life for all: nature, animals and humans. According to data from global organic food business operators, consumption of organic wine will also grow in international markets. The responsibility to consumers and the nature that these producers demonstrate makes bioproduction more and more popular. The market in Europe is growing steadily. Italy alone produces about 200 million litters of such wine annually. French wineries have long embraced the principles of organic farming, and the trend is already widespread in the New World.

The most general definition of organic wine (or natural) is wine produced from organic grapes and certified by the relevant authorities - Bulgarian or foreign. However, regardless of the way the grapes are grown, not all wines are certified organic. From the beginning of August 2012, the new EU requirements for the production of organic wine entered into force, and its certification as such is subject to strict rules. For example, the condition for sulphite content is that red organic wines contain sulphites up to 100 milligrams per litter, and organic roses and white wines - up to 150 milligrams sulphites per litter, with up to 30 milligrams difference per litter. The main producers of organic wines are Italy, France, Germany, Austria, Spain, Argentina, Chile and Greece. The concept of organic wine is not new, as the production until the adoption of EU requirements was subjected to much stricter standards. The newly approved criteria therefore provoked dissatisfaction with many wine producers in the "old" EU wine-producing countries, who state that the new rules are too "loose" and general, undermining product quality, but creating many new opportunities for wineries in the new countries, member states, including Bulgaria. Organic wine is gaining ground in our country and a number of wineries have already been certified, the largest of which are the Winary Alvina (NE), Edoardo Miroglio (SE), Midalidare Estate (SE), Four Friends (SE). Traditional local varieties are also a prerequisite, as the principle of organic production is local plants, which are considered to be more climate-friendly and more resistant to pests, which minimizes the use of chemicals and avoids the use of organic farming fertilizers, pesticides and herbicides.

Recently, there has been increasing talks about biodynamic wine producing, which is one step ahead of organic wine production. For example, in biodynamic practice, water used for agricultural purposes must subsequently be recovered and reused. Roof crops between the different rows of vines must be consumed by farmed animals which waste can later be used to restore the balance of the soil on which the vineyard is grown. The very philosophy of biodynamics is based on the use of homeopathic preparations, various fermented infusions, replacing chemicals in wine production, as well as a concept for planning actions on the vineyard and in the winery according to the movement of the different planets.

Another type is the so-called natural wine, defined by a simplified style of wine-producing, whereby processing intervention is minimized. Natural wine production uses naturally occurring yeast, does not allow the additives (tannins, colorants, enzymes) responsible for homogenizing the wine and tries to limit the addition of sulphites. Most natural wines are not filtered. Natural wines themselves are not particularly sustainable, which is why it is recommended to buy them directly from the winery, it is advisable to avoid prolonged transportation and to store them at temperatures below 14°C. These wines are not certified and are not considered organic.

The production of organic wine is carried out in accordance with the requirements of specific European and national standards and is subject to control by certification bodies, which can be public and/or private. Although bio-production requires investment, it is an option for stabilizing the sector, moreover, wine producers wishing to develop bio-wine can apply for RDP funding, largely covering the costs and losses of switching to organic production.

Another advantage is that organic viticulture is part of sustainable viticulture. The vine is a plant that grows and bears fruit for 30-40 years. Literally, sustainable viticulture means the care of the vines that will allow the cultivation of the crop for an extended period of time. It uses techniques that allow for the reduction or elimination of a large number of vineyard maintenance activities, although sustainable wine production itself has nothing to do with organic ones. Sustainable practices include composting, promoting the natural impact of predatory animals on the environment instead of using chemicals, and additional techniques that allow the use of less water, chemical additives and ploughing. Sustainable farming aims to bring the land back to its healthy, nutritious and nutrient-rich state. And organic farming is no longer seen as a marketing advantage, but as a sustainable and effective way to manage farms.

10. Online platforms and online sales

Buying a bottle of wine already involves much more than going to the store and putting it in the shopping cart. The Vivino mobile app, for example, allows you to "scan" the bottle you drink at the restaurant, order it, only to be delivered online and delivered to your home.

Online wine sales are able to compete with offline channels. Indeed, unlike other products such as clothes, the evaluation of the product is almost the same whether consumers buy wine online or offline. Sadly, wine cannot or rarely be tasted when bought in-store.

Online wine sales growth is fueled by new wine countries. This tendency is notably led by the expansion of e-commerce and wine consumption in Asia, especially in China.

Half of the Chinese wine consumers purchase their wine online, with online sales overtaking 20% of total wine sales. Growth of wine e-commerce in Asia is driven by a wider offer online compare to in-store. Furthermore, one main reason Chinese consumers buy more online is because of the lack of product availability offline. Moreover, online experience often provides more information like product description and customer reviews (64% of Chinese wine consumers read online consumer review). It also allows shoppers to buy from their smartphone, m-commerce being native in China: it accounts for 70% of online purchase, compared to 27% in France. Another notable trend is the main role of social media and the ability to purchase from social platforms like WeChat: 50% of e-commerce is driven by social media in many parts of Asia.

In traditional wine countries, offline puts up resistance.

The comparison with “established” wine countries such as France, the UK or the US shows different trends. True online sales are also growing with significant strength. However, wine e-commerce is driven by general e-commerce growth.

In the US, online wine sales account for a poor 2% of American wine sales, whereas it is around 13% in the UK. There are two main reasons for this gap between the two Anglo-Saxon friends. First the shipping regulations in the US are complex and differ from one state to another. Second, due to its large territory, delivering wine fast and in good condition in the US is more than a challenge. And requires efficient logistic processes that small actors cannot afford. Consumers purchase their wine mainly from liquor or grocery stores. Even the giant Amazon has been struggling or just performing some reorganization among its wine-selling business units.

Many obstacles to wine online purchase remain. They hinder the growth of e-commerce and its ability to truly compete with offline wine purchase. A historical deterrent is the fear that the shipping or delivery process will damage the wine (bottle breaking, temperature). Another obstacle is the minimum purchase quantity of the same bottle (e.g. a case of 6) that is often required by online sellers. Buying 6 bottles of the same wine - often a blind complex product - can be very intimidating. Few online sellers offer to make a mix, but it requires a far better logistics. High delivery cost is of course also a barrier since consumers have to buy more bottles to make this additional cost worthwhile.

The main deterrent though, is the incapacity of retailers to offer within-2-hour or even same-day delivery. As far as wine is concerned, it is an issue. In fact, consumers are often buying wine to be consumed in the very short term. The challenge is tricky, yet solutions are being explored such as same day or instant delivery. For instance, the French pure-player Lavinia partnered with Amazon Prime Now in 2017 to deliver wines in Paris within 2 hours. Still in France, Franprix is working with Glovo to offer 1-hour delivery to its clients. Smart pick-up is also gaining ground in China: Alibaba has launched a smart automated pickup service available 24/7. Chinese e-commerce giants Alibaba and JD.com, as well as Amazon, are leading the way through the next step of retail: blurring the line between online and offline thanks to smarter and efficient logistics.

For Bulgaria the information availability in the online forms is a matter of utmost importance for the development of wine trade and tourism. The current state of data indicates problems in data structuring, storage, and governance by the institutions. On one hand, a large amount of information is available in the public domain but also a lack of synchronization between different sources, duplication of data, and missing pieces of information. There is no aggregated statistical data in National Statistical Institute or other institutions. Neither are there enough specialized publications. For these reasons, the Bulgarian wine has insufficient data about the revenues, the number of visitors to wineries, and customers' preferences, and the degree of satisfaction with the services received in the wine tourism sector. Wine tourism requires complex and up-to-date information regarding the various components of wine making and viticulture; the activities of wine cellars, wineries, wine houses, and hotels; and wine tours and routes. For this purpose it is necessary to design a unified national and an integrated database corresponding to the specific needs of wine producers and wine tourism in Bulgaria.

One of the important tasks for institutions responsible for wine production and wine tourism in Bulgaria is to provide a web-based platform for comprehensive, accurate, and up-to-date information, which is useful for specialists and consumers on multiple levels. Wine growers need to learn how to create high quality content that is interesting, fun, attractive, useful and user-oriented (put the buyer in the center). It should also be easily accessible for the platforms that customers use daily. Here it is necessary to pay attention to the fact that the modern user no longer receives the basic information from the television. It is proven that a very small part of TV ads and their messages manage to reach the audience since it (consciously or not) stops listening to what is being said at the moment in which the ad blocks begin. Therefore, it is essential to use the opportunities for on-line advertising. This form of advertising, however, is difficult to understand and apply. Very often, it one cannot pay to get more promotional space and therefore the success of advertising and how much audience it will reach depends mainly on the quality of its content and its subsequent resending among online users (viral effect). As a result, building a strong relationship with the target audience and improving promotional efficiency are derived from the quality of the content being offered, which once again demonstrates how important it is for the prosperity of wine producers.

11. Climate changes

Temperatures will increase between 2.0º and 2.5º C by the end of the century according to estimates by the Intergovernmental Panel on Climate Change.

Climate has big influence on production of wines, shaping the character of the wine through the grapes. A grape harvest over a hot year in a warm climate can produce a good vintage and climate warming could prove beneficial for some wine growing regions, but excessive climate change can be disastrous to the wine maker. The effects of global warming include hotter climates, which produce over-sweet wine with high alcohol content, which is not generally appropriate. Among environmental factors, climate has a greater impact on vine development and fruit composition than either soil or variety. Each main wine-producing region of the world can be characterized by mean climatic conditions that are drivers of wine typicity for that region. Those drivers are changing.

With the climate change underway, some economically dangerous natural phenomena, such as extreme low and high temperatures, hailstorms, storms, torrential rains, droughts, and more, are increasingly becoming extremely harmful and often limiting factors for the cultivation of vineyards in different regions.

Problems arising with global warming and associated climate change include irrigation problems, diseases spreading in the vineyards and soil erosion from heavy rainfall or flooding. The rise in temperature may be welcomed, but only up until a certain point, beyond which it becomes damaging.

For the time being wine regions affected by rising temperatures are facing the global warming facts, adopting techniques to reduce the effect of climate warming, such as planting the vines in shallow soil to reduce water consumption, introducing controlled irrigation and shading the grapes from the sun. Indeed, the warmest wine regions already have to face up to the challenges of global warming.

J. Gladstones, R. Roehrdanz and L. Hannah summarized some of the overall effects of a changing climate:

- Increased temperature during the growing season
- Increase in growing degree-days
- Increase in mean temperature during fruit maturation

- Increase in mean temperature of the warmest month of the growing season
- Increase in mean temperature of the coldest month of the growing season
- Increase in length of growing season (frost-free days)
- Occurrence of extreme winter minimum temperatures
- Increases in precipitation for July through October
- Increase in precipitation seasonality (coefficient of variation)
- Change in the aridity index (annual precipitation/potential evapotranspiration)

All these future climate effects should be taken into consideration for the strategic planning of the viticulture in the specific regions.

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