

INTERNATIONAL
MAVRUD DAY
OCTOBER, 26th

PROJECT OUTLINE & CONCEPTION BY

**THE BULGARIAN ASSOCIATION OF WINE
PROFESSIONALS**



THE EVENT

The International Mavrud Day is an initiative created by the Bulgarian Association of Wine Professionals. Our vision is to establish an annual wine event that contributes to the popularisation of Bulgarian wine and wine tourism on national and international level.

The International Mavrud Day is dedicated to the ancient native to Bulgaria grape variety, Mavrud. The event will include conference which will take place on October 26th, an educational and entertainment program that would span throughout the whole week, with events taking place across numerous Bulgarian cities, as well as various activities abroad throughout the month of October.

OUR PURPOSE

Dedicated to one of the oldest and most distinctive Bulgarian grape varieties, **the International Mavrud Day** aims to provoke deeper interest and understanding for Bulgarian viticulture and winemaking. It wishes to highlight the remarkable harmony between tradition and innovation that drives modern Bulgarian winemaking, and the quality and stylistic diversity of Bulgarian wines.

Our goal is to establish the day as one of the most significant celebration of Bulgarian wine, to further boost the country's wine image, to provide information and guide consumers through the complexities of Bulgarian wine. Our strategy is built around encouraging and supporting wine initiatives and activities beyond October 26th. We expect that this initiative will not only attract consumers but that engaged stakeholders will organise further festivities throughout October.

WHY MAVRUD?

Bulgaria's winemaking tradition can be traced back to antiquity. Bulgaria has one of the most ancient wine histories in the world.

This is the reason why we chose the emblematic authentic Bulgarian grape variety, Mavrud, as our symbol for the day. The emphasis on Mavrud aims to present the style as well as its diversity, quality and modern feel, which can now be observed in many Bulgarian wines, regardless of their variety.



LAUNCHING

The International Mavrud Day is a community initiative that requires careful planning, systematic approach to themed wine events, and the coordination of a network of partners.

With that in mind, the official launch of the event will take place on October 26th, 2021.

WHY OCTOBER 26TH?

Nearly a century ago, on St. Dimitar's Day (October 26th), the master of Stanimashka Malaga, Aristi Chorbadzhakov - Chorbadzhaka, began harvesting his vineyard. To this day, his precision in caring for the vineyard, in handling the grapes, and his winemaking serve as an example of quality and appreciation for the craft. Thus we found it appropriate to choose St. Dimitar's Day as a celebration of Bulgarian wine, and specifically Mavrud. According to the folk calendar, St. Dimitar's Day marks the beginning of winter and the colder months. There does not seem to be a more suitable time to share a bottle of red wine with friends and relatives.



MAIN ACTIVITIES

- International conference
- Media wine tours
- Sightseeing trips for wine specialists
- Professional masterclasses
- Information campaigns for professionals and wine-lovers
- Trainings and wine tastings open to everyone
- Winery visits
- Tasting menus in restaurants and wine bars
- Events in specialized wine shops
- Increased media coverage of the event
- Active promotion of events
- Interactive bilingual website with information on all activities, cellars, locations and promotions
- Webinars



The Bulgarian Association of Wine Professionals (BAWP) is an expert organization uniting professionals working in all sectors related to Bulgarian wine. The association gives them the opportunity to cooperate, offer an expert product advice and consultation, develop concepts and strategies, and consistently work together for the success of Bulgarian wine across all spheres.

BAWP's purpose is to promote Bulgarian wine so that it takes its place on the global wine scene through recognition, expressive identity and positive image. As wine professionals, we are convinced of the quality and the potential of Bulgarian wine. We believe that Bulgaria's preserved winemaking traditions and expertise are prerequisites for improving the economic prospect for the Bulgarian wine industry as a whole, including wine tourism and the general image of Bulgaria as a wine country. What unites us is the understanding of progress through systematic approach and a clear vision for cooperation and joint action required from the whole industry.

STAKEHOLDERS

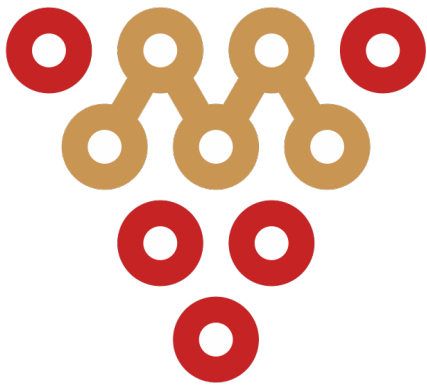


EXPECTED RESULTS AND BENEFITS

- Creating partnerships and successful cooperation between organizations in the industry
- Building a positive image and promoting Bulgaria as country producing high quality wines
- Building a positive image and promoting Bulgaria as a country offering quality cultural and wine-culinary tourism
- Promotion of wine regions and wine tourism in Bulgaria, as an alternative wine holiday tourist spot
- Promoting the Mavrud grape variety, increasing interest in it and increasing sales
- Collection and presentation of scientific data and educational information for the Mavrud variety, for the purpose of promotion, development and marketing
- Increasing public interest in Bulgarian wine, local varieties, and Bulgaria as a destination for wine tourism
- Increasing Bulgarian wine sales
- Visible and tracked growth in visits to wineries
- An increase in employment in the hospitality/wine industry
- Increased number of wine festivals and events in Bulgaria
- Increasing the interest of restaurateurs in organizing wine events, wine tasting, and improving wine lists
- Encouraging traditional Bulgarian wine and food pairings (i.e. with local cuisine)
- Increasing the wine culture and the interest of wine consumers in Bulgarian wine
- Providing support and development for local communities and the national economy

PLAN FOR PARTNERSHIP

- **Ministry of Tourism**
- **Ministry of Agriculture, Food and Forestry**
- **Wine-related International Organizations and Institutions**
- **Plovdiv Tourism Council**
- **Thracian tourist region**
- **University of Food Technology**
- **Agricultural University Plovdiv**
- **University of Plovdiv**
- **Branch organizations and tourist sectors**
- **Municipalities**
- **Media**



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INTERNATIONAL MAVRUD AND BULGARIAN
WINE DAY

An initiative of the Bulgarian Association of Wine
Professionals

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