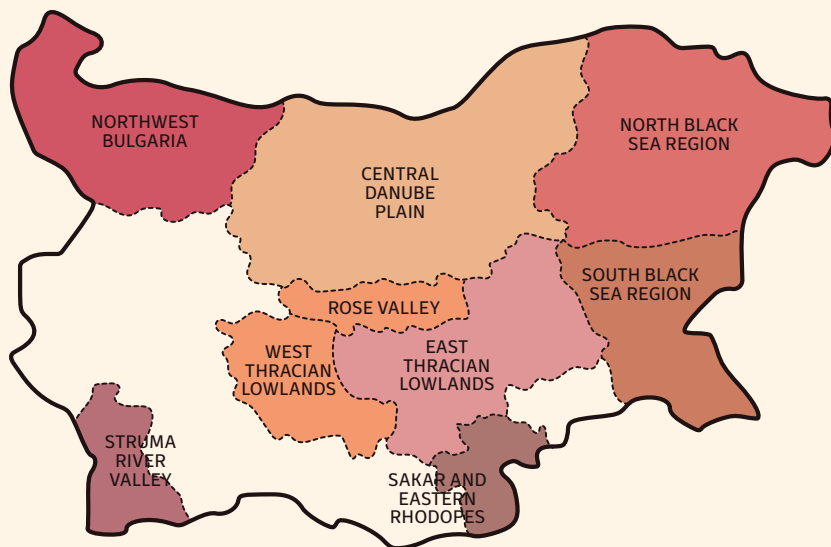


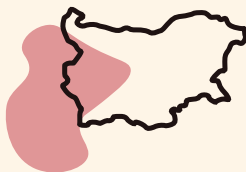
BULGARIAN WINE AT A GLANCE



BULGARIA



Location
Europe,
Balkan peninsula



110 993.6 km²
Country Size



378 km
Coastline

VINEYARDS



56 200 ha
Vineyard
Surface Area



28 402 ha
Harvested
Vineyards

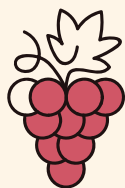


147 804 tonnes
Grape
Production



5 165 kg/ha
Average
Yields

GRAPE VARIETIES



16%
Merlot



14%
Cabernet
Sauvignon



9.7%
Pamid



9%
Muscat
Ottonel

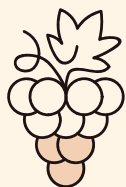


7.2%
Red Misket



6.7%
Chardonnay

GRAPE VARIETIES



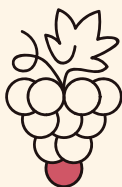
4.8%
Dimyat



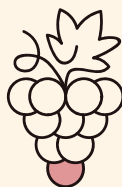
2.8%
Sauvignon Blanc



2.3%
Mavrud



2.3%
Broad Leaf
Melnik



2.2%
Gamza



23%
Others

WINES



2
PGI
(Protected
Geographical
Indication)

52
PDO
(Protected
Designation
of Origin)



675 740 hl
Wine production



405 246 hl
White

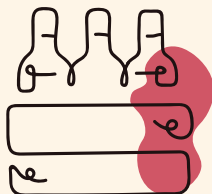


270 494 hl
Red and Rose



340
Registered
winemakers

EXPORT



119 691 hl
Export



88 800 hl
EU



30 891 hl
Outside EU

BRIEF HISTORY OF VITICULTURE IN BULGARIA

3000 BC

The Thracians are known to have developed the traditions of vine-growing and winemaking, which were closely associated with the worship of the god Dionysus.

1393

Ottoman occupation halted wine development.

1878

The liberation from the Ottoman Empire marked the beginning of the Bulgarian wine Renaissance.

1900

Phylloxera destroyed the vines.

1909

Introduction of new grapes and vinification techniques, establishment of cooperatives – South France model.

1947

Establishment of state monopoly in production and trade - Vinprom and Vinimpex.

1952

Development of new hybrids: Rubin, Bouquet, Melnik 55, Ruen and many more.

1960
Establishment of five
Viticultural wine regions.



1965
Planting new vineyards
with East European and
International varieties.



1980
Bulgaria became the biggest wine
producer in the Eastern Block
and ranked 4th worldwide.



1990
The fall of Communism led to the
liberalization of the wine industry.

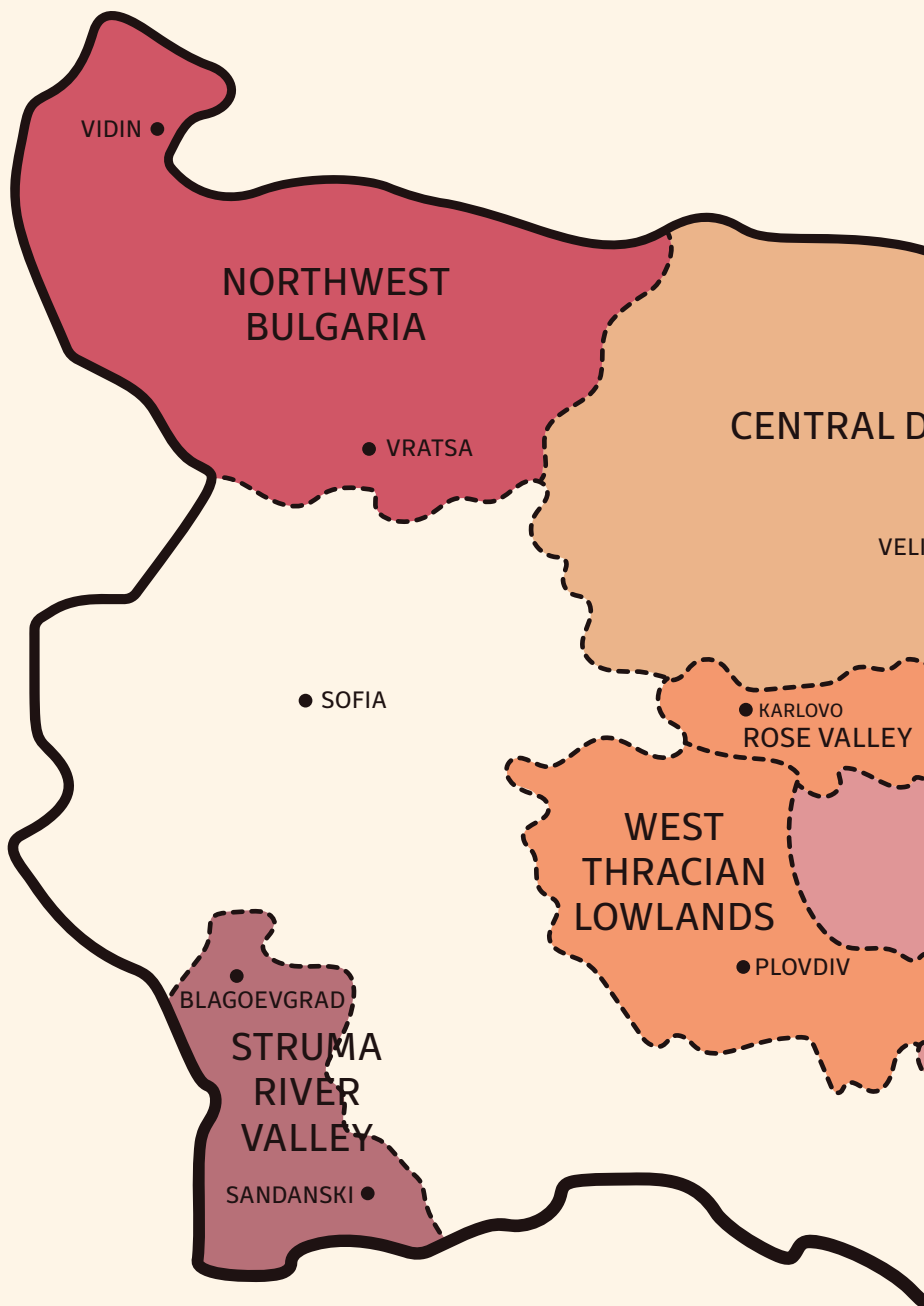
2005
Establishment of two PGI
(Protected Geographic Indications)
under an EU directive: Danube Plain
and Thracian Lowlands.

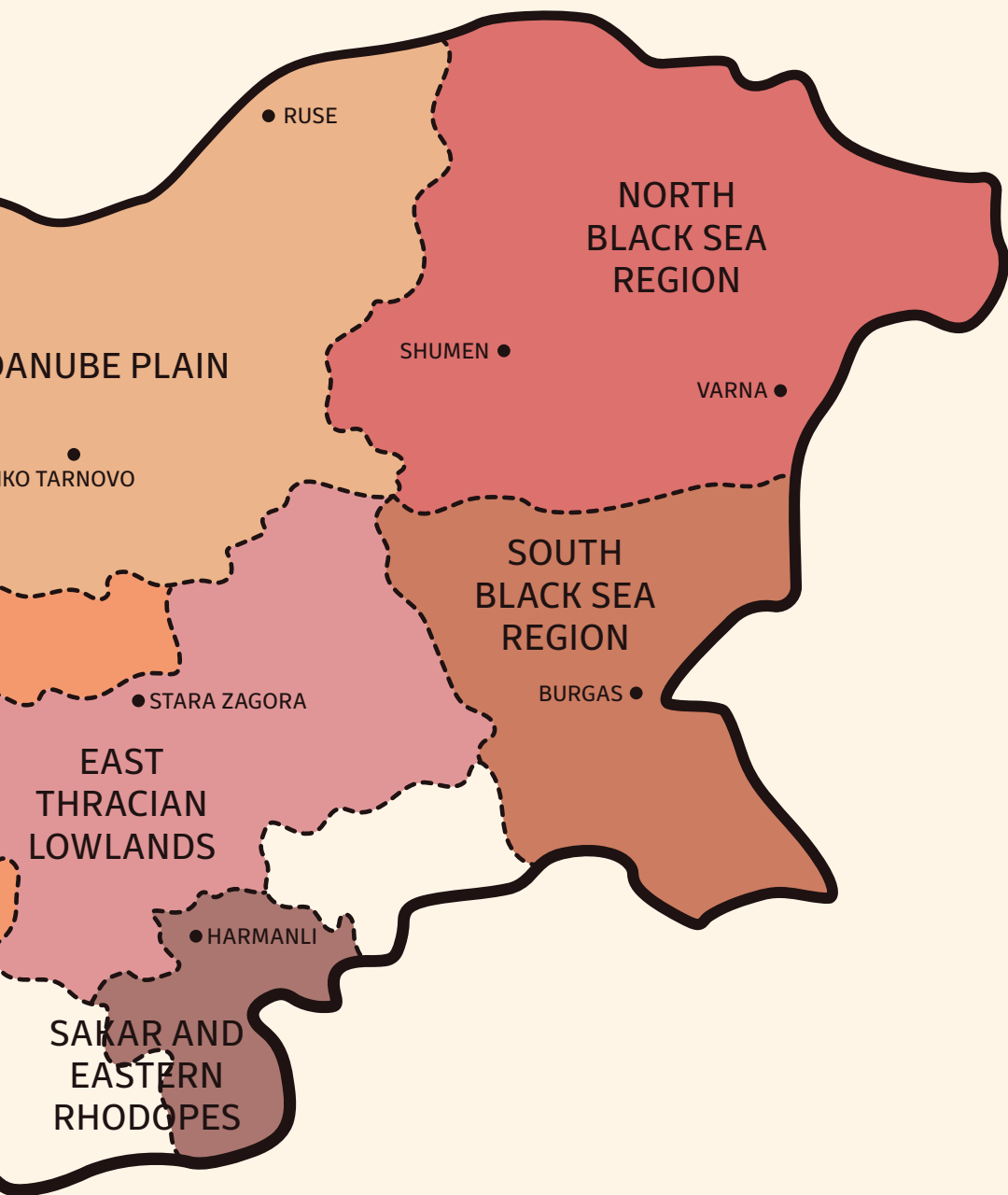


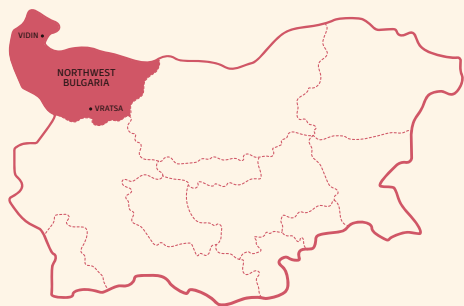
2007 till now
SAPARD (Special Accession
Program for Agricultural and Rural
Development), supports up to 50%
of the vineyards and investments in
new vineyards, wineries, modern
techniques and practices. Adopting
the concept of “Terroir”.
Work in the direction of classifying
local varietals. Continuing work with
international varieties to produce
modern wines. Targeted marketing
and educational events to promote
Bulgarian wines on international
markets.



WINE REGIONS







NORTHWEST BULGARIA

The Northwest region of Bulgaria is renowned for producing some of the country's most exceptional and intriguing wines. These wines possess a distinct personality and a special, genuine character that seems to reflect the extraordinary spirit of the local people, culture and nature. It was the wines of the Northwest that first provoked foreign wine experts to talk about Bulgarian terroir.

The region encompasses the districts of Vratsa, Montana and Vidin. The hilly topography in most of these areas, along with the soil richness and the different microclimatic zones, suggest an extensive range of terroirs that generate exceptional wines.

This also explains the region's distinction as equally favourable to white and red wines. Some of the unique local varieties grow in this area include the challenging Gamza and the rare Misket Vrachanski, one of the few indigenous Bulgarian white varieties. Both varieties are becoming an increasingly important basis for interesting and modern wines – elegant and distinctive. Once considered underdeveloped, the area is now thriving with substantial growth in terms of quality and variety of wine production.



2060 ha
Vineyard Surface Area
4%
of Bulgarian Vineyards



17%
Cabernet
Sauvignon



13%
Merlot



10%
Gamza



8%
Muscat
Ottoneil



7%
Chardonnay



6%
Sauvignon
Blanc



3%
Misket
Vrachanski



3%
Pinot Noir



3%
Cabernet
Franc



2%
Syrah



2%
Dimyat



26%
Others*

* "Others" encompass all other grape varieties, including those used for producing spirits that are irrelevant for creating high-quality wines.





CENTRAL DANUBE PLAIN

The Central Danube Plain is one of Bulgaria's fascinating wine regions with remarkable terroirs and passionate people dedicated to wine. A tour through the regions of Veliko Tarnovo and Pavlikeni, Rusenski Lom, Targovishte, Pleven, the Danube river bank enchants with rare natural beauty and diverse hilly topography.

The Central Danube Plain wine region includes the districts of Pleven, Lovech, Gabrovo, Ruse, Veliko Tarnovo, Razgrad and Targovishte. Part of the land is deeply dissected by the rivers Vit, Osam, Yantra, Rusenski Lom and their tributaries. The region has a pronounced continental climate - summers are hot and dry, while winters are cold, often with heavy snowfall. Although frost is sometimes a problem in the vineyards during prolonged winter frosts, the overall combination of soil and climatic conditions makes the area very suitable for viticulture and winemaking, which are also ancient livelihoods in this land.

Almost all the classic white and red varieties are grown here, and the most typical of the local varieties are Gamza, Rubin, and white Misket Kaylashki. The range of styles and varieties is impressive, but it logically corresponds to the diversity of terroirs and concepts at the individual wineries.



7 941 ha
Vineyard Surface Area
14%
of Bulgarian Vineyards



12%
Cabernet
Sauvignon



10%
Gamza



8%
Pamid



7%
Merlot



6%
Muscat
Ottonel



6%
Chardonnay



5%
Storgoziya



3%
Dimyat



2%
Riesling



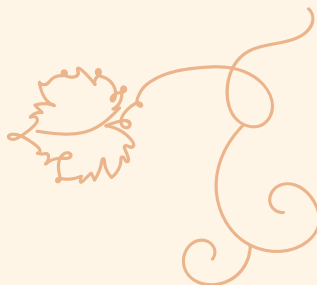
2%
Pinot Noir

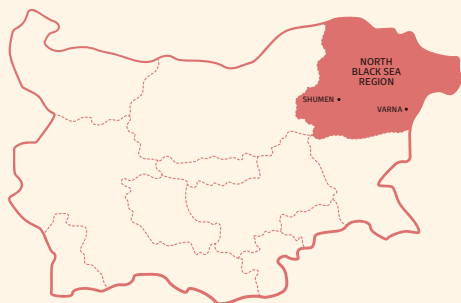


2%
Traminer



37%
Others





NORTH BLACK SEA REGION

The North Black Sea wine region covers vast lands across Varna, Dobrich, Shumen, and Silistra districts. The Bulgarian Northeast has a long history of winemaking traditions that modern and exciting wineries are continuing.

The Black Sea strongly influences the region. From the lands near the town of Byala, through Stara Oryahovo, the Tsonevo and Eleshnitsa dams, the Sarta plateau near Provadia, the rich history (including viticulture and wine) of the area around Shumen, the surroundings of Varna and Lake Varna, the vineyards north of Balchik or along the cliffs above the picturesque seashore around Kavarna and Kaliakra, all the way to the Dobrudja lands not far from Silistra - these are all proven traditional or newly developed wine terroirs.

Here is the kingdom of white wines, with active work being done with local varieties of Dimyat and Misket Varnenski, but the leading ones remain Sauvignon Blanc, Chardonnay, Riesling, and Traminer. Excellent wines are also produced from Cabernet Franc and the challenging Pinot Noir. Due to climate change in recent years, other more 'southern' red varieties are also being used to create ever-better and elegant wines.



5 743 ha
Vineyard Surface Area
10%
of Bulgarian Vineyards



15%
Dimyat



13%
Chardonnay



10%
Pamid



6%
Merlot



4%
Sauvignon
Blanc



4%
Traminer



3%
Red Misket



3%
Cabernet
Sauvignon



3%
Misket
Varnenski



3%
Riesling



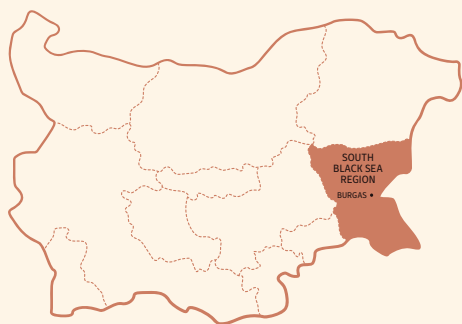
2%
Aligoté



34%
Others

This region aligns with current global wine trends - pure and honest wines with little or no oak, finesse, and a sense of belonging to their place of origin.





SOUTH BLACK SEA REGION

The South Black Sea is roughly defined by the boundaries of the Burgas region. It covers the territories along our Black Sea coast that are located south of the eastern ridges of the Balkan Mountains.

The sea significantly impacts the region's climate, resulting in hot summers, long autumns, and relatively mild winters. The influence of the sea can reach up to 70-80 km inland, as seen in the Sungurlar valley and the village of Slavyantsi. The region also includes Karnobat, Aitos, Pomorie, and their adjacent areas. These are all wine-growing lands with ancient traditions, where dozens of large and smaller wineries are developing modern winemaking techniques and producing high-quality, usually elegant wines, often with a mineral imprint. The local Red Misket (Sungurlar Misket) is the most prominent among the white varieties, while the international representatives include Muscat, Chardonnay, Sauvignon Blanc, Pinot Gris, as well as the red Merlot, Syrah, Cabernet Sauvignon and Pinot Noir.

The proximity of the wineries to the Black Sea summer resorts is a favourable condition for the development of wine tourism. It is worth noting that almost all wineries have invested significantly in wine tourism.



7 938 ha
Vineyard Surface Area
14%
of Bulgarian Vineyards



12%
Chardonnay



10%
Red Misket



9%
Pamid



8%
Dimyat



7%
Cabernet
Sauvignon



6%
Merlot



3%
Sauvignon
Blanc



2%
Traminer



2%
Syrah



2%
Pinot Noir



2%
Cabernet Franc



37%
Others





7 227 ha
Vineyard Surface Area
13%
of Bulgarian Vineyards

SAKAR AND EASTERN RHODOPES

Sakar Mountain is in the country's southeastern part, and the highest peak, Vishegrad, is only 856 m above sea level. On the soft slopes facing south towards Greece and Turkey, one of the most vital wine-growing regions has distinguished itself. A strong group of producers has been formed, located at a relatively short distance from one another.

This region's new generation of winemakers is striving to create wines with a distinct terroir character. They work with various grape varieties, but the leading whites are Chardonnay, Viognier, and Tamyanka, while the top reds are Merlot, Syrah, and Cabernet Franc. Among the Bulgarian varieties, Rubin, Mavrud, and the white Dimyat are present.

Although the region is small, it is versatile and has seen an increasing number of visitors from all over the world in recent years. The tourists are attracted by the quality of the wines, the ancient history, the preserved nature, the authentic food, the hospitality of the local people, and the joint wine festivals that are traditionally organized.

Further east, around Ivaylovgrad, wonderful wine-growing lands are at the foot of the Eastern Rhodopes. Like those in Sakar,



43%
Merlot



13%
Cabernet
Sauvignon



5%
Syrah



5%
Red Misket



4%
Chardonnay



4%
Pamid



3%
Dimyat



3%
Muscat
Ottonel



3%
Cabernet
Franc



2%
Sauvignon
Blanc



2%
Mavrud



13%
Others

these lands benefit from the influence of the Aegean 'white wind', which enters along the Maritsa river. Together with the generous sun and rich soils, it endows the region with unique terroirs. The diversity of styles is also linked to the search for more sustainable production methods, both in the vineyards and in the cellar.





EAST THRACIAN LOWLANDS

Eastern Thrace is a region that covers the areas around Chirpan, Stara Zagora, Nova Zagora, Yambol, and Sliven.

Most of the vineyards in this region are located on the soft and gradual slopes of the semi-hilly terrain in the low parts of the Chirpan Hills, the Sarnena Sredna Gora, the St. Elias Hills, and the Monastery Hills. The soils in this region are highly diverse, just like the other factors that shape the terroirs. However, the wind, which is almost constant and highly beneficial to the health of the vines and grapes, and the considerable temperature differences between day and night are the unifying natural and climatic conditions in this region.

Eastern Thrace is renowned for its rich culture and winemaking history that spans over millennia. Nowadays, the region boasts numerous wineries - ranging from giants with a long and successful history to small and new artisan producers.

The wine styles in this region vary widely, including traditional and classic, cutting-edge, avant-garde, natural, and all kinds of innovative products. Eastern Thrace is home to the finest Bulgarian sparkling wines and many of the most impressive and long-lasting red classics, including the first



12 408 ha
Vineyard Surface Area
22%
of Bulgarian Vineyards



19%
Merlot



18%
Cabernet
Sauvignon



11%
Pamid



9%
Red Misket



7%
Muscat
Ottonel



7%
Chardonnay



3%
Sauvignon
Blanc



2%
Dimyat



2%
Mavrud



2%
Syrah



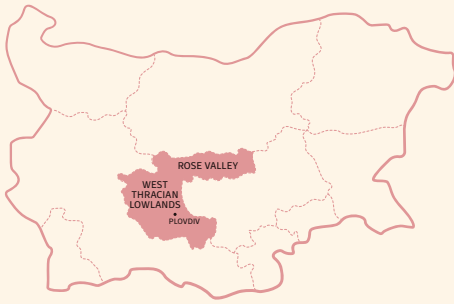
1%
Malbek



19%
Others

iconic Bulgarian wines. Some of the boldest and most successful wine experiments were also conducted in this region.





WEST THRACIAN LOWLANDS AND ROSE VALLEY

Western Thrace is a significant region for Bulgarian wine production. Since ancient times, winemaking has been an essential source of livelihood for the local population in the lands of today's Plovdiv and Pazardzhik districts.

The names of villages such as Brestovitsa, Vinogradets, Karabunar, Vinitsa, and many others are synonymous with Bulgaria's rich wine tradition. The area surrounding Asenovgrad is the birthplace of the iconic Mavrud, one of the most famous Bulgarian grape varieties known for its versatility and complexity. Additionally, the local Rubin, Pamid, Dimyat, and many international red and white varieties thrive successfully in the region.

Some of the best Bulgarian wines, especially red ones, are produced here. They are distinguished by their intense colour, preserved fresh fruit taste, full and ripe body, and expressive deep flavours.

Wineries in the Rodopska Yaka subregion range from small family-owned wineries to large producers with hotel complexes. The region is rich in natural attractions and cultural monuments from all historical eras, making it a popular wine tourism destination.

The Rose Valley is also included in this region for two reasons: it is close to the



9 519 ha
Vineyard Surface Area
17%
of Bulgarian Vineyards



21%
Cabernet
Sauvignon



14%
Red Misket



14%
Merlot



13%
Pamid



7%
Mavrud



5%
Rkatsiteli



5%
Muscat
Ottonel



3%
Syrah



3%
Chardonnay



2%
Dimyat



2%
Sauvignon
Blanc



11%
Others

main city in the region - Plovdiv, and it has a limited number of wineries that does not warrant it to be considered as a separate region.

The Rose Valley, nestled in the southern Balkan Mountains, is known for being the best terroir in the world for the oil-bearing Damascena rose and as the birthplace of the wonderful local Bulgarian white variety, Red Misket. The region has great potential for wine development, and we expect it to grow in the future.



3 351 ha
Vineyard Surface Area
6%
of Bulgarian Vineyards

STRUMA RIVER VALLEY

The beautiful wine-growing region in the extreme southwest of Bulgaria has been compared to Tuscany, which is quite a compliment. However, in our opinion, the regions of Melnik, Sandanski, and Petrich, as well as the lands along the Mesta River or the upper part of the Struma River, are so uniquely blessed with natural, geographical, and climatic conditions that they are themselves an inimitable and distinctive benchmark. These hilly open spaces are surrounded by mountains of varying silhouettes and enjoy an almost Mediterranean climate. The mild climate, the "white" wind from the Aegean, the predominantly sandy soils, the local Melnik varieties, and the winemakers who are deeply passionate about their region, all contribute to producing magnificent and increasingly varied and modern wines.

The Struma Valley is experiencing a strong and successful development of wine tourism, which is supported by some important factors: it is full of fascinating natural, archaeological and architectural sights, and the number of wineries is steadily increasing, many of them offering comfortable conditions for their guests, and the wineries have been united for several years and attract visitors with common wine routes and events.



36%
Broad Leaf
Melnik



11%
Melnik 55



10%
Merlot



10%
Cabernet
Sauvignon



3%
Syrah



2%
Muscat
Ottonel



2%
Chardonnay



2%
Cabernet
Franc



1%
Sauvignon
Blanc



1%
Sandanski
Misket



1%
Melnishki
Rubin



21%
Others



LOCAL VARIETIES

MAVRUD



ORIGIN and DISTRIBUTION:

Mavrud is an old indigenous variety, distributed mainly in Bulgaria but also in North Macedonia and Greece. It has significant economic and cultural importance for Bulgaria. Although challenging to grow and vinify, it has always retained its prestige and is a variety with its own character and good ageing potential.

Mavrud plantations are predominantly found in Bulgaria, especially around Plovdiv and Pazardzhik, known as the Rodopska Yaka (the Rhodope Collar). Asenovgrad is considered the central area of Mavrud's range. Although the number of vineyards planted with Mavrud is fewer, they can still be found in regions such as Haskovo, Stara Zagora, the Black Sea coast, the Danube Plain (Pleven), Northwestern Bulgaria (Montana, Vratsa), and the Struma Valley.



CHARACTERISTICS

Mavrud is a late to very late ripening wine variety, ripening in late September or early to mid-October. It is capricious, not cold hardy - it should be grown in areas with no risk of low winter temperatures; it needs a long, warm, dry autumn. Because of its sensitivity to cold temperatures and soil drying, it should be planted on sloping ground with excellent air drainage and southern exposure.

The cluster is medium-sized, conical with wings, semi-compact to compact. The berries are medium to small (depending on the branch), spherical, dark blue, and sticky. Its thick skin allows the wine to extract colour and tannins; it also retains good acidity, even at excellent ripeness - ideal for wines with ageing potential.

There are dozens of variations, but two branches - branch 1 and branch 2- are the main ones. They have different technological properties and ripen about ten days apart. The earlier ripening one (Branch 2) has smaller and more intensely coloured berries and produces more extract and full-bodied wines, while the other one (Branch 1) has larger clusters, more ripe and larger berries, but is not as coloured and sweet, and consequently, the wines are less structured, less full-bodied and less coloured.



WINE PROFILE

Mavrud has many faces, and different types and styles of wines can be found from this varietal: from whites and rosés, through sparkling, to dry reds - with or without oak, more powerful, full-bodied and extractive, or else clear, elegant with a fruitier profile; in a classic style or relatively modern. Dessert wines are also created from Mavrud, as well as magnificent and rich Mavruds by the method of drying the berries.

Its aromatic profile is extensive - including blackberry and mulberry, red berries, spices (pepper, cardamom, bergamot), dried thyme, moss, dried tomato/tomato leaves, resin...



FOOD PAIRING

Since the two branches of Mavrud produce wines with quite different characteristics, we have to start from there who we are dealing with. If you're serving a Mavrud from the less extractive Branch 1, which has a notable spiciness, is elegant and medium-coloured, then opt for traditional soft yellow cheeses, pasta with tomato sauce and mince, or the traditional cheese pie - banitza (burek) and mince meat.

More complex wines, extract and full-bodied (most often aged and barrel-aged) are recommended to try with sheep's cheeses, roasted vegetables, classic raw-cured sausages (pastrami, ham), grilled veal, moussaka, ribs or game.

On the initiative of the Bulgarian Association of Wine Professionals, since 2020 International Mavrud Day is celebrated on 26th October in honor of Bulgarian wine. This day is included in the Wine & Spirits Educational Trust's calendar of key international holidays dedicated to different varieties or types of wine.

GAMZA



ORIGIN and DISTRIBUTION

Gamza is an old Balkan variety grown in Bulgaria, Serbia, Hungary, North Macedonia, Albania, and Romania with many variations. The grape has the most extensive plantings and economic importance in Bulgaria, and it is the typical grape of the Northwest (Vidin, Novo Selo) and the central part of the Danube Plain (Suhindol, Pavlikeni).

In certain areas along the Danube River, there are still old vines that have not been grafted to a rootstock, which is a rare occurrence. This is due to the alluvial soils along the river that are rich in organic matter and minerals but are mainly composed of sand, inhospitable to the phylloxera.



CHARACTERISTICS

Late maturing wine variety. The grapes ripen in the second half and until the end of September. It best suits airy hillside sites with relatively rich soils and good exposure. It has medium growth, high fertility and yield. It requires careful work in the vineyards and also when vinifying. Its skin is thin, fragile and easily cracks. The variety is, therefore, vulnerable to mould, and if the autumn is moist, it becomes infected, and the berries drop. It is not a very cold-hardy variety, although it likes cooler climates, which is why we find it in Northern Bulgaria. The best quality grapes are produced in a long, warm and dry autumn.

It has a medium-sized, cylindrical-conical bunch, with one wing, compact. The berries are medium-sized and spherical. The skin is dark blue to blue-black at optimum ripening, with abundant sticking. The flesh is juicy, with a pleasant flavour and freshness.





WINE PROFILE

Good red dry wines from the Gamza are characterised by a lively, not particularly dense ruby colour, a pleasant aroma of small red fruits, with a predominance of raspberry, a fine resinous and sometimes earthy tone, a distinct but soft freshness and a light structure. These are pleasant fruit wines suitable for everyday consumption. They tolerate shorter and moderate contact with oak well.



FOOD PAIRING

The ethereal body of the Gamza and its natural fruitiness makes it an excellent partner to many dishes, especially if served chilled (around 10°C). Try it with lamb stew, lamb liver-sarma, prosciutto or jamon, chicken livers in butter, or fattier fish such as pan-roasted salmon or oven-roasted mackerel. It's great for a pie with spinach (or other greens) and cheese - both hot and cold.

MELNIK

Synonyms: Broad Leaf Melnik (BLM)

The name Melnik unites several varieties that originate from the Broad Leaf Melnik vine. They were created to replace the parent variety, which, although very valuable, was too late maturing, capricious and susceptible to disease - a difficult variety in general. Here they are:

- Early Melnik or Melnik 55 - a cross of BLM with French Valdigier
- Melnik 1300 or Jubilee Melnik - a cross of BLM with Georgian Separavi
- Ruen - a cross of BLM with Cabernet Sauvignon
- Melnik 82 - BLM probably also with Cabernet Sauvignon, another cross

If a wine bottle label says "Melnik", it could mean a pure varietal wine of any of the local varieties, as well as a blend of two or more Melnik varieties.



ORIGIN and DISTRIBUTION

The Broad Leaf Melnik (BLM) is an old indigenous variety, endemic to the Struma Valley in Bulgaria (it does not grow elsewhere), and the center of its territory is the town of Melnik and the surrounding villages of Harsovo, Marikostinovo, Vinogradi, Kapatovo, Hotovo, etc., but also Sandanski and Petrich.

Broad Leaf Melnik is the grape of the historic Melnik wines, which are the focus of more than one or two interesting old stories and an important part of the local folklore.



CHARACTERISTICS

The variety owes its name to its leaves - large, broad, mossy, light green in colour with light veins. The cluster is medium to large, cylindrical-conical, with one wing, semi-compact.

The berries are medium-sized, spherical, coloured dark red. It is not cold-hardy and is rather late ripening, it requires hot conditions/excessive sunshine to ripen. Grape harvest begins in the first half of October but sometimes later. It is not resistant to grey rot and other diseases. To develop properly, this variety requires a high-temperature during spring, a hot summer, a long, warm, dry autumn, and a relatively mild and warm winter. However, achieving good maturity is generally difficult.





WINE PROFILE

If the grapes have ripened well, the wine can be extractive, with high acids and tannins, a prerequisite for long life and noble ageing. Recently, there have been successful examples of Melnik wines in a lighter, fruitier, finer, elegant, and smoothed style.

The aromatic profile of the Broad Leaf Melnik includes cherry, pit, small red berries, olive, dried herbs, pepper, tobacco, leather, and moss.



FOOD PAIRING

A specific variety with a lot of character and distinctive spiciness, but which is extremely gastronomic because of its naturally high acids. The Melnik will do well in the company of well-seasoned meat delicacies, lamb, mutton, veal, aromatic, and aged cheeses. An exciting combination would be duck or turkey with red fruit or cherry sauces. For the more daring experimenters - try it with risotto with porcini mushrooms.

RUBIN



ORIGIN and DISTRIBUTION

Rubin is a Bulgarian variety, a successful cross of two great varieties: the Piedmontese Nebbiolo and the French Syrah. It was registered by the Bulgarian State Variety Commission in the late 1940s and officially approved in 1961. However, climatic changes in recent years have allowed this heat-loving variety to develop well in the Danube Plain and in Northwestern Bulgaria.



CHARACTERISTICS

Rubin prefers hilly terrain with deep and medium-rich soils. It is medium-yielding, can be harvested in mid-September and accumulates good sugars (23-25%). It is disease-resistant, with a medium compact bunch and small berries. The skin is stringy, waxy, blue-black, full of pigment and tannins. The flesh is juicy and sweet with a fresh and balanced flavour.



WINE PROFILE

The Rubin varietal has a deep, almost opaque ruby colour and an intense fruity nose with aromas of red berries, sour cherry, cherry and raspberry. If it has been aged in oak for 2-3 years, which the wine tolerates well (even recommended), attractive notes of vanilla, cassis, walnut leaves, earthy tones and a slight spiciness emerge. In the best Rubin wines, the pure fruit takes over in the taste; the body is dense, with good structure, marked freshness and velour tannins.

Reduced yields and skilfully controlled vinification produce inimitably complex wines with 5-15 years of ageing prospects.

Rubin is a variety that could be one of the representative signatures of Bulgarian wine.



RED MISKET



ORIGIN and DISTRIBUTION

Red Misket is an old Bulgarian variety whose genealogy is unclear. Despite its 'red' name and pinkish-red berries, it produces white wines. It is distributed mainly throughout the Sub-Balkan valley and less in the Varna, Shumen and Sredna Gora regions of Haskovo.



FOOD PAIRING

Elegant and discreet, Red Misket will pair well with light dishes such as gratin, courgette soufflé, Caesar salad or quiche with sundried tomatoes and mushrooms. River fish, especially if pan-fried, would go perfectly with Misket, and of the meat delicacies, chicken or pasta with chicken and cream sauce is the best choice.



CHARACTERISTICS

Red Misket is a late ripening variety, ripening at the end of September-beginning of October.

The cluster is medium-sized (140-250 g), cylindrical-conical, sometimes with wings, with large, oval, semi-compact to compacted berries. The skin is thin and fragile. The flesh is juicy, tasty, fresh, and tender, with a slight vanilla-muscat flavour.

Several variations have been identified: with paler pink and more heavily speckled darker berries (typical of the variety) or darker pink to violet-red berries.



WINE PROFILE

Wines with a clear and delicate pale greenish-straw colour. Elegant and subtle aromas, with a noticeable presence of floral notes (white flowers, geranium, rose), complemented by delicate aromas of yellow and white fruits, as well as light vanilla. At the end of the aftertaste, notes of citrus and tropical fruits can be detected. The style of the wine is mineral, complex, and fine, with a light to medium body and medium length. Well-made Red Misket wines also have the potential to age - then the mineral tones become more subtle and take over the fruit.



DIMYAT



ORIGIN and DISTRIBUTION

Dimyat is a Balkan variety. It is supposed to originate from the area around Smederevo, Serbia. Its parents, recently identified by DNA testing, are the Moldovan Coarna Alba and the Central European Heunisch Weiss (Gouais blanc), considered the 'father' of nearly 80 varieties. Today, Dimyat is widespread in all countries of the Eastern Balkans.



CHARACTERISTICS

Dimyat is a white grape variety that can produce both white and dessert wines. It prefers chalky soils and ripens in the second half of September. The cluster is medium-sized (250 g), conical, sometimes winged, with large, oval greenish-yellow berries. The skin is thin and fragile. The flesh is juicy, tasty, and fresh, with a slight vanilla flavour.



WINE PROFILE

The colour of the wines is golden, and discreet notes of peach, quince, and linden characterize the wines. The body can be flexible and rich with a solid structure, while the nose is delicate with a low intensity. Acids are medium to high, suitable for blending with more aromatic varieties.

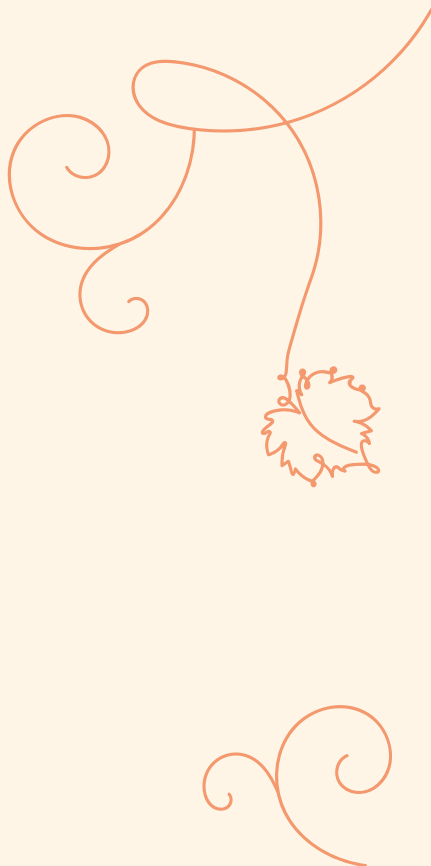
Careful handling in recent years has shown that it ages well on fine lees and tolerates some length and degree of contact with oak and even ferments with the skins using orange technology.



FOOD PAIRING

Suitable for typical Balkan regional dishes, especially vegetable dishes: imam bayildi, kyopoolu, vegetarian casseroles, and Greek-style zucchini. Black Sea fish is also an excellent partner for the Dimyat.

Try it with fried gobies, horse mackerel or red mullets, and larger grilled white-fleshed fish - bluefish, mullet, shad. It's also a natural combination with Black Sea mussels with lovage. For a more substantial dinner, choose a combination of pasta or risotto with a cream-based sauce.



THE BULGARIAN ASSOCIATION OF WINE PROFESSIONALS

The Bulgarian Association of Wine Professionals (BAWP) is an expert organisation uniting professionals working in all sectors related to Bulgarian wine.



The Bulgarian Association of Wine Professionals (BAWP) is dedicated to promoting the quality and potential of Bulgarian wine. Founded in 2020, BAWP unites individuals who share the common goal of progress in the wine industry by following a systematic approach, having a clear vision for cooperation, and supporting joint activities.

BAWP members believe that preserving Bulgaria's winemaking traditions and expertise is essential for improving the economic prospects of the Bulgarian wine industry, including wine tourism and the overall image of Bulgaria as a wine country. The organisation is committed to excellence and professionalism in all its endeavours.

BAWP initiates, facilitates and coordinates expert working groups fostering collaboration and inclusivity among stakeholders and professionals from the Bulgarian wine industry ecosystem, including winegrowers, winemakers, wine distributors and traders, retailers (incl. the HoReCa sector), science and education professionals, central and local authorities (incl. those linked to tourism), tour operators and travel agents, other industry organisations, and media.



www.bawp.bg

2025 CALENDAR OF BULGARIAN WINE FESTIVALS AND EVENTS

FEBRUARY

1 St. Trifon Zarezan

Trifon the Pruner - the Bulgarian patron saint of vineyards

8 Sofia

Urban Wine Tour - Tour de Zarezan

14 St. Trifon Zarezan (old style)

Celebrating the Bulgarian patron saint of vineyards

14 - 16

Wineries Open Doors in Melnik region

18 - 22 Plovdiv

VINARIA Exhibition Plovdiv

MARCH

22 Sofia

DiVino Top 50 Award Ceremony

APRIL

5 - 6 Varna

Wine & Food Festival

13 Sofia

Wine Women Show

9 - 11 Plovdiv

Wine and Gourmet Festival

MAY

12

Spring Wine Festival in South Sakar 4x4

17-18

Wineries Open Doors in Northeast Bulgaria

JUNE

7 - 8 Kazanlak

Rose Wine Expo

JULY

12

Summer Wine Festival in South Sakar 4x4

18 - 19

Varna WINEkend

AUGUST

15 Ljuty Brod

Vrachanski Misket Wine Festival

SEPTEMBER

12

Autumn Wine Festival in South Sakar 4x4

26-28 Stara Zagora

Augustiada
Wine and cultural heritage festival

26-27 Ruse

Urban Wine Fest

OCTOBER

3 - 4 Veliko Tarnovo

Urban Wine Fest

10 - 11 Varna

Urban Wine Fest

24-25 Plovdiv

Urban Wine Fest

26

International Mavrud Day
Bulgarian Wine Celebration

31.10 - 01.11 Sofia

Urban Wine Fest

NOVEMBER

21 - 23 Plovdiv

Young Wine Festival

28 - 30 Sofia

DiVino.Taste

DECEMBER

6

Winter Wine Festival
in South Sakar 4x4

14 Sofia

Christmas Wine Market



INTERNATIONAL MAVRUD DAY

A bold example of cooperation in the industry and one of the most successful Bulgarian Association of Wine Professionals initiatives, which is provoking international interest in Bulgarian wine, is International Mavrud Day, celebrated since 2020 on October 26.



The International Mavrud Day is an annual wine event that contributes to the promotion of Bulgarian wine and wine tourism on national and international level. It is one of the most significant events in the wine presentation of Bulgaria, which provides information and guides consumers through the complexities of Bulgarian wine, regions, producers, and wine experiences. Dedicated to one of the oldest and most distinctive Bulgarian grape varieties - Mavrud, the International Mavrud Day aims to provoke deeper interest in and appreciation for Bulgarian viticulture and winemaking. It strives to highlight the remarkable harmony between tradition and innovation that drives modern Bulgarian winemaking, as well as showcase the quality and stylistic diversity of Bulgarian wines.

The strategy is built around encouraging and supporting wine initiatives and activities throughout October, such as urban wine festivals, media wine tours, sightseeing trips for wine specialists, professional masterclasses, informational campaigns for professionals and wine lovers, classes and wine tastings for consumers, winery visits, wine-paired menus in restaurants and wine bars, events in specialised wine shops, wide media coverage of the event, and active promotion of activities through the dedicated interactive website with information about all events, wineries, locations, and promotions.

The International Mavrud Day is organised with the official support of Ministry of Tourism and Ministry of Agriculture.



www.mavrudday.com

We care about the environment, so we printed this brochure on recycled paper.
By doing so, we're taking a small but significant step towards sustainable practices.

From the vine to the global table.

Mastercard® stands behind the production of quality Bulgarian wine and foods and supports sustainability, nature conservation, and the development of rural areas as part of the winemaking process. This commitment builds off Mastercard's global pledge, announced in 2020, of USD 250 million in financial, technology, product, and insight assets to small businesses across the globe, including Bulgaria, over five years.

Wine and slow food small businesses need access to support and resources that will empower them to thrive.

Mastercard has been instrumental in advancing quality, sustainability, and global recognition of Bulgarian wine through strategic partnerships. Mastercard's collaboration with organizations like the Bulgarian Association of Wine Professionals (BAWP) signifies a holistic approach to industry development, encompassing economic growth, environmental solutions, and social responsibility.

Mastercard supported Bulgarian wineries to participate for the first time at the Slow Wine Fair in 2024, which enables Bulgarian winemakers to showcase their top quality products on an international stage, facilitating networking opportunities and expanding market access.

Mastercard plays a pivotal role in reshaping the wine industry for the better by supporting sustainable practices and promoting digital payment solutions for wineries and vineyards. Championing innovation drives positive change for businesses and especially small and family owned ones, that are the foundation of any economy and the pillars of communities.

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