

# National Lavender Festival 2022

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*For the eighth consecutive year, the traditional host of the Srednogorie edition of the Lavender Festival is the village of Sredno Gradishte in the Chirpan region. The festival dates are 24 and 25 June – Midsummer’s Day (Enyovden). Here, at the foot of Sredna Gora Mountain, some of the first experimental lavender plantations in Bulgaria were established more than 70 years ago. Immediately after Srednogorie, Dobrudzha will host its Lavender Festival on 1 and 2 July in the town of General Toshevo.*

The National Lavender Festival has been held since 2014 in Srednogorie and Dobrudzha. The organiser is the Association “National Lavender Festival”, whose initiative has become an annual tradition. The festival is dedicated to producers, processors and consumers of lavender and essential oils, as well as to all admirers of the aromatic plant.



The Srednogie edition of the celebration will start on Friday, 24 June, with a hiking route to an ancient chapel in the village of Stoyan Zaimovo – St. Panteleimon, built in 1212 and existing for more than 300 years before being destroyed during the Ottoman invasion. The Friday programme will continue with the opening of a traditional lavender bazaar, an art panel and creative stage performances, while at the same time the most modern essential oil distillery in the region, “Gradishte Agro”, will open its doors to visitors. There will be a walk to the lavender plantations for the very popular “lavendering” – photos among blooming lavender, a children’s workshop and a “King and Queen of Lavender” contest, wine tastings accompanied by local culinary specialties.

Exquisite items, souvenirs and appliqués with lavender, made by local artisans, organic cosmetics, sweets, lavender honey, a special selection of truffle products and boutique wines will be offered at the specially organised Lavender Bazaar. The “Wine” zone will attract the attention of festival guests with thematic wine tastings of different wine flavours and brands produced by boutique wineries from Southern Bulgaria. Culinary adventure seekers will be deliciously surprised by the participation of two top chefs – Chef Stiliyan, known from MasterChef, and Chef Kaloyan Dobrev, who will present traditional dishes in an accessible yet innovative way of preparation and presentation. A vintage car parade will delight connoisseurs of collector brands. The Stara Zagora Car Club “Retro”, a traditional partner of the festival, has prepared its special participation with iconic car models. Along with the rich and diverse musical, folklore and dance programme, the star highlight of the festival is a gala concert by one of the most beloved and popular Bulgarian performers, Veselin Marinov.

## Programme of the Lavender Festival in General Toshevo

A special partner of the eighth edition of the National Lavender Festival is the National Rural Network, whose main mission is to support the development of rural areas in the country. The specific cultural and historical characteristics of each individual region are opportunities for an innovative business model in ethno, herbal, historical, cultural, gastro and wine tourism.