

The wines of the Western and Central Danubian Plain - an opportunity for the development of the tourist potential of the region

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Date: 12.06.2023 Issue: 6/2023



Through the joint efforts of the owners of the wineries from the Western and Central Danubian Plain and with the personal commitment of the Danube winery Chateau Burgozone, the first wine map of the region was created.

Seventeen wineries are participating in the project: Agrofiness, Ahinora, Bononia Estate, Borovitzka, Chateau Burgozone, Villa Grivitsa, Vrachanska Temenuga, Gorun, Dos Alamos, Domaine Saint Georges, Winery Lilyache, Magura 1967, Ponte Dio, Winery Svishtov, Tipchenitsa, Haralambievi, ShaToni. Along with the wineries in the region, the Institute of Viticulture and Enology – Plevna is also part of the wine map.

The region is characterized by a temperate-continental climate with a hot summer and a large number of sunny days. It encompasses the central and western part of the Danubian Plain, the southern bank of the Danube and its adjacent areas. The 17 wineries located on the new wine map cultivate about 1,000 ha of their own vineyards, where they grow 13 Bulgarian and 23 international grape varieties. The wine varieties Muscat Ottonel, Gamza, Cabernet Sauvignon, Merlot, Chardonnay, Aligoté, Pamid and others are widespread.

Unfortunately, only 4% of tourists in Bulgaria are directed to this region, rich in natural, historical, cultural and culinary landmarks.

Therefore, the ambitions of the creators of the wine map are to make the Danubian region more recognizable and preferred for wine tourism, as they hope that in the future more wine festivals and events will be organized to showcase to tourists the enormous potential of the region.

Step by step, this as yet undiscovered part of Bulgaria can turn into a desirable tourist destination, thanks to the qualities of its local wines, history and natural attractions. The first part of implementing the initiative will be joint work with the local authorities, who are expected to place signposts to guide visitors. Of course, one of the leading steps in promoting the region is the inclusion of local wines in PGI Danubian Plain.

The wine map is the work of the artist and graphic designer Rosen Yordanov, who recently won the UBA award for caricature in memory of Boris Dimovski. The map features his original drawings of the wineries and of 20 natural, cultural and historical landmarks in the area.

Part of the first print run of the map is being distributed through the Ministry of Tourism at the National Tourist Information Centre and during exhibitions in Bulgaria and abroad. The map is bilingual – in Bulgarian and English. You can see the map [HERE](#)

The new wine map was officially presented in Sofia at the end of April at Culture Beat Club – NDK, where guests had the chance to taste the wines described on the map.



12th Edition of the Balkan Wine Festival 2023

After the huge success of the 11th Balkan Wine Festival, which was held outdoors as an urban festival in front of the NDK in Sofia, this year once again the organizers are targeting the younger audience, for whom wine is already an integral part of social life.

The better way to spend Thursday evening, Friday evening and the weekend with friends – 22–24 June in front of the NDK, outdoors!

The distinctive “Wine Town” of the Balkan Wine Festival will offer visitors a variety of opportunities to spend three fun days at the beginning of summer.

Among the highlights this year are:

- 50 tents with over 100 wineries;
- Tents with food products and dining areas;
- Culinary delicacies;
- A Golden Tent with the award-winning wines from the competition;

- Photo corner;
- Pet-friendly zone;
- Stage with musical performances and a themed stand-up programme;
- Merchandise sales area;
- Festival bookshop;
- Painting with wine.

... and many more surprises that will fill your senses with emotions and pleasant memories!