

“Days of Local Wines in Yambol” are being organized for the first time on the eve of Trifon Zarezan

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The new initiative will provide better visibility and recognition for wine from the Yambol region on the eve of the Festivals of the Vine Grower, of Wine and of Lovers. During the event, the three Yambol wineries – “Villa Meden”, “Lozenets” and “Balar” – will present their wines in the local restaurants “KelnerЪ”, “Po noti” and “Borovets” from 23 to 25 January.

“Days of Local Wines in Yambol” will be held for the first time at the end of this month in the town of Yambol. In the period from 23 to 25 January, three wineries from the region will present their wines in three local

restaurants that are connected with producers and products from the Yambol area. The aim of the initiative is to provide visibility for local wines and wine producers in the season when this beverage is most popular and sought after.

The wineries presented at the event will offer white and red wines, as well as rosé. Each wine tasting will be led by a wine specialist, and during the evenings there will be a demonstration of wine decanting, as well as a photographer who will preserve the memories of the pleasant experience. The organizer of the initiative is the local non-governmental organization “Yambol – Taste and Traditions”.

“Days of Local Wines in Yambol” aims to increase the demand for local wines, especially on the eve of the festivals of the vine grower and of wine, and why not also of lovers. “The demand and consumption of products from the region preserves local livelihoods and thus there is more Bulgarian production,” commented at a press conference Antoaneta Sabeva, Chair of the “Taste and Traditions” Foundation.

“It is very important for us to create a connection between people who love wine, to make them familiar with what is produced in our region and to present to them a high-quality product,” said winemaker Georgi Chalakov, participant in the “Days of Local Wines in Yambol” initiative.

“Yambol Region has excellent conditions for growing grapes. In 2023, the areas planted with wine vineyards exceeded 36,000 decares, and more than 5 million liters of wine were produced. There are several wineries here, but the town still does not have an emblematic wine event, despite its advantages,” commented Georgi Sabev, former Deputy Minister of Agriculture, who honored the start of the initiative in Yambol. “In the last ten years, almost without interruption, there has been a decline in wine production on a national scale. At the same time, however, many wines from other countries and distant continents are offered in retail chains. This shows that Bulgarians are looking for quality and diversity, but also that at the same time there is a niche for local producers. Better visibility of local Bulgarian wines means higher incomes for the local economy. If every adult resident of a region like Yambol, with slightly over 100,000 inhabitants over 18 years of age, spends 10 leva every month on a local product, then every month one million leva will remain in the local economy. We must not underestimate the power of the local consumer and market,” Sabev also said.

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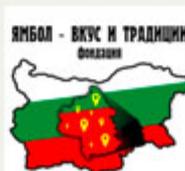
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