

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Angel's restaurant



Source: <https://bistroangels.com/>

Country/region of operation: Varna, Bulgaria

Sustainability dimension: social, environmental

Description of the enterprise/initiative: A buffet restaurant in the heart of Varna city offering vegetarian and vegan food made with love, from fresh, natural bio products and the use of ionized Kangen water. The food is free of preservatives, enhancers, flavours, colorants and other E-s. No white sugar, white flour, refined oils, semi-finished products and prepared canned sauces. But as this is not enough and the owners want to make sure that everything they offer does not have herbicides, fertilizers and other chemicals, they produce themselves some of the products and other get from like-minded people.

Social/ community impact sought: With the use of the Kangen water, the owners sought to raise the awareness of the customers about the benefits of consuming the ionizer water. It is rich in antioxidants that neutralize free radicals, neutralizes acidity in the body, hydrates the body perfectly and helps metabolism, and starts a self-healing process.

The idea for buffet type restaurant and self-service had arisen because the owners think that choosing food is a right of the customer and by seeing the food exhibited and simply taking as much as he/she wants, he/she will not waste time waiting and will not get anything different from his/her expectations.

Stakeholders: vegetarians and vegans as well as people looking for such food and/or activities

Approach applied: vegan and vegetarian clients targeting, eco-food approach

Innovation applied: Cooking with ionized water Kangen, which makes the food healthy and unique. Kangen Water is an extremely powerful immune-stimulator and helps people in the fight against cancer.

The music played in the restaurant is specially selected to calm the customers and make them feel better. Moreover, all over the place there are books for healthy eating and lifestyle.

Social impact and business results achieved: The restaurant is a favourite place for the vegetarians and vegans in Varna as well as for all the people who want to eat healthy food. As it turned out that the regular customers visiting the restaurant have other in common except their food preferences, the owners created a hall for spiritual practices, yoga for pregnant women, fly yoga, dancing and aerobics next to the restaurant so that the visitors can practice their hobbies and eat together. The hall is also adapted for lectures and culinary courses.

Financial situation / sustainability of the business model: Sustainability is ensured by the health benefits of the food served at the restaurants, the self-production of products and the local supply of organic ingredients, the weekly menu and seasonality of the dishes, the self-service and the additional activities organized.

Key success factors: target group specialization, innovative approach for combining activities

Challenges and problems: Clients' demand for super foods and exotic ingredients consumption which contradicts to the owners' philosophy of local products usage.

Year when the enterprise was created: 2016

References (web-site, intent links, video, etc.): <https://bistroangels.com/>