

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: BEERBOX



Source: <http://beerbox.bg/gallery/>

Country/region of operation: Sofia, Bulgaria

Sustainability dimension: environmental, economic, social

Description of the enterprise/initiative: BeerBox is the first beer restaurant in Bulgaria built from transport containers.

Four huge shipping containers, a dexterity of skill and a true business flair are needed by the owners of BeerBox to put this place on the city's culinary map for only a month. In the heart of the Mladost quarter of Sofia, they give life to a restaurant with a short and tight menu, which makes its reverie to the better beers from the world and in the country.

The restaurant has seats for 60 people and a summer garden for 80. The restaurant offers over 100 beer types as well as Galleon - peal alle own production. The Pale Eil (Light Eagle) is a style that has only been in Bulgaria since last year or two. But there is a much longer story. For the first time in 1642, it was mentioned that coke was extracted as a fuel for malting, because of its burning properties, it did not release soot and smoke. Until then, the brewers of Albion have baked malt, stirring peat and wood, giving a smoky nature and a brown color to the grain. While coke gives a lighter color to the malt without the smoke.

Social/ community impact sought: Creating a different, yet simple place offering delicious food and beers for connoisseurs.

Stakeholders: people living and visiting Sofia, beer and meet lovers

Approach applied: simple yet different appearance, repurposing of shipping containers, use of organic and local products, self-cooking

Page | 2

Innovation applied: BeerBox is the first beer restaurant in Bulgaria built from transport containers but what distinguishes it from all other places are specially installed on each table bioelectric grills, which everyone can prepare their own food if desired.

Social impact and business results achieved: The food menu is short, and when asked about it, the explanation was tied to the owners' desire to always provide fresh and quality food. As result, the restaurant is always full. Only in one year it has become so popular and recommended that the owners have invested in their own beer.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the use of old shipping containers for the construction of the building, the installation of bio electric grills on each table, so that customers can cook their own food based on their preferences, the special selection of meat from a farm in Yambol, the use of 100% natural organic fruit juices, the home-made bread and lutenitsa as well as the introduction of own beer.

Key success factors: innovation, low-cost investment, constant development

Challenges and problems: A challenge was seen in starting such business as the owners are architects and have no knowledge and skills in the restaurant business.

Year when the enterprise was created: 2015

References (web-site, intent links, video, etc.): <http://beerbox.bg/>