

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: BAGRI**



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Source: <https://www.facebook.com/bagrirestaurant>

**Country/region of operation:** Sofia, Bulgaria

**Sustainability dimension:** environmental, social, culinary

**Description of the enterprise/initiative:**

BAGRI is a family-owned restaurant, part of the Slow Food network, located in the heart of the vibrant city of Sofia. It embraces the beautiful contrast of modern culture and tradition to create a dining experience, unique for the city. Every product, every grain of salt used in the restaurant is produced locally. The owners are meticulous and precise on how they choose the products, some which they produce themselves.

**Social/ community impact sought:**

The idea behind “Bagri” was born out of the necessity and lack of quality food, raised by local farmers in the right season of the year. The owners take selecting and choosing the products to the next level by personally contacting farmers around Bulgaria who have special attitude towards growing food. Bagri’s mission is to show the clients the food route “from seed to plate”. In this family restaurant the visitors can enjoy the real taste of the real food.

**Stakeholders:** People who want to eat healthy seasonal locally-grown clean food

**Approach applied:**

The family believe in seasonal, quality and local food. They own a farm which is located in the Persin natural park, famous for the abundance of beautiful islands along the Danube river, and unique biodiversity preserved for decades. The terrain they naturally breed around 200 “Lakon” sheep is called “Troyane” and is a part of the Natura 2000 natural reserve. Except for the sheep which provide the milk and milk products used in the restaurant, the farm contains around 200 acres of vineyard, in transition to biological production, from where they acquire the wonderful varieties “Cabernet Sauvignon” and “Pinot Noir”. Striving to offer local and seasonal food the owners also work only with eco and organic farms from all over the country.

**Innovation applied:**

Bagri is the first seasonal restaurant in Bulgaria, following the principles of good, clean and fair food. The innovation applied is the constantly changing menu offering different dishes according to the season.

**Social impact and business results achieved:**

The menu of “BAGRI” is better than diverse. It is a mirror image of the fruits of nature. It is constantly changed, according to the season, usually every month and a half. According to the owner, the qualities of seasonal produce make the food not only tasty, but also healthy. As Bagri works with small family farms, the enterprise contributes for the market realization of their products.

**Financial situation / sustainability of the business model:**

In general Bagri strives to preserve indigenous breeds, antique varieties and species by giving them a unique culinary look and contributing to their cultivation.

The economic sustainability of the business is ensured by the closed cycle of production and market realization, and the social and environmental sustainability is bolstered by the use of seasonal healthy local and organic products.

**Key success factors:** Innovation, closed cycle of production and realization, contribution to other businesses’ development.

**Challenges and problems:** Even though, the seasonal menu is the distinctive feature of the restaurant it is seen as a challenge since once tried a certain dish, the customers often demand to have it the next time they visit the restaurant.

**Year when the enterprise was created: 2015**

**References (web-site, intent links, video, etc.):**

<https://www.bagri-restaurant.bg> <https://www.facebook.com/bagrirestaurant/>

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