

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: LAVANDA Bed & Breakfast

Page | 1



Source: <http://www.lavanda.bg/en-gb>

Country/region of operation: Kovatchevitsa,

Sustainability dimension: environmental, social, economic, cultural

Description of the enterprise/initiative: Lavanda is a classic Bed & Breakfast hidden in the serene Rhodope mountains of Southern Bulgaria. It is a place where time stops and the spirit rejuvenates through the simple joys of the crisp air, the peaceful pace of village life, the hearty local food and the warmth of smiling people and homey surroundings.

Lavanda Bed & Breakfast is built in the traditional Kovatchevitsa style, using local stone and ancient techniques to recreate the experience of old bucolic life. The rustic façade is complemented with all the elements of modern comfort that make the guests' stay enjoyable and effortless.

Lavanda Bed & Breakfast features 3 guest bedrooms, each with unique theme and furnishing - Lavender, Walnut and Sunflower room. The traditional design incorporates gracefully top-of-the-line modern amenities. Each room features bathroom with environment friendly "Duck Island" bath products and luxurious towels. All beds are equipped with fine linen and exclusive MemoryFoam mattresses. Pillow menu is available for the guests.

Catering is also provided as the dishes prepared in Lavanda are made with seasonal, organic products from small local producers and herbs from own garden. Vegetarian, vegan or gluten-free meals are prepared upon request.

Social/ community impact sought: Offering luxury accommodation in Kovachevitsa while empowering the society by creating job places both in the hotel and in the production facility of Lavenda.

Stakeholders: guests, society

Approach applied: Use of organic and local products, cultural heritage and traditions' protection,

Innovation applied: Inspired by the tasty wild fruits growing in Rhodope Mountain near the village of Kovachevitsa, amazed by their flavours Lavenda started producing their own brand of jams and liquors using gourmet recipes, fresh, aromatic herbs, less sugar and new generation canning style in order to preserve the fruits, in best possible way and to keep the most of their aroma and fresh structure. In addition, all Lavenda homemade products can be purchased for delivery in Sofia.

Social impact and business results achieved: Except for offering accommodation, the company has added value to its business by self-producing some of the ingredients/products used in the kitchen, as well as by creating own brand of jams and liquors.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the choice of location – Kovachevitsa is a historical and architectural reservation, therefore by investing in the tourism development of the region, Lavenda is preserving the cultural heritage and significance of the place. By offering local, seasonal, home-grown products the business is empowering the small local farmers. In addition, though establishment of own brand of jams and liqueurs, Lavenda is adding value to the business and enhance its sustainability. Last, but not least, the guest house is taking measures for preserving the environment – waste management, use of environment friendly bath products and detergents, energy efficient appliances and lighting, etc.

Key success factors: environment and social responsibility, own production

Challenges and problems: small capacity; relatively high prices

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://www.lavanda.bg/en-gb>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.