

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Loving Hut**

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Source: <http://lovinghut.bg/za-nas/>

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

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

**Description of the enterprise/initiative:**

Loving Hut is one of the largest families of vegan restaurants in the world and is the winner of VegNews 2010 Favorite Vegan Restaurant award. There are more than 200 outlets in major cities all over the world. Loving Hut is also the fastest growing vegan restaurant in the world with international locations spanning across multiple countries in Asia, Europe, North America, Central America, South America, Australia and New Zealand.

**Social/ community impact sought:**

Loving Hut is created with the vision that all beings can live in peace, love and harmony with each other. As a restaurant or café, Loving Hut provides consumers with great tasting, high quality and healthful pure vegan food along with speed, value and convenience.

**Stakeholders:** People in Sofia

### **Approach applied:**

Founders of Loving Hut Sofia are Gergana and Krassimir Kerashki. In the beginning, they started their business in Plovdiv in 2014 under the name of "Vega Cuisine" with supplies of vegan food at home. They were later included in the Plovdiv agricultural markets. But Gerry and Krassi's big dream is to open a vegan healthy restaurant that is open every day for those who want to touch the delicious and healthy Vegan food. Such an opportunity appears and in April 2015 they move from Plovdiv to Sofia and open the first Loving Hut in Bulgaria. It is situated in the center of Sofia near the National opera house.

### **Innovation applied:**

Loving Hut Sofia is the first vegan enterprise from the family in Bulgaria. In essence, Loving Hut is to be a Loving House of Heaven, filled with divine light and warmth, where nourishing Loving food for the body, mind, heart & spirit is served. All of the menu items are made with only wholesome, plant-based ingredients.

Unlike with the other restaurant chains, each Loving Hut is individually owned, with the autonomy to choose its own menu, thus giving a distinctive difference among all of the locations. This innovation is based on the principles of sustainability and is necessary because of the food/product differences in the different countries.

Loving Hut Sofia does not use white sugar. Sweets are sweetened with fruits, agaves or different types of jam. Also, sunflower refined oil is not used, but fats that are persistent and do not become toxic in heat treatment such as rice or grape seed oil or coconut oil. For bakery products the owners use flour from spelled, ground in place. The restaurant does not have a microwave. Cooking is made in front of the clients.

### **Social impact and business results achieved:**

Loving Hut believes that a plant-based diet is healthier, more compassionate, and is the only sustainable diet for the whole planet.

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

Sustainability of the business is ensured by the use of local, seasonal products and the use of only healthy ingredients. In addition, the sustainability is enhanced by the self-involvement of the owners, the delivery services and the production of vegan party cakes upon request.

**Key success factors:** resource-efficiency, self-involvement, location

**Challenges and problems:** People should not be divided by eating habits and preferences. Many vegans share that they like the food in the Loving Hut but they don't go there with friends because many of their friends are not vegan and the restaurant has nothing to offer them, so people prefer a place with options for the ones eating and not eating certain food.

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

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

<http://lovinghut.bg/za-nas/>