

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Restaurant Thirteen Stairs

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Source: <https://www.google.bg/>

Country/region of operation: Sofia, Bulgaria

Sustainability dimension: social, cultural, heritage-based

Description of the enterprise/initiative:

The Thirteen Steps Restaurant is extremely original and interesting knight restaurant that offers its guests 140 seats divided into four halls: Empire, Barbecue, VIP Hall, Knights' Hall and Unique Summer Garden and Terrace. The food is prepared with care and love and in line with the Bulgarian culinary traditions.

Social/ community impact sought:

Creating a dining place where people can enjoy knights' show with medieval food, performances and dances.

Stakeholders: Residents and visitors to the capital

Approach applied:

The restaurant is located in the center part of the capital - Sofia. The interior is entirely made of frescoes and natural stone. Leonardo da Vinci paintings' extract is used for the

frescoes, and each with its uniqueness brings a message from the knights' world and provokes the thought of glorious times full of nobility and honour. A total of 13 different character elements that have hidden meaning and provoke imagination are located on the walls and the ceilings of the restaurant. An example of this is the map of Bulgaria, which is mirrored on one of the ceilings, and when visitors look in their glass they see the entire country in it.

Innovation applied:

The Thirteen Steps Restaurant is the only knight restaurant in Bulgaria.

Social impact and business results achieved:

The restaurant provides unique opportunity for its visitors to go back in time, eat with hands, dance medieval dances and wear ancient-looking clothes.

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the regularly-organized events, private parties, the catering services that the enterprise also offers and the innovative approach applied.

Key success factors: uniqueness, innovative approach, compliance with Bulgarian culinary traditions

Challenges and problems: The division of the restaurant in separate halls doesn't allow the organization of big events at one place.

Year when the enterprise was created: 2009

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

<https://www.facebook.com/13stapala/>

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