

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

Subsidy Contract No. BMP1/1.3/2616/2017

Best-Practice Database

Sustainable Development Solutions for Hospitality SME

Company name: Shtastliveca



Source: <https://www.shtastliveca.com/en/index.html>

Country/region of operation: Veliko Tarnovo, Stara Zagora and Sofia, Bulgaria

Sustainability dimension: Environmental, social, economic

Description of the enterprise/imitative: The restaurant chain Shtastliveca was established in Veliko Tarnovo in 1997 and shares with Aleko Konstanstinov, not only his pseudonym but also takes us back to the interior solutions typical of the 1930s urban home style in Europe. "A collection of tastes and aromas" is the motto of the creators and chefs in the kitchens of "Shtastliveca", who have repeatedly represented Bulgaria at a number of culinary festivals and competitions. The combination of well-prepared delicious food along with the magnificent view of the old town of Veliko Tarnovo and the elegant homelike atmosphere evoke sensations that one would not forget.

The original menu, presented in the form of a photo album features a wide range of authentic, European and Bulgarian national cuisine. A fresh lunch menu is available for each day of the week and a carefully selected seasonal menu is provided with fresh ingredients typical for the particular season. One of the trademarks of Shtastliveca Restaurants are the thematic nights inspired by the cuisine, music and sensations of different nationalities. The author of the Old Part Shtastliveca – Veliko Tarnovo interior is Prof. Ognian Lambev, a professional designer. The furnishing of both levels of the restaurant is thematic. Dedicated to the time when the great writer Aleko Konstantinov - "Shastlivetsa" lived and worked, Prof. Lambev has carefully selected the elements that thematically take guests back to the era of the secession.

On the first floor an over 120 sq.m. Hall 1 is situated, designed for 70 visitors. Here is one of the emblematic terraces of Veliko Tarnovo ... including 50 seats and a fabulous view of the whole old part of the town. The elegant furniture is made of solid wood, wood and leather. The feeling of warmth and coziness is enhanced by floor ceramics, "natural" stone and subdued lighting. A portrait of the writer with the creative nickname "Shastlivetsa" occupies a central place in the hall. Set over the fireplace, he brings a light nostalgia of the time of that significant man, the happy Aleko Konstantinov. The interior of the sophisticated salon is complemented by the cabinet look of many decorative elements and accessories that reinforce the classic view of the room.

Hall 2 is located on the second floor of the most visited by tourists street in Veliko Tarnovo and has a capacity of 60 people. It is furnished in an original way and recreates the setting of an Italian pizza restaurant from the end of the 19th century. The foreign sound is created by the pleasant unobtrusive blend of fine materials and noble colors. The original pizza baking oven occupies a central place in this room. It is made of French quartz and the preparation of your pizza is one of the main attractions in the restaurant.

The open-air summer garden at this level has 70 seats for visitors and is part of the authentic old part of Veliko Tarnovo.

Stylish utensils, authentic souvenirs, bronze candlesticks and the textile on the tables, as well as the many reproductions of the artists Klim and Mucha, the authentic Viennese balls and concerts, add to the old-fashioned sound of the restaurant "Shtastliveca" 1. The dishes are entirely homemade, prepared with quality and specially selected products and the new techniques in the preparation of the food is the wink to modern times.

Social/ community impact sought: Shtastliveca restaurants are all about feeling at home, as well as experiencing a collection of tastes and aromas

Stakeholders: residents and guests of the city

Approach applied: Local and organic, seasonal food

Innovation applied: The restaurant is furnished with custom made and boutique furniture making the customers feel like they have travelled back in the days or have been teleported in their grandmother's old house or even in a fairy-tale.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the use of local and seasonal products, the preservation of the Bulgarian cultural heritage and the regional culinary traditions.

Key success factors: attention to details

References: <https://www.shtastliveca.com/en/index.html>

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