

**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:** Stariya Chinar



**Source:** <http://www.stariachinar.com/>

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

**Sustainability dimension:** Environmental, social, economic

**Description of the enterprise/initiative:** A restaurant chain offering international, seasonal food prepared with love and attention to details using the newest culinary technologies.

Cozily snug under the old plane tree, hence its name, the restaurant is warmly waiting for guests' to enjoy the Bulgarian hospitality.

This traditional authentic Bulgarian ambience and the fire place are perfect addition to all incredibly delicious homemade meals from the Balkans culinary, prepared in original and spicy style.

The juiciest meat is cooking on the BBQ, and the treats, based on traditional recipes incline to friendly chat with a glass of red wine.

**Social/ community impact sought:** The restaurant offers delicious food and pleasant atmosphere as at the same time striving to lower its CO2 footprint by minimizing the use of processed and imported food ingredients, frozen products and long thermal treatments.

**Stakeholders:** Customers and society in general

**Approach applied:** Local and organic, seasonal food

**Innovation applied:** The restaurant uses the newest and modern technologies for food preparation including the sous vide method

**Financial situation / sustainability of the business model:** The sustainability of the business model is ensured by the utilization of the capacities of local small companies who supply the restaurant with seasonal fruits, vegetables, herbs, sea food, etc. By purchasing the ingredients needed in the restaurant from the local producers and by promoting the local beverages and wines, the restaurant is promoting the region's production and empowering the society and the local economy. Moreover, the appliances and technologies of food preparation used in the restaurant are resource-efficient and correspond to the owners' main goal to offer quality and healthy food, as at the same time protect the environment.

**Key success factors:** Attention to details, self-involvement, short menu with dishes mainly using seasonal products - change of the menu according to the season, local suppliers/small farmers, high quality of products, thematic evenings, local wine and beverage list.

**References:** <http://www.stariachinar.com/>