

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: The Mussel Farm Dalboka

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Source: http://agenciazvezdenpraznik.blogspot.bg/2014/09/blog-post_23.html

Country/region of operation: Kaliakra, Bulgaria

Sustainability dimension: environmental, resource-efficiency, facility management

Description of the enterprise/initiative:

The Dalboka Ltd. specializes in cultivation and production of ecologically clean Black Sea mussels from the *Muthilus Gallaprovincialis* species. Initially, the farm only used to grow and sell wholesale mussels to markets and restaurants, but when the owners spot the interest of the locals and tourists to the site itself, they decided to open a small restaurant next to the farm.

Social/ community impact sought:

The mussels are preferred and healthy food since remote past. As far back as 2000 years ago the Romans included the mussels in their menu. Since then until nowadays the consumption of mussels increases because of the delicious dishes, which may be prepared and the unique composition and healthy components of their meat. The sought impact was enabling the visitors enjoy fresh-made mussels' dishes while watching the sea and the farm where the mussels are grown.

Stakeholders: fans of mussels and seafood

Approach applied:

At the very sea coast above the bay and the farm is located Dalboka mussel restaurant. The restaurant offers an opulent menu of fresh sea mussels, which are obtained from the mussel farm, as well as variety of dishes of sea gifts. The opulent and delicious menu would satisfy and the most exacting taste. Besides the mussel specialties the menu includes selected fish and fish delicacies, fresh salads and appetizers. Here the visitors enjoy magnificent view, listening to the whisper of the waves, absorbed in one incredible atmosphere.

Innovation applied:

It is the first mussels' farm to open also a restaurant and to welcomes visitors.

Social impact and business results achieved:

Since its opening, the restaurant enjoys a great interest of visitors from the region, the country and abroad. Even though it is more of a summer destination and the prices in the restaurant are relatively high, the dining area is fully booked during all seasons showing the customers' satisfaction is higher.

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the high-quality and high-capacity production of mussels which are being distributed throughout the restaurants in the area. Moreover, the innovation applied – adding restaurant to the company's capacities – adds value to the products and bolsters the sustainability of the business by elongating the production-delivery chain.

Key success factors: Closed cycle of production and delivery to the end customer

Challenges and problems: The mussels are a natural „bioindicator” about the cleanness of the water, in which they live – they develop only in clean waters. In order to be possible for the mussels to live and propagate, the Dalboka mussel farm was created in a remote and ecologically-clean location to which there is no asphalt road and it is difficult to be reached because the terrain is very steep. However the challenge didn't hinder the people who wanted to visit the place. They just used to park their cars next to the asphalt road and walked 3 km on the steep hill to reach the farm. Still, the place was not child- and disabled-friendly. The problem was later solved and nowadays there is a road and parking lot for the visitors.

Year when the enterprise was created: 1994

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

<http://dalboka.bg/Dalboka/index.html>

<https://www.youtube.com/watch?v=WUZRYvmZfGQ>