

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Tililey restaurant**



Source: <http://tililei.com/gallery.html>

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

**Sustainability dimension: environmental, social**

**Description of the enterprise/initiative:** A restaurant where the food is prepared with local, organic products on the basis of the owner's culinary experience, chef's skills, and the use of state-of-the-art technology and equipment for the culinary art of leading German companies.

The food is prepared in small quantities, with attention to health benefits and needs of the client. The presence of fish, birds, meat and vegetables ensures diversity and a right mix for everyone, depending on their health status.

**Social/ community impact sought:** To give the customers the opportunity to experience the pleasure of properly prepared dishes - the right food according to the requirements of healthy eating. The restaurant is striving for the closest relationship between price and quality.

**Stakeholders:** people who want to eat healthy food, people who want to change their eating habits

**Approach applied:** technology-based and local-products based approach

**Innovation applied:** Preparing food with machines and equipment working on the principle of slow cooking - sous-vide appliances, slow-cooking ovens and convection ovens.

**Social impact and business results achieved:** The restaurant became a place where people can go and be sure that the food they consume is prepared with quality, clean, local products based on the principle of separate nutrition, avoiding the blending of carbohydrates with proteins, for example, therefore they can simply enjoy the taste of the healthy food.

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**Financial situation / sustainability of the business model:** The restaurant uses as many products as possible from ecological areas in the region. The dishes are based on traditional recipes and the principle of separate nutrition. Bolstering the sustainability, the food is prepared in small quantities in compliance with the principles of the healthy nutrition. The dishes are prepared by the owner of the restaurant who also controls the slow cooking technology.

**Key success factors:** using local products, following the principles of separate diet, slow cooking and taking into consideration the Bulgarian preferences for food's taste.

**Challenges and problems:** insufficient number of organically certified farms in the region, legislation issues in terms of preparing food for public consumption using homemade products, presence of not unhealthy dishes in the menu

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://tililei.com/>