

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Zlaten Rozhen

Page | 1



Source: <https://www.zlatenrozhen.bg/en/about-zlaten-rozhen-wine-cellar/>

Country/region of operation: Kapatovo and Rozhen villages, Bulgaria

Sustainability dimension: cultural, social

Description of the enterprise/initiative:

The winery of Zlaten Rozhen is located in the village of Kapatovo, in a land property of approximately 4000 m². The winery is a modern architectural complex, with a fully completed production cycle, starting with grapes and ending at the bottle of wine. It is equipped with the most modern fermentation facilities with options to optimize and control all processes of vinification, maturing, stabilization and bottling of the wines. The winery has a gustation room, where group- and individual gustations are available, as well as wine tours for the wine connoisseurs.

Except for the production facilities, the winery's touristic capacities are supplemented by the Zlaten Rozhen Hotel, located in the immediate proximity of the Rozhen Monastery.

The region where the business is located is known for its mild climate, numerous sunny days, and fresh air, which are the main factors to guarantee for the full value of the guests' recreation.

Social/ community impact sought:

With attention to each and every grain, with immense love and skill, combining the traditions of this wine region with new trends and technologies in winemaking, the team objective's is to give the visitors the opportunity to enjoy wine masterpieces while dining or relaxing in Rozhen Hotel.

Stakeholders: wine lovers, sommeliers, connoisseurs, etc.

Approach applied:

In addition to opportunities for wine lover/ connoisseur/ oenophile/ sommelier tourism, and wine degustation, the hotel offers wide opportunities for relaxation, sports, and entertainment. It offers a clever combination of the Bulgarian Renaissance culture, so typical of the region, and the luxury and modern amenities guaranteeing the visitors' comfort.

At the hotel's first floor level, a unique degustation hall can be found where professional sommeliers and clients can do degustation of wines being the entity's own produce.

In the tavern located on the second floor level and arranged in an old-time life style fashion typical of the Melnik region, with a capacity of 130 seats, we offer delicious specialties of the Bulgarian national cuisine, and a rich assortment of drinks and wines produced of what has come from the entity's own vineyards.

The third floor of the complex includes 12 luxury double rooms and one apartment combining cosiness and comfort. The hotel disposes of Internet, cable TV, telephone connections, and a parking facility.

Innovation applied:

The cellar is equipped with state-of-the-art fermentation facilities with the capacity to optimize and control all processes of vinification, maturing, stabilization and bottling of wines. True connoisseurs and lovers of high quality wines can be initiated in the mystery of winemaking by going through the entire production process of Zlaten Rozhen Wine Cellar. Following the division into two units, visitors can follow the trail of wine from grape-gathering to maturing in oak barrels in the production unit.

Social impact and business results achieved:

Zlaten Rozhen has become a synonym for good wine and wine lovers from Bulgaria and abroad are visiting the cellar and hotel to enjoy the atmosphere and the great food and wine produced by the enterprise. Proving the high quality of the Zlaten Rozhen wines, the premium blend Melnishki kupazh of the ZLATEN ROZHEN winery was awarded with a silver medal this year on the most prestigious independent wine competition in the world – Concours.

Financial situation / sustainability of the business model:

After surveying and examining the region in terms of soil, climate and air currents, the owners chose to create a vineyard in the region of the Struma river valley – a region with time-honoured traditions in winemaking determined by the outstanding soils and plentiful sunshine. The wine cellar was built near the vineyards and later restaurant and hotel facilities were added to the business in order to be closed the cycle and to sustainability to be achieved.

Moreover, the region where the hotel is situated is rich in sightseeing locations that the guests can visit which also bolsters the sustainable development of the region. Near-by are: the Pirin National Park, the Melnik Rock Pyramids natural phenomenon, one of the biggest and most well preserved monasteries in Bulgaria, the Rozhen Monastery. In proximity is also the Ruppitte natural site, together with the “St. Petka, Bulgarian” monument church, as well as the “Samuel Fortress” natural museum park. Both sightseeing locations have been enlisted on the One Hundred National Tourist Sites list.

Key success factors: Limited capacity, high-quality, closed cycle of production, location

Challenges and problems: The company was established in 2010 with large investments and no guaranty for success due to the region of establishment which is traditionally engaged in wine production and considered for the best one in the country. Luckily Zlaten Rozhen has managed to establish itself as a high-quality wine producer.

Year when the enterprise was created: 2010

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

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