



ФЕСТИВАЛ НА ВИНОТО И  
КУЛТУРНОТО НАСЛЕДСТВО

**10<sup>th</sup> ANNIVERSARY EDITION**  
**Stara Zagora, under open air**  
**on the Ancient street**  
**24<sup>th</sup> - 26<sup>th</sup> of September 2021**  
**[www.avgustiada.com](http://www.avgustiada.com)**

## Invitation

**Dear Ladies and Gentlemen,**

**The Chamber of Commerce and Industry - Stara Zagora and the company OINORAMA wine consulting & business solutions, and in partnership with the Municipal Council of Stara Zagora would like to invite you to become part of the unique Festival of wine and cultural heritage Avgustiada. Its ninth edition will take place in Stara Zagora, **under open air on the Ancient street** and other locations in the city from **24<sup>th</sup> - 25<sup>th</sup> of September 2021** - see the program.**

### **Why should you participate?**

- For 10<sup>th</sup> consecutive year, the best wineries of Bulgaria are meeting in Stara Zagora and new interesting culinary products make their premiere at Avgustiada
- Every year, the international participation is enriched with traditional participation of wine cellars from the Balkan countries
- In recent years, wine and culinary culture in Bulgaria has marked an impressive development and such events enjoy great interest. This unique forum in Stara Zagora providing an incomparable atmosphere turned into a leading one in the wine calendar of Bulgaria proving great potential to attract international interest.
- Among the participants and guests of the festival there will be representatives of wineries and food industry, hotels and restaurants, industrial sector, public institutions, and many other guests and wine connoisseurs.
- The event is going to generate broad media coverage by numerous regional and national media.

### **And further ...**

- **TURKEY** will be the international partner of Avgustiada 2021.
- A Master Classes with the awarded wines from the Balkan Wine Festival 2021 shall be held.
- The forum has a rich and diverse cultural and culinary programme with participation of the State Opera of Stara Zagora and many other cultural performances.
- **The AVGUSTIADA QUEEN will be elected to act as an Ambassador of the Festival.**
- **The spirit of Avgustiada** can be touched on the web site [www.avgustiada.com](http://www.avgustiada.com) providing rich information and videos from the previous editions.

**Become a participant, guest, partner, and sponsor of the tenth edition of the unique Festival of wine and cultural heritage!**

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