



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. After the pandemic ban last year, its tenth anniversary edition will take place in Stara Zagora, **under open air on the Ancient street and other locations in the city from 27th to 29th of September 2024 - see the program.**

Why should you participate?



For 12th 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 a 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 ...



Serbia will be the international partner of Avgustiada 2024.



The AVGUSTIADA QUEEN will be elected to act as an Ambassador of the Festival.



A Master Class with the **awarded wines from the Balkan Wine Festival 2024** shall be held.



A special participation of the unique Association for Historical Reenactments Via Praetoria, www.facebook.com/viapraetoria/



The Festival has a rich and diverse cultural and culinary programme with participation of the State Opera of Stara Zagora and many other cultural performances.



The spirit of Avgustiada can be touched on the web site 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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