



Invitation

Dear Ladies and Gentlemen,

The Chamber of Commerce and Industry - Stara Zagora and the company OINORAMA wine consulting & business solutions, in their capacity of organizers, and with the support of 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 fourth edition will take place in the Regional Historical Museum - Stara Zagora's ancient facilities from 13th to 15th of October 2017.

Why Avgustiada and why in STARA ZAGORA?

- BECAUSE Augusta Trayana is one of the ancient names of Stara Zagora.
- BECAUSE Stara Zagora is proud of the magnificent Dionysian procession mosaic - a unique finding, made to glorify the God of wine and joy.
- BECAUSE the wine related traditions have been turned into cult since ancient times and Stara Zagora has preserved these till today.
- And BECAUSE Stara Zagora is located in the centre of Bulgaria, is a sustainable leader of the national economic development, is a good place for living, and offer to its guests a complex unforgettable experience.

What do we aim?

- Enriching the traditional festival annually organized in October which is included in the official celebration programme of the Day of Stara Zagora - October 5th.
- Being contact point of wine producers, representatives of the food industry; wine connoisseurs, gastronomy and cultural heritage; representatives of various industries from the country and abroad.
- Turning Stara Zagora into a sustainable tourist attraction based on its cultural heritage

Why should you participate?

- In recent years, wine and culinary culture in Bulgaria has marked an impressive development and events of such nature have enjoyed great interest. The forum in Stara Zagora, with its uniqueness and incomparable atmosphere, seems to be a leading one in the wine calendar of Bulgaria, with great potential to attract international interest.
- Among the participants and guests of the festival there will be representatives of the wineries, of the food industry, the hotel and restaurant business, supermarket chains, banks, insurance companies, heavy and light industry, 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 ...

- **GREECE** will be the international partner of Avgustiada 2017.
- The forum is accompanied by a rich and diverse cultural and culinary programme.
- **The Avgustiada Queen shall be elected to act as Ambassador of the Festival.**
- **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 fourth edition of the unique Festival of wine and cultural heritage!

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