



**Divine**  
TOP **50**

DIVINO AWARDS



## DIVINE TOP 50

### BEST BULGARIAN WINES AWARDS

**Bulgarian wines have long been defined as examples of world-class excellence. In quality and variety, in style and expression of the terroir, they deserve attention and respect, as well as ratings and honours at a high level.**

Each year, the DiVino tasting team determines the DiVino TOP 50 of Bulgarian wines on the basis of regular weekly tastings that reflect the current market reality in the wine industry in Bulgaria. Over 500 new Bulgarian wines are tasted annually.

The year-round tastings are reflected in the DiVino Guide: Best Bulgarian Wines, which is updated and published in the first quarter of each year.

**In 2023, the DiVino TOP 50 ranking, which DiVino Magazine and DiVino.bg have been publishing for 11 years, for second year in row will be continued in the special event for the DiVino TOP 50 Best Bulgarian Wines Awards.**

**As before, on the DiVino.bg website, the selection of the 10 highest-rated Bulgarian wines for 2022 will be announced with a countdown. In 2023, we shall keep the top five wines in the ranking secret, in order to announce them, together with the winners in the different categories, at the special DiVino TOP 50 award ceremony for the best Bulgarian wines.**

General Sponsor |



Sponsors |



Partner |



## THE EVENT

The DiVino TOP 50 event comprises an award ceremony and tasting of a selection of the highest rated Bulgarian wines for 2022.

The DiVino TOP 50 Awards event will reflect the rapid development that the wine culture in Bulgaria has undergone in recent years, showing the remarkable quality of Bulgarian wine and the inspired work of winemakers in our country.

**Event date: Saturday, 11 March 2023**

**Time: 12.00 - 21.00**

**Venue: Hyatt Regency Sofia, Vasil Levski Ballroom** (Sofia, Vasil Levski Sq.)

Expected visitors - about 500.

## FOR WHOM IS THE DIVINO TOP 50 EVENT?

For those curious to taste a selection of DiVino's highest-rated Bulgarian wines of 2022

For anyone interested in wine: as a professional, a connoisseur or a wine lover

For those winemakers whose wines are being rated

For journalists who will cover and promote the ranking of the best Bulgarian wines

## HOW IS DIVINO TOP 50 ANNOUNCED?

On the DiVino.bg website, with great interest from the media, professionals and the general public, we publish first the list of all Top 50 wines in alphabetic order and then an everyday countdown of the DiVino Top 10 wines.

In 2023, the countdown will begin at the end of February with the announcement of all Top 50 wines, and then each day we shall feature one wine from the DiVino TOP 10 with a short presentation.

The countdown announcement of DiVino's highest rated Bulgarian wines for the previous year evokes expectation and curiosity, expressed in a record number of visits to DiVino.bg and a flurry of activity on DiVino's Facebook page. It also resonates across a large number of publications in most electronic, print and online media in Bulgaria.

The 2022 social media communication campaign reached over 350,000 people.

## THE AWARDS

In 2023, only 5 of the wines in the Top 10 will be announced by a countdown on the DiVino.bg website. The top five wines will be kept secret and will be announced during the awards ceremony that is part of the main awarding event for the DiVino TOP 50 Best Bulgarian Wines.

The awards & tasting event will take place from **12.00** till **21.00**, on **11 March, Hyatt Regency Sofia, Vasil Levski ballroom**, which will be open to the public (with paid admission). Representatives of Bulgarian wineries, partners and sponsors, officials and journalists will also be present.

## WHAT IS OUR AUDIENCE?

Anyone curious to be acquainted with and taste the selection of the best rated by DiVino Bulgarian wines for 2022

Anyone interested in wine: as a professional, a connoisseur or a wine lover

Winemakers

The journalists who will cover and promote the ranking of the best Bulgarian wines

## RATING

All awards for the best Bulgarian wines in the different categories are determined, as ever, on the basis of the regular tastings held throughout 2022.

## CATEGORIES

### **CATEGORY 1**

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#### **DiVino TOP 10**

*(to be determined among the wines in batches of over 1,000 bottles)*

Best Bulgarian Wine

TOP 10

### **CATEGORY 2**

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#### **Awards by type of wine**

*(to be determined among the wines in batches of over 1,000 bottles)*

Best Bulgarian Red Wine

Best Bulgarian White Wine

Best Bulgarian Rosé Wine

Best Bulgarian Sparkling Wine

Best Bulgarian Dessert Wine

**CATEGORY 3**

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**Rating of Rare Bottles**

(to be determined among the wines in batches of less than 1,000 bottles)

Best Wine from a Limited Edition

**CATEGORY 4**

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**Best Buy**

(to be determined among all wines)

Up to Three Bulgarian wines representing the best value for money

**CATEGORY 5**

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**Local Variety**

(to be determined among all wines)

Mastercard Best Bulgarian white wine from a local variety

Mastercard Best Bulgarian red wine from a local variety

**CATEGORY 6**

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**Best Regional Wine**

(to be determined among all wines)

Best wine from each Bulgarian region, according to the DiVino regional division

**At the ceremony, all awarded wines will receive an inlaid plaquette and diploma. All wines from the DiVino TOP 50 will also be awarded a diploma, which will be sent to their producers.**

## **DIVINO AWARDS TOP 50: SPONSOR PACKAGES**

### **PACKAGE: Sponsor of an awarded wines category – BGN 3,000**

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**As a category sponsor, you receive the following advertising benefits:**

Sponsor presence in social media communication—the most powerful and overarching channel during the daily awards announcements

Advertisement in the DiVino Magazine: 1 page

PR Publication in the DiVino Magazine and on divino.bg

Advertisement in the DiVino.Guide Best Bulgarian Wines: 1 page

Advertisement on the website www.divino.bg: banner position for 1 month

Social media communication highlighting the partnership, tagging in all DiVino TOP 50 posts and a special sponsored social media post during the campaign (facebook and instagram)

Branding of one of the awards categories (4, 5 or 6)

Optionally, the sponsor may also award an additional prize, unrelated to the categories and the DiVino brand.

**\* The size of the logos of the sponsors who have bought the "Sponsor" package is 70% and those with the package "Sponsor of an Awarded Wines Category" are 50% of that of the general sponsor. Some channels may not allow certain communication. The general sponsor must be involved in all communication.**

## **PACKAGE: Sponsor – BGN 6,000**

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**As a sponsor of the event, you receive the following package of advertising benefits:**

**All benefits in the package "Sponsor of an Awarded Wines Category", plus:**

Advertisement in the DiVino Magazine: 1 additional page

Advertisement on the website [www.divino.bg](http://www.divino.bg): banner position for 1 additional month

Second sponsored social media post on a different topic (facebook and instagram).

Logo in social media post visions for the DiVino TOP 50 announcing the winning wines.

Branding of one of the award categories (3, 4, 5 or 6). Inclusion of the sponsor's logo on the diploma awarded by him in the respective category.

Sponsor's logo presence on communication materials for DiVino.Taste 2023, in November.

## **PACKAGE: General Sponsor – BGN 12,000**

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**As the General Sponsor of the event, you receive the following package of advertising benefits:**

**All benefits in the package "Sponsor", plus:**

Full branding on the website [top50.divino.bg](http://top50.divino.bg) for 1 year and moving to the archive together with the branding

Advertisement on the website [www.divino.bg](http://www.divino.bg): banner position for 1 additional month

Two additional sponsored posts on social networks (facebook and instagram).

Logo on all social media posts related to the DiVino TOP 50 campaign.

The name of the General Sponsor is displayed along with the name of the event on all communication channels.

Branding of one of the award categories (2, 3, 4, 5 or 6). Inclusion of the sponsor's logo on the diploma awarded by the sponsor in the respective category.

Option for branding of the DiVino TOP 10 category with an additional budget of BGN 5,000 excluding VAT. In this case, the General Sponsor may not brand other categories.

One-day event (team building/wine tasting or wine class) for the General Sponsor or its client at Wine Generator Bar. Note: The event is for a maximum of 15 participants and details are subject to

additional agreement.

Exclusivity: a second general sponsorship is not permitted.

## HOW ARE THE DIVINO TOP 50/10 FORMULATED?

The DiVino TOP 50 selection is based on all the tastings of Bulgarian wines conducted throughout the previous year by the tasting team of DiVino. Only wines with a batch of production exceeding 1,000 bottles of 0.75 l, or a total of 750 litres, may be included in the list.

From this list, each member of the tasting team chooses the 30 wines that most impressed them during the previous year. Each member of the commission may nominate only one wine from one and the same producer.

Wines are ranked according to the following criteria: number of nominations of a particular wine by team members; points; price.

All wines are tasted by an expanded tasting panel.

The wines that have taken places from 1 to 10 are tasted again, two times. All tastings are blind.

## THE WINNERS (DiVino TOP 1) SO FAR

**2021 – Rossidi Nikolaevo Old Vines Mavrud 2019, Rossidi**

**2020 – Red Church Estate Selection Individuelle 2018, Red Church Estate**

**2019 – Midalidare Estate Brut n/v, Midalidare**

**2018 – Rossidi Orange Gewurztraminer 2017, Rossidi**

**2017 – Domaine Bessa Valley Grande Cuvee 2013, Bessa Valley**

**2016 – Zagreus Vinica Mavrud 2013, Zagreus**

**2015 – Dragomir Rubin Reserva 2012, Dragomir**

**2014 – Maryan Reserve 2012, Maryan**

**2013 – Castra Rubra 2009, Castra Rubra**

**2012 – Midalidare Grand Vintage Malbec Mogilovo Single Vineyard 2010, Midalidare**

**2011 – BV by Enira 2008, Bessa Valley**



## THE TASTING TEAM

### **Julia Kostadinova**

Longtime editor-in-chief of the DiVino.bg website, and a respected wine expert, taster and lecturer. She is a co-founder and co-organiser of DiVino.Taste—the most significant Forum for Bulgarian wines. Julia is a judge at several important international and Bulgarian wine competitions, and in 2015 she became a member of the prestigious international association, the Circle of Wine Writers.

### **Yana Petkova**

Is a graduate of the Austrian Wine Academy, a subsidiary of the British Wine and Spirit Education Trust, and a WSET Diploma holder. She is a co-founder and the principal lecturer of the Bulgarian Wine Academy, a wine consultant, co-founder of Avinissima Wine & Food Consulting, a wine judge in various panels in Bulgaria and abroad, blogger, author of the book „A, B, Wine“, and restaurateur.

### **Yassen Zahariev**

Is a lecturer and Associate Professor in Philosophy at the New Bulgarian University, and has his own wine blog. Yassen has worked successively in several wine cellars in the USA and South Australia. Zahariev has over 20 years of experience in wine tasting.

### **Vili Galabova**

Is one of the founders of the Bulgarian Wine Academy. She is a wine expert of long standing, and is the first Bulgarian to have studied at the London Institute of Masters of Wine. She was also the first Bulgarian judge of the International Wine and Spirit Competition. Galabova is the author of the book, „Wine is for Everyone“.

### **Yassen Borislavov**

Is a well-known journalist with an encyclopaedic knowledge of the world of wine. He completed his PhD in the History of Bulgarian Journalism and is the author of the book, „Wine. A Bulgarian Encyclopaedia“. Borislavov is a wine taster of long-standing experience.

### **Efrosia Blagoeva**

Is a wine writer, lecturer and taster with extensive experience spanning more than 20 years. An art critic by education, she embraced the wine theme after graduating from the course of Andrew Bell, President of ASA (the American Sommelier Association). Blagoeva now participates in the tasting juries of international wine competitions in Bulgaria and throughout Europe. She is a co-founder of the Vinen Nablyudatel [Wine Observer] Club, and co-owner of the Sofia Grape Central wine bar.

### **Emil Koralov**

Is the DiVino founder and ideologist, a wine connoisseur of encyclopaedic knowledge, with an uncompromising sense for the overall quality of a wine.

## THE ORGANISERS

Gourmet EOOD\* is a company specializing in the organization of wine and culinary events, as well as in publishing of books (fiction and non-fiction), magazines and online media, about the world of wine and gastronomy. The company offers culinary and wine trainings, seminars, consultations, team building, private wine tastings.

Our team consists of highly qualified specialists and has been a leader for over 20 years in the area of the Bulgarian wine and culinary journalism, with extensive experience in the field of wine and gastronomy. Our aim is constantly to contribute to the development of the gourmet and wine culture in Bulgaria.

\* Gourmet Ltd., UIC 130378715

### **Our portfolio**

**Wine and culinary events** | DiVino.Taste; Discover.Vino; DiVino Top 50; GastronomiX

**Media** | списание DiVino Magazine, [www.divino.bg](http://www.divino.bg)

**Periodicals** | DiVino Guide: Best Bulgarian Wines

**Culinary books and fiction related to food and wine – about 40 titles**

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