

**DIVINO** BULGARIAN  
TASTE WINE  
FORUM

INTER EXPO CENTER SOFIA

01/03 — 12 '23



## DiVino.Taste Forum for Bulgarian Wines 2023

DiVino.Taste is the largest and most significant exposition of Bulgarian wine producers and their quality wines. It offers a rich programme of master classes, seminars, lectures and presentations, and tastings of the wines produced in Bulgaria.

DiVino.Taste offers an opportunity for communication and direct contact between Bulgarian winemakers on the one hand, and restaurateurs, distributors, and end customers on the other.

DiVino.Taste is the place for a meeting of the wine community of Bulgaria with leading world experts.

### DiVino.Taste targets:

End users: Wine lovers and connoisseurs

Wine traders and distributors

Wine exporters and importers

Oenologists and sommeliers

Retail chain representatives

Catering companies

Hoteliers

Restaurateurs

Event management agencies

Media

## DiVino.Taste so far

DiVino.Taste has proven to be the most successful format to promote quality Bulgarian wines and wine industry. Its 11 editions so far, held in November each year from 2011 to 2022 (except the pandemic 2020), have made DiVino.Taste the most interesting and significant event for Bulgarian wine.

The culmination was in the pre-pandemic 2022, when the wine producers were over 82 and the visitors, 5500. During the wine forum, the attendees had the opportunity to visit the rich and valuable parallel programme and make sure that Bulgarian wine continues to prove its potential.

[See the atmosphere of DiVino.Taste 2022 in the video.](#)

In December 2023 will be held the twelfth edition of **DiVino.Taste**.

## Advertising campaign

Every year, an extensive and well-targeted advertising campaign of the event is carried out on social networks, Google and web pages. Statistics show that the audience reached by the campaign is over 500,000 people.

## The DiVino.Taste founders

Emil Koralov – CEO at Gourmet Ltd.

Julia Kostadinova – wine expert and journalist

## Date and venue

DiVino.Taste 2023 will take place over three days.

Dates: **01, 02 and 03 December 2023 (Friday, Saturday and Sunday)**

Venue: **Sofia, Inter Expo Center**

## Working hours

**01 December, Friday:** from 14:00 to 16:00 – for professionals and media only

**01 December, Friday:** from 16:00 to 21:00 – for all visitors

**02 December, Saturday:** from 11:00 a.m. to 8:00 p.m. – for all visitors

**03 December, Sunday:** from 11:00 a.m. to 7:00 p.m. – for all visitors

## Expected visitors

Over 6000 visitors, 1000 participants in master classes, seminars, thematic tastings, presentations.

## General regulations

All participants are on an equal footing regarding the exhibition area and branding. They shall be provided with equally-sized wine-tasting tables, wine-tasting props, service and branding, regardless of the size of their production or market share in Bulgaria. Each exhibitor shall present up to 7 types of wines from their portfolio.

The layout of the exhibition areas shall be arranged in accordance with the winegrowing regions on whose territory the respective cellars or establishments are located. The wines on the tasting tables must be presented by the owner of the wine cellar and/or their winemaker.

Admission for visitors is paid. For participation in the accompanying programme, an additional fee is payable according to the type of lecture or master class.

There is a separate area in Inter Expo Center at the disposal of exhibitors, partners and visitors, where the Casavino shop, a relax zone with comfortable seating for conversation and rest, as well as stands for coffee and water, various delicacies, olive oil, artisanal, bio and natural products, wine and culinary accessories, wine and gastronomy books and magazines, etc., will be available. There is also a separate hall for the master classes and lectures.

## Parallel programme

Over the past 11 years, the parallel programme offered valuable meetings with prominent Bulgarian wine experts, as well as with foreign speakers at an extremely high level, including world-famous wine personalities such as Angelo Gaja, Michel Rolland, Konstantinos Lazarakis, Tom Stevenson, Corey Ryan, Caroline Gilby, Caroline Henry, Danielle Chernilli (Dr. Wine), Rui Falcao, Agnes Nemeth, Emilio Rotolo, along with many other renowned wine experts.

The programme of master classes, lectures, presentations and thematic tastings that the forum offers attracts a circle of wine professionals and advanced connoisseurs. In these free forms of wine and gourmet education nearly 1,000 wine connoisseurs and professionals take part annually. Opportunities for private or sponsored presentations are also attractive. In 2023 master classes are scheduled on two of the days of DiVino Taste 2023 - Saturday and Sunday, 02 and 03 December.

## Target user profile

Wine lovers

Active people aged over 25

People occupying professional positions at middle and senior management level

People with middle and high incomes

With diverse interests, a passion for travelling, communicative

People who drink wine at least twice a week

Professionals in the field of wine and wine business

Wine connoisseurs with a high level of competence

Wine lovers aspiring to become connoisseurs

Representatives of state institutions and non-governmental organizations

## Organizers

DiVino has been a leader for over 20 years in the field of Bulgarian wine and culinary journalism and more wine & food related activities. The team aims to attract ever more connoisseurs of wine and gourmet culture in Bulgaria. We specialize in the organization of wine and culinary events, as well as in the publishing of wine and gourmet literature and food & wine related fiction. We also organize culinary and wine training, seminars, team buildings, private wine tastings and dinners.

### **Our portfolio:**

[www.divino.bg](http://www.divino.bg)

DiVino Magazine, DiVino Guide The Best Bulgarian wines

Cookbooks and fiction related to food and wine

DiVino Top 50

Discover.Vino

DiVino.Taste Bulgarian wine forum

GatronomiX Forum for Haute Cuisine

Online shop [Vintageclub.bg](http://Vintageclub.bg)

### **The DiVino team:**

Emil Koralov CEO

Desislava Ganchovska, DiVino.Taste project manager

Veselina Marinova, editor-in-chief

Julia Kostadinova, editor

Lyubomir Boyadzhiev, editor

Yana Terzieva, coordinator

### **The Tasting Team:**

Vili Galabova

Emil Koralov

Efrosia Blagoeva

Julia Kostadinova

Yana Petkova

Yassen Borisлавov

Yassen Zahariev

**sponsor**



**partners**

The Gourmet House  
оформление мероприятия



**technical partners**





## Partnership

### By investing in DiVino, you receive these benefits:

- A professionally organised wine event
- Well-focused target audience
- Ability to form very positive attitudes
- Information and advertising campaign
- A special cultural environment of wine connoisseurs and aesthetes
- World-famous wine experts
- You support Bulgarian wine production
- Sophistication, elegance, good wine, good food

### Sponsor packages - prices

Description	Budget in BGN, excluding VAT
General Sponsor	30 000
Sponsors	10 000
Partners	5 000
Media/Technical partner	Negotiable

### Contacts and further information:

**phone:** +359 88 494 07 48; +359 88 494 07 61

**e-mail:** taste@divino.bg; editorial@divino.bg

Note: DiVino.Taste 2023 allows up to two general sponsors and up to five sponsors. There is no restriction on the number of partners. In all promotional materials, the size of the sponsor's logo is 70% and that of the partner is 50% of the size of the general sponsor's logo.

## Sponsor Packages

activity	description	general sponsor	sponsor	partner
Event website	Company logo, short presentation, links	√	√	√
Advertising in own media	DiVino magazine (No. of full-image pages)	4	2	1
	DiVino Guide The Best Bulgarian Wines 2023 (No. of full-image pages)	2	1	0
	Divino.bg (10% rotation, medium rectangle, No. months)	3	1	0
Advertising in social media	Communication in social media, from which the partnership is evident	√	√	√
	Tagging all posts	√	√	
	Sponsored social media post during the campaign	4	2	1
	Logo in the posts' design about the event	√		
External media - adverts	Press	√	√	√
	Internet	√	√	
	Electronic media	√		
	Outdoor	√	√	
Communication materials hard copy	Logo	√	√	√
Halls	Logo on all banners in the halls	√	√	√
Badges for participants	Logo	√	√	√
Advertising materials	Distribution in all halls	√	√	√
Provision of exhibition area		30 sq.m	15 sq.m	6 sq.m
Presentation	In a seminar room (up to 1 hour)	3x1 hour	2x1 hour	1 hour
Passes	For the exposition	20	10	5

\*\* The organiser shall bear the printing costs. Design expenses are to be borne by the sponsor.

INTER EXPO CENTER SOFIA

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