



CRAFTS CODE
Interreg Europe



European Union
European Regional
Development Fund

2nd **INTERNATIONAL**
THEMATIC SEMINAR

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GOOD PRACTICE FROM BULGARIA

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A TUMBLER WITH AGED TROYAN
PLUM RAKIA, PLEASE!



The municipality of Troyan (member of RAM Central Stara Planina) is well known with its pottery and plum brandy. The smart idea of VINPROM Troyan AD (Bulgarian brandy producer) to combine these two traditional pillars of the local economy resulted in a gift box named „Aged Troyan plum rakia with ceramic tumblers”.

The product was launched in October 2020.



To validate the idea VINPROM Troyan collected information about gift box sales in Bulgaria and abroad, did market research through its network, identified the target groups (Bulgarian and Balkan Region communities abroad) and attracted as partners METRO – Bulgaria and small Bulgarian enterprises in Germany, UK, Spain, France and Malta.

According to the concept the tumblers in the gift box must be handmade pieces with aesthetic design incl. the famous (more than a century old) pattern of Troyan pottery called “Droplet”.





VINPROM Troyan organized a tender to select a potter.
The winner ET „RADILINA” made the best prototype of a tumbler in
accordance with the requirements of the assignor for colours and patterns.



WHO IS THE WINNER?

- Small family enterprise established 40 years ago in Troyan;
- Company specialized in production of ceramics for home, souvenirs and sets for beverages;
- Artisans always ready to experiment and easily accept the challenges that they are facing;
- Real keepers of the pottery tradition passed through generations of craftsmen;
- Being well skilled and supportive family they easily can meet the need of a larger scale production, due to the need of 1000 gift boxes as a start for entering the market.



RESULT ACHIEVED

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VINPROM Troyan AD
(Bulgarian brandy producer)



ET "RADILINA"
(ceramic producer)



GIFT BOX
(7 years old rakia + 2 tumblers)



The gift box, which consists of a bottle with 7-years old plum rakia from Troyan and two handmade tumblers benefits both partners. Thanks to the good marketing strategy, online promotions, sells via real and online stores they will attract new customers and access to new markets.

IN BULGARIA CRAFTS CODE IS IMPLEMENTED BY

RAM CENTRAL STARA PLANINA



MINISTRY OF ECONOMY, EUROPEAN FUNDS
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