



To the kind attention of
the Ambassador of Romania in Sofia

Dear Honorable **Ambassador**,

Expo Team Ltd., in its position of organizer of well-established and quite popular exhibitions such as Sofia Motor Show, Boat Show, Lux Only, Chivas Gourmet Salon, Wine Fest Burgas, International Delicatessen Zone and many other events,

has the pleasure to introduce you to the 6th edition of our most successful cultural event to this moment:

Balkan Rakia & Spirits Fest

The event is to be held **on 1 - 2 December**, 2018 at the **National Palace of Culture** in Sofia, in the newly renovated Hall 8 on the 5th floor.

Among the major objectives of the Balkan Rakia & Spirits Fest is to preserve, promote and further develop the traditions of manufacturing and consuming high-quality strong drinks.

The Fest itself has turned into a tradition for tasting more than 300 kinds of rakia and other spirits and for learning about trademarks to protect geographical indications and designations of origin, positioning and marketing Balkan rakia drinks at European and world markets, history of rakia's industrial production, as well as latest trends in combining strong drink beverage and food.

Master classes, lectures and seminars held by master distillers, production managers, mixologist and others are also an inseparable part of the event.

The Balkan Rakia & Spirits Fest will encourage and stimulate a number of opportunities:

Direct contact with consumers and **HORECA sector**.

Presentation of the rakia production from all Balkan countries gathered at one place.

Shopping area.

Master Classes.

Area for tasting of aged and high-quality beverages.

Food corner.

What we are aiming for:

The single-place presentation of Rakia production of all Balkan countries, Serbia, Greece, Turkey, Macedonia, Romania, as well as producers of fruit distillates and aniseed-flavoured drinks from Hungary, the Czech Republic, Italy, France, Germany, along with other drinks similar to Rakia, will definitely contribute to an improved business environment and enhanced networking opportunities.

For us it is important to keep developing the event and to bring new brands and products each year.

We will be very obliged if you **could send information about Balkan Rakia & Spirits Fest to manufacturers and dealers in your country who might be interested in participation in the Fest FREE of charge, or to simply visit.** We will be happy, if you submit addresses, email and telephones of such companies, so we could contact them and send them advertising materials for the event.

The other major aspect of such event is the cultural programme. The introduction of the folklore traditions among the Balkan countries adds an additional value to the fest. It gives its visitors an opportunity to learn about and see different performances of traditional dances, outfits, songs etc.

Helping us in creating such culture programme that will further contribute to a complete Balkan experience will be truly appreciated.

We will be extremely grateful for you to help us to accomplish our goals and together to create an unforgettable experience.

We sincerely hope that our announcement and invitation about participation in the Balkan Rakia & Spirits Fest will arouse the interest of your country companies and we will be happy if they could join us. The presentation in the event will help them to publicize and promote new and already established products before a broad range of visitors and facilitate their efforts in attracting new customers.

Thanking you in advance for your responsiveness and co-operation, we remain,

Faithfully yours,
The Team of Balkan Rakia & Spirits Fest

Sofia, 08.10.2018

You can get additional information about Balkan Rakia & Spirits Fest and get in touch with us in the office of Expo Team: tel. + 0888/373096, e-mail: expoteam@expoteam.org; address: 1000 Sofia, NDK

Your sincerely,

Ivailo Zheglov
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With the support of:
National Vine and Wine Chamber and Executive Agency on Vine and Wine

