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Marketing of Bulgarian Wines

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SUMMARY

The study focuses on defining the role, importance and features of marketing tools and, in particular, the strong and recognizable brand on the wine market. The top five characteristics that turn a brand into a market leader are outlined.

Recommendations are given for conducting active and effective marketing activities in order to promote the qualities of Bulgarian wines.

Keywords: marketing, marketing toolbox, wine market, national wine brand

INTRODUCTION

Wine-making is one of the oldest and best developed sub-branches of Bulgarian economy. The exceptional results it achieved on a global scale between the 1960s and the 1980s (top ranks in production quantities and export) and the numerous world competition medals in recent years reveal the enormous potential of the Bulgarian wine sector.

On the other hand, however, the economic indicators show a significant drop in both the volume of wine produced

and the volume of exported quantities. This apparent contradiction between opportunities and real results draws attention to the problems in the sector and, above all, to one of them - the inability due to inappropriate marketing to produce and sell internationally a product of high quality and high value, which the Bulgarian wine is.

The purpose of this article is to highlight the opportunities and perspectives offered by marketing tools to improve the market performance of the wine sector.

The main tasks are to define the type of market and the specific marketing activities that correspond to these types of markets and subsequently to propose effective actions. The subject of the survey is the wine production sector, and the subject of the survey are the opportunities and perspectives offered by marketing tools to improve the market performance of the sector.

MATERIAL AND METHODS

Mainly secondary international and national sources of information from agricultural ministries, branch organizations and specialized literary sources in the field of viticulture and wine production are used as information materials. The research methods used include the complex combination of induction, deduction, grouping, comparison, analysis, synthesis, etc. International and national legitimate institutions and sources of information from the domain of viticulture and wine production are used for greater reliability, dependability and comparability of the information used.

RESULTS AND DISCUSSION

Marketing is often associated with "sales," which is inaccurate because the etymology of the word from which the term originates refers to "market activity", i.e. it is not just about selling the product or exchanging goods, but also about building relationships and establishing values. Accordingly, in order to achieve the desired response by the target market, it is of utmost importance to properly use and combine the elements of the classical marketing toolbox - product, price, place / placement and promotion. However, it should be noted that the classic marketing toolbox cannot fully represent the rich material and spiritual essence of Bulgarian wine.

It is necessary to enrich the mentioned classical marketing toolbox with new marketing mix tools such as - 4I (Lyubenov, 2009) that cover Investigation, Information, Integration and Innovation. Without these elements, Bulgarian wine will not be able to compete neither online, nor offline. Nowadays, any business, including viticulture and wine, cannot survive unless it studies the markets and has up-to-date and adequate information and presence on the Internet. Good integration between viticulture and wine production, and their end products on the markets is needed. Innovations are the basis for creating unique Bulgarian wines that can differentiate and brand to achieve recognition and competitiveness.

The ability of wine producers to systematically update their production and service system are key means of achieving stable and profitable market positions. This requires the use of

¹<http://www.forbes.com/sites/theyec/2016/08/18/5-essential-characteristics-of-a-strong-brand/#6e222f64568e>

²<https://www.accenture.com/us-en/company>

³<https://www.accenture.com/us-en/insight-digital-video-connected-consumer>

<p>(Lyubenov, 2014) – (performance), (personality)</p>	<p>4 (process), (positioning).</p>	<p>marketing tools of the type New 4P (Lyubenov, 2014) – process, performance, personality and positioning.</p>
		<p>Processes include systems and activities that ensure production and maintain the delivery of wines. Through technologies, they guarantee a certain amount and quality of Bulgarian wine. Performance requires the quality of wine and its promise to be obtained - to be true and accurate. Individuality allows Bulgarian wine to be distinguished from its competitors on the basis of natural resources such as terroir, unique local varieties, technologies, etc. Wine brands, which are positioned in a certain way in the minds of customers, are preferred to brands that want to be everything for everyone, and ultimately they turn out to be nothing for no one.</p>
<p>(Lyubenov, 2009), (Relationships), (Retention), (Referrals) (Recovery).</p>	<p>4R (Relationships), (Retention), (Referrals) (Recovery).</p>	<p>The affirmation of Bulgarian wine on national and international markets requires a lasting relationship with customers. This can be done through marketing mix type 4R (Lyubenov, 2009) which emphasizes Relationships, Retention, Referrals, and Recovery. Every business without customers is dead and has to fight for to preserve its customers. This is why viticulture and wine production would hardly survive without sending out clear messages to customers, without building up interrelations and without recovering lost customers. The prioritization of the elements of the mix differs depending on the field of activity, the scale of the business, the type of product, the peculiarities of the environment, the specifics of the consumers and others. The discussed elements of the mix enable formulating general recommendations for the realization of a specific Bulgarian wine on a specific market, but as we shall see below, the analysed marketing toolbox plays an important role in building and</p>

⁴<http://www.forbes.com/sites/theyec/2016/08/18/5-essential-characteristics-of-a-strong-brand/#6e222f64568e>

⁵<https://www.accenture.com/us-en/company>

⁶<https://www.accenture.com/us-en/insight-digital-video-connected-consumer>

establishing a successful brand of Bulgarian wine.

The world wine market is characterized by a relatively constant level of demand and oversupply. This greatly exacerbates competition and, as a result, consumers enjoy improving product quality at decreasing prices. Wine is a product intended for final consumption, which defines the market as a consumers' market. Wines of the same price category are numerous and therefore difficult to be distinguish and identified by the average consumer. At this point, the role and importance of the brand come to the forefront. The brand becomes a distinctive feature and a main motivation for the final choice. It has an important role to play in establishing a stable relationship with customers who are beginning to identify themselves with it. The customer does not simply choose the product of a specific brand, but what it means to him - the emotions that are triggered by the use of this product or brand. This provides a much stronger means of influencing the consumer and goes beyond the benefits of creating a loyal user

(<http://marketingexpert.bg/index.php?q=readn&id=86>).

(<http://marketingexpert.bg/index.php?q=readn&id=86>). This refers to consumer loyalty and the search for means increasing it.

The analysis has shown that the efforts of marketing professionals should be aimed at building a strong brand (both at the level of national wine - a brand of Bulgarian wine, and at a corporate level), which is a complex and challenging task starting with the construction of a logo and a slogan. Most companies in the industry have these basic elements, but at national level such elements are absent. This fact clearly reveals how much work is to be done on the performance of Bulgarian wine - not even the first steps in the field of marketing are made. No mission, vision, and values are formulated; there is not even a web site where they are to be presented along with the history and traditions of the sector. There is no online catalogue of wine producers and the

on-line

Jarrett
(<https://mightyadvertising.com/about/>),

McCraw

products they offer; there is no common strategy; there is some form of inconsistent presentation of a national stand at various international events; there is no presence in social media, etc. Nevertheless, the most important is existing - a product of high quality and high market potential. Building a national brand will provide opportunities to realize this potential, but a guarantee of success can only be the building of a strong brand, and not just a brand. According to Jarrett

McCraw (<https://mightyadvertising.com/about/>), the difference is in the absence or presence of 5 key characteristics:⁴

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1.

1. A meaningful purpose for society
Contemporary consumers like brands which have more significant purpose than simply realizing their products – organizations should set and work towards higher mission and purpose which contribute to improving the world. Thus, the purchase of products is emotionally related to the chosen cause, and consumers feel satisfied with the fact that they are part of the solution of a given problem. Wine is strongly associated with the traditions, emotions and culture of billions of people around the world and its consumption in moderate quantities also has a positive effect on health.

2.

2. Quality in all aspects
The consumers of today are looking for quality in all aspects of a brand – Its content or scope, marketing, social responsibility, etc., including its attitude towards its employees. In the modern world, consumers devote more attention than ever to anything they are in contact with, and technology offers them the tools they need to make their opinion (whether positive or negative) known to the public. Every client can share their experience with the company or its products within a minute. Therefore, organizations need to revise all their activity in detail and organize it in a way which meets consumer demand. Such an

approach requires time and resources but can ensure that customers find everything they want in the brand name and that they will get the best possible service. Bulgarian wine producers can and must satisfy these quality criteria.

3. Digitally savvy

This includes the ability to handle the opportunities offered by modern technologies and respectively everything that the organization makes accessible to the public on the internet. At the lowest level, these are the photos and videos that are published in social media, at a higher level- various applications that facilitate and amuse the user, and the highest level - the company site that represents the entire organization in all its aspects. The development and creation of each of these digital sources of information and messages should be tailored to how the audience will perceive the proposed content and which of its qualities it will find worthwhile. It is essential that the applications, and sites have user-friendly interface, which in Bulgarian is most readily translated as an easy-to-use interface. This expression combines all elements of design and lay out functionality - font type and font size; colours; logical arrangement; content; search engine; possibility for on-line contact; registration form; mobile version, and more. The well-made sites, applications, etc. can gain the sympathy of the consumer at this stage and prompt him for future action and vice versa - to make him give up his intentions that have urged him to seek information about the company. Bulgarian wine must have a strong internet presence.

4. Attractive content of marketing messages

Wine growers need to learn how to create high quality content that is interesting, fun, attractive, useful and user-oriented (put the buyer in the

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friendly interface,

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Assenture²,

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center). It should also be easily accessible for the platforms that customers use daily. Here it is necessary to pay attention to the fact that the modern user no longer receives the basic information from the television. It is proven that a very small part of TV ads and their messages manage to reach the audience since it (consciously or not) stops listening to what is being said at the moment in which the ad blocks begin.

In addition, according to a study by Assenture⁵, 87% of viewers use a second screen at the same time⁶ – such as mobile phones, tablets, laptops, etc. In other words, the attention of consumers is seldom directed only at the TV.

According to the same survey, users spend most of their free time using social networks, watching videos (by closing pop-up ads and messages), reading articles about topics of their interest, or playing games. Therefore, it is essential to use the opportunities for on-line advertising. This form of advertising, however, is difficult to understand and apply. Very often, it one cannot pay to get more promotional space and therefore the success of advertising and how much audience it will reach depends mainly on the quality of its content and its subsequent resending among online users (viral effect).

As a result, building a strong relationship with the target audience and improving promotional efficiency are derived from the quality of the content being offered, which once again demonstrates how important it is for the prosperity of wine producers.

5. Creating positive experiences for consumers

User experiences part of their contacts with wine brands leave lasting traces in the mind of the consumer and influence future purchasing decisions. For this reason, they should by no means be underestimated. On the contrary, careful

consideration should be given to all the details regarding the layout of the company's stores (including music choices), the advertisement messages, the internet presence (company site, Facebook page, etc.), the training of employees who work directly with clients, etc.

All these elements have a role in shaping the overall impression of the wine brand and the consumer's emotional response or, in other words, in generating positive experiences. This, in turn, impacts the reach and duration of the customer relationship and affects their lifetime value (LTV), and the satisfied customer is loyal and faithful to the brand.

Building a strong national wine brand is the first step in increasing the competitiveness of wine-producing companies. The professional approach to the five main elements of a strong wine brand guarantees its successful performance. The high quality of export Bulgarian wine will satisfy consumer expectations and is a prerequisite for repeat purchase. It only remains to apply the marketing toolbox to let current consumers know how special they are for the choice they have made, and potential consumers - to learn about the brand and how much it can offer them. To this end, it is necessary:

- To select appropriate wines for the relevant market –to China, for example, is not inappropriate to export white wines, while in Europe and the US their demand is growing annually;

- To diversify production so that supply can respond to demand to the greatest extent - as mentioned above, demand is changing and since in the modern world consumer desires are the market driving force, producers who do not create market-oriented products, lose their positions and investments;

- To include Bulgarian wine in

on-line

on-line

the assortment offered by the shops, restaurants and on-line shops in the markets where an entry and establishment strategy will be implemented and to diversify into countries where market expansion is the goal;

- To carry out an active advertising campaign that includes brief informative messages that Bulgarian wine is available on the relevant market, that it is a record holder of the last Wine Mondiale quality medal, that its price is extremely competitive and that its production is related to age-old history, traditions and customs. These messages should be visible on the appropriate specialized forums, sites, Facebook pages, online wine shops, and so on. In addition, in the specialized shops and in the big hypermarkets, where Bulgarian wines are being sold (together with the fliers in the respective language with more detailed information and with a link to the official website). It is also an excellent opportunity for radio advertising in the hours when people travel home from work, as it is usually for people to shop for dinner;

- To develop and offer cartons and paper bags for special occasions. These are luxurious gift packs with the distinctive signs of the Bulgarian wine brand. They may be paid separately or be given as a gift when buying wines from a higher priced grade. Especially in China, where the purchase of wine is mainly for gift purposes, it is appropriate to focus on labelling and packaging;

- To attend annually the relevant local large wine forums, events, wineries, etc. - a prerequisite for instilling security and trust in consumers. Besides being an opportunity to get acquainted with the brand and its products, it is an expression of persistence and attention;

- To perform tasting and to take part in organized events;

- To offer discounts on the purchase of two or more bottles from

e-mail-

10-20

different manufacturers within a given period (different for each country depending on consumption trends and associated costs);

- To make symbolic gifts when the holidays are approaching –thematic cards which are intended to be placed on the neck of the purchased bottle; a toy for the Christmas tree; a keychain; a pen; a magnet, etc. Naturally, when it comes to customers holding customer cards, the gifts should be different depending on the bonuses accumulated for the period;

- To send greeting emails to all site-registered users and customer card holders. It is correct not only to send wishes on the occasion, but also to thank the customer for trusting the brand. The message may also offer a discount voucher for a subsequent purchase, to remind of upcoming events and campaigns, to request feedback on customer satisfaction with the brand through a questionnaire, etc.

Applying the abovementioned means of promoting the wine brand is a guarantee that the audience will find out about the brand's existence and what is behind it - a small country, a thousand-year history, centuries-old wine-making tradition and high quality of the product. The emphasis on these specifics will make the Bulgarian wine interesting and up-to-date, and accordingly – modern and desired. This is because people today are constantly looking for something new. Large European manufacturers are well known. Wines from 'The New World' are a bit less intriguing because they are constantly at the centre of attention for the past 10-20 years.

The time comes, when regular wine consumers once again will want something different, something compelling all senses – not just organoleptic, but something to touch the

heart, to conquer the emotions, and to stir the mind. Bulgarian wine has this potential, because it is something ancient, and yet- not well known. It is produced in a small developing country, and demonstrates great international successes. Traditions of production are preserved and coupled together with the application of modern technologies. It belongs to the Old World, but it shows trends typical of the New World. It has the high quality of French wines and, at the same time, a competitive price.

CONCLUSIONS

The market expansion of Bulgarian wine requires improvement of the marketing toolbox, and in particular- of the brand. Combined with the many international recognitions at various international competitions and forums, the increase in the market share of Bulgarian wine seems more real and possible. Just one example of 2016 is enough to reveal the complex qualities of Bulgarian wines.

The world's most prestigious independent Concours Mondial de Bruxelles wine contest was held for the first time in Bulgaria that year, with 42% of the nearly 260 Bulgarian wines being awarded medals. The greatest recognition of the wines was for Angelus Estate, Vinex Slavyantsi, Domain Boyar and Sala Estate whose wines were awarded the Grand gold medal.

The surprise among the awarded wines was the white wine of Slavyantsi, because it is a mass white wine, which is exported mainly to the Scandinavian countries, and is sold on the domestic market at a price of about 7BGN (for the 2014 harvest). It is also curious that the cheaper and less mature Angeles Estate wine is better than the other one.

Domain Boyar (10 medals) and Minkov Brothers (6 medals) got the highest

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number of prizes. Following them were Castra Rubra (5 medals), Villa Yambol (5 medals), Vinazvod Asenovgrad (4 medals) and many others. An interesting fact is the presence of two precedents – for the first time, a country achieves such a success with its wines, and for the first time a low-price wine wins a Grand gold medal.

However, the listed successes of the last year's wine contest are not the only ones. At the beginning of the current 2017 Bulgaria overtook France, Italy and Spain in the percentage of prized wines at the international wine contest Vinalies Internationales in Paris where 3540 wines from 45 countries were presented. Most medals for Bulgaria in the past months of this year have been won by the "Domaine Boyar" and "Corten" wineries. They brought home 29 new medals from the 5 most prestigious wine competitions in the world: V n alies nternationales (Paris, France), Mundu V n (Düsseldorf, Germany), Concours Mondial de Bru elle (Belgium), De anter (London, Le Mondial du Rosee (Cannes, France).

Winning so many awards from world competitions confirms the statement that poor performance in the wine production sector is not a consequence of poor product quality. The ranking allows us to claim that wines produced in Bulgaria can meet the demands of the most elite customers. These are consumers whose wine consumption is not dictated by a momentary impulse but is closely related to their way of life and lifestyle. Elite customers are looking for mostly high-quality Old-World wines and of course are willing to pay the price of this quality.

In Bulgaria, in recent years, there has been considerable interest in this group of clients. This statement is based on the fact that over the last 10 years, a number of small boutique wineries have been established in Bulgaria to produce a

- limited series of wines mainly aimed at connoisseurs. This is yet another step in the right direction for the sector -
- diversifying the product range allows for more complete satisfaction of customer desires and is a prerequisite for
- increasing demand.

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Implementation of wine culture in the restaurant industry

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SUMMARY

- In the article we have reviewed the processes of wine culture, the processes of presentation of different types of wines in the past, compared to the contemporary reality in the Bulgarian restaurant industry. The main goal we have set is to present all the stages and processes of presentation, offering and realization of the produced wines from different regions of the country, choice and selection of the wines against the wine list and restaurant menus, provision of a component with a theme presented by sommeliers, selection of wines and according to the type of customers visiting the restaurant, seasonal compliance, acceptance and storage of wines, storage conditions, provision of a full range of necessary tools and tools for decantation, realization and consumption.
- We conducted a survey of customers in various restaurants in the country to assess the offered wines, their quality and service. The results are processed mathematically, statistically and are shown graphically.

Key words: wine types, wine categories, sommelier, decanting, carafe, tasting technique, intensity, remixing, degorging

INTRODUCTION

The wine culture is related to nutrition, which in turn is intertwined with certain guidelines and rules in the sphere of the restaurant industry. It is an integral part of the eating process, supplying a variety of beneficial substances such as vitamins and mineral salts, which provide fluid balance in the human body and stimulate digestion.

The consumption of wine as a drink is an art form that is accessible to everyone, however must be moderated and in keeping with the physical state of the human organism. It is a complex set of rules that if followed, increase the enjoyment of the consumption of wine many times over.

Wine is a product whose production is extremely labour intensive in order to reach consumption in restaurants and entertainment venues. Care begins as early as the vine growing process and involves a number of interrelated factors, leading to the growth of grapes with certain qualities that reflect in the production of quality wines.

Wine is a product obtained exclusively as a result of complete or partial alcoholic fermentation of crushed or uncrushed fresh grapes or grape must from fresh grapes (Somov and Ivanova, 2011).

The process of wine presentation can be divided into several stages:

- providing a competent specialist (sommelier);
- the selection of wines depending on the menu of the restaurant and the type of customer who visits it;
- Taking into account seasonality;
- receiving and storing the wines at

(Krusteva, 2004).

Bourgogne

Moselle

- ;
- a certain temperature;
- providing a complete set of necessary utensils and tools (Krusteva, 2004).
- The purpose of this study is to present and analyze the wine culture in the restaurant industry and to compare it with the approaches applied in the Bulgarian restaurant industry.

ANALYSIS OF THE STUDY

- The processes of presentation and serving of different types of wine began in the past, deriving from the ancient Thracian culture and religion.
- It is supposed that the first wine was produced in Mesopotamia about 5000 years ago. Numerous frescoes found in tombs in Egypt confirm that the Egyptians were dedicated to the growth of the vine. The Greeks and Phoenicians became the ancestors of viticulture and wine consumption throughout the Mediterranean. Their distribution was followed by cultures from the Romans to Bourgogne and the beaches of Moselle in Germany. Evidence of wine production in our country are the rituals in which the wine was used in the open temples of Dionysus - the Thracian sanctuary "Perperikon" and "Tatul" in the Eastern Rhodopes. Amphorae and rhytons, where ritual wine was stored, were found in the Thracian tombs near the town of Kazanlak, and their frescoes unequivocally display a cupbearer carrying a decanter and a phial (Thracian wineglass). A goddess, bearing a tray of food and fruit, is depicted in front of the waiter. In the Middle Ages, after the collapse of the Roman Empire, the cultivation of vineyards was resumed by the Church Board of Trustees, which distributed them across to Europe and England. Over the centuries the European aristocracy and the Church have seized the territories devoted to the vineyards.
- Certain regions gained fame for their high quality wines. In the monasteries, they

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(Borislavov, 2004).

- began to grow vineyards in order to receive the divine drink. Specially trained monks were responsible for storing the wine. They were called "cups". Later, the nobles transferred these clergy into their palaces and mansions. The man occupier with these rituals in the palaces inherited the vocation of sommelier.
- The profession of sommelier, as a connoisseur of wine and taste, is imposed in the 17th century in Paris after the emergence of independent restaurants. At the end of the 19th century, Louis Pasteur studied the behavior of yeast during fermentation and the causes of diseases that affected wine, thus putting the scientific foundations of modern oenology (Borislavov, 2004).

The Thracians are the first to blend the drink by mixing several types of wine. This is evidenced by the find of the Valchitran gold treasure, representing three docked concave, leaf-shaped vessels, each of which probably contained a different kind of wine. This unique set of golden vessels was used to serve the drink during special religious rituals.



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Fig. 1 Gold wine vessels of the Valchitran treasure, Pleven region



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Fig. 2. The Panagyurishte treasure

The exquisite ancient wine vessels crafted of gold and silver, were found in the numerous Thracian tombs found on Bulgarian lands. An example of this is the Panagyurishte treasure, laying in a tomb

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for over 20 centuries (Figure 2). It is an antique Thracian gold drinking set consisting of nine golden vessels, one filama and eight rhytons. The heads of goddesses, animals, and mythological creatures have been depicted on the vessels in order to protect and purify the wine and to protect those involved in the ritual. The Thracians were among the most recognized and sought-after wine producers. Homer describes in his "Iliad" how wine loaded ships from Thrace arrived at the Greek camps in front of Troy. The ancient Greeks believed that the vineyards had to be domesticated, that is, they were planted and watched with great care until they gave fruit. But the Greeks believed that even the ready-made wine was not 'cultural' enough. They thought it was still wild and dangerous, even poisonous. So they diluted it with water 1: 3 to "become cultural" and then drank it. Since then, there has been a perception that drinking wine is a cultural sign.

In order to enjoy the beverage, the basic requirements, from ancient times, were the materials and the shapes of the glasses (Figure 3). This reflects still in our present day serving and presentation.



a) Decanter



b) Rhyton



c) Kylix



d) Phiala



e) Skyphos

. 3.

Fig. 3. Forms and materials of glasses used for wine consumption in Antiquity

The model glasses found from ancient times in Troy, Crete, Bulgaria, the Peloponnese peninsula, Greece and Rome surprise with the exquisite decoration, decorated with emboss images of flowers and animals related to ancient mythology. Much later (in the late Renaissance period), in the 15th century, Venetian glass makers turned glasses into real artworks of white transparent glass. The first crystal glasses appeared in Rome around the 1st century BC. They are made of matt glass with different shades of green. Pliny (23-79 AD) writes that gold and silver drinking vessels were abandoned at the expense of glass. Bonifacio Veronese's version of The Last Supper (XVI century) includes wine glasses with a stem and foot in a modern for the time style.

The oldest surviving European wine glasses with stem and foot are enamelled 15th century goblets (the goblet is a glass that collects more than 3 ounces of liquid) (Dahmer and Kahl, 2008). Towards the end of the 16th century, in Germany, specialist decoration was engraved on top of the wine glasses. Smooth straight stems became popular around 1740, whereas quality crystal wine glasses began to be produced in France at the end of the 18th century (Johnson, 2001).

Other containers used for wine consumption are decanting containers, so-called decanters or carafe. Their origin is from ancient Egypt, where they cultivated vineyards at the Nile Delta. The grape harvest was done manually. The grapes were placed in large containers where they were crushed with special presses. The resulting grape juice was captured in open pitchers where the alcoholic fermentation was carried out. After, the clay jars were sealed and marked with a date, the name of the vineyard and the name of the person responsible for the wine produced.

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When the consumption time had elapsed, the jars were broken, and the wine with the aim of being decanted, was moved to other smaller clay pots. Decanters are vessels that allow the wine to "breathe" and acquire softness.

The term "decanting" derives from the Latin words (de - from) and (cantus - corner) and means "flowing" or "draining" of the liquid from the nooks and crannies (Somov and Iliev, 2000). The decanters, known in our time, have refined their shapes over the last 250 years. During this period they have achieved maximum functionality in our modern, wine obsessed world. Today decanters are made of transparent glass. Their volume collects significantly more than one standard bottle of wine, thus allowing the wine to "breathe" (Figure 4).

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Fig. 4. Types of decanters with different shape

(Somov and Iliev, 2000).
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The rich history and culture of wine has been reflected in our modern life. In our day, everything is aimed at improving the knowledge of growing, producing and serving different types of wines. Knowledge of oenology and gastronomy has deepened. Whether the kitchen is classical, regional or international, one must always be responsible for new market trends without forgetting the old and good traditions (Somov and Iliev, 2000).

According to SG 67/16.08.2005 in Bulgaria two regions have the ability of production of regional wines - the Danube Plain and the Thracian Plain, before the amendments there were 5 regions as

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follows:

1. North region - Danube plain - includes 49 micro-regions and massifs. Extremely red wines of the Gamza, Cabernet Sauvignon, Merlot, and Pamid wines are produced. The production of white wines is realised mainly through the production of the Misket, Chardonnay, Sauvignon Blanc, Aligote and Riesling.

2. Eastern region - Black Sea region - includes a total of 32 micro-regions and massifs along the Black Sea coast and Ludogorie. Here, they produce the best white wines of the varieties Chardonnay, Riesling, Dimyat, Junny Blanc, Muscat Ottonel, Traminer, Aligote.

3. Sub-Balkan region - Rose Valley. Situated between the Thracian Plain and the Stara Planina mountain, including 13 microregions and massifs. Typical varieties include Riesling, Rackets and Cabernet Sauvignon.

4. Southern region - Thracian lowland. It comprises a total of 39 micro-regions, where 60% of all red wine varieties in the country are focused: Merlot, Cabernet Sauvignon, Mavrud, Pamid and Pinot Noir.

5. Southwestern region - Struma river valley. Includes a total of 10 micro regions. It is characterized by its extremely soft climate. The predominant varieties are "Broad Melnik Vine", "Cabernet Sauvignon", "Cabernet Franc" and "Merlot". The regionation is represented in Figures 5 and 6.



Fig. 5. Vineyard regions in Bulgaria



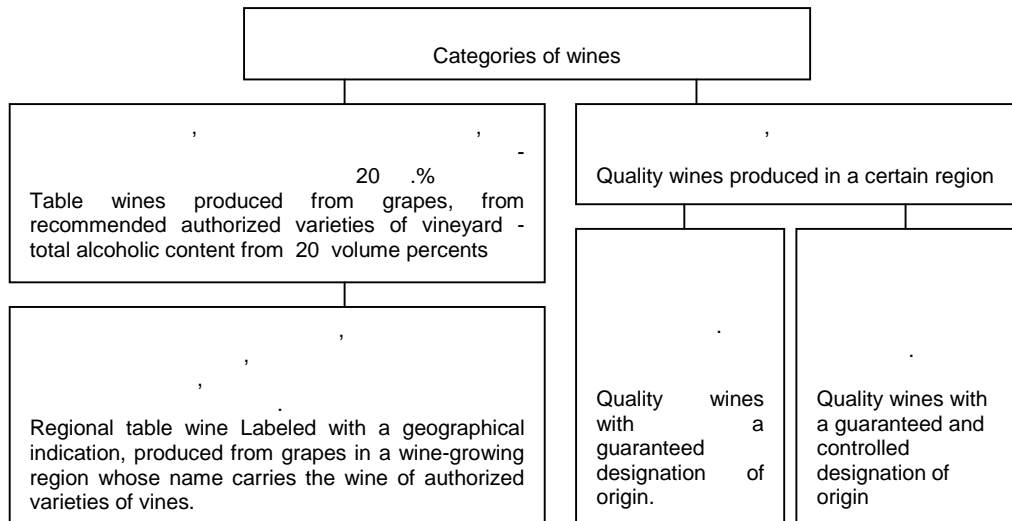
6. Vineyard regions and their respective micro-regions in Bulgaria

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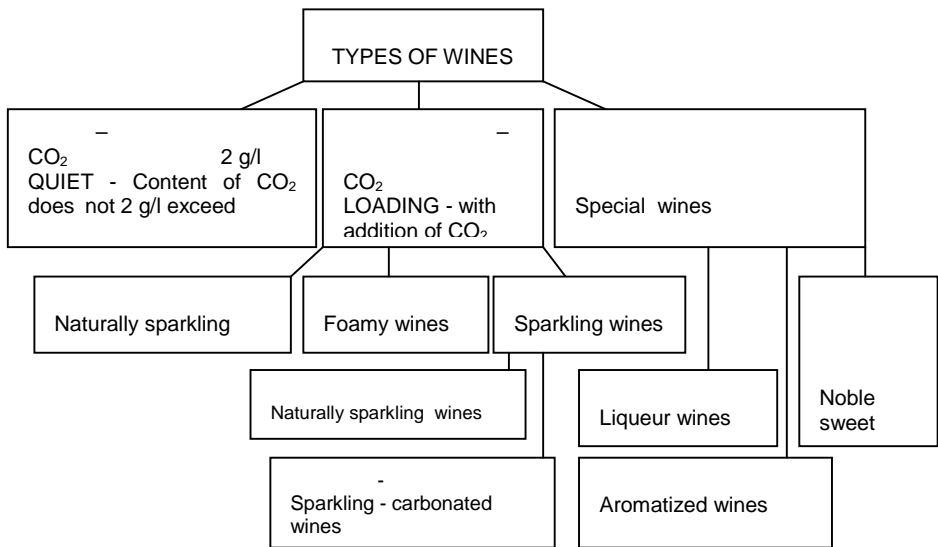
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The wines are white, pink (rosé) and red and are defined in categories, types and varieties. The categories, types and varieties of wines offered in the modern restaurant industry are reflected in Figure 7.

Types and varieties of wines are shown in Figures 8 and 9.



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Fig. 7. Categories of wine



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Fig.8. Types of wines according to the standard classification

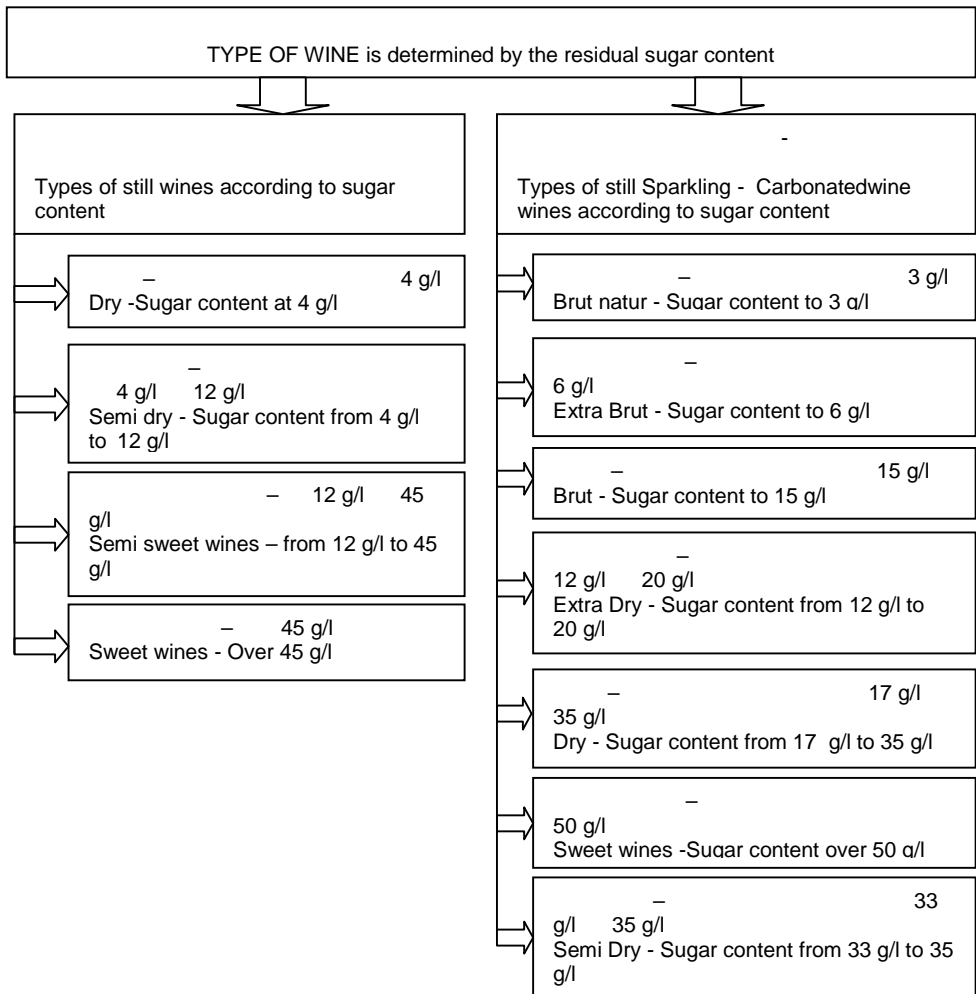


Fig. 9. Type of wine is determined by the residual sugar content

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- A significant element in the modern restaurant industry is the technology and technique of professional wine service. It includes the following service label elements:
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- Politely and graciously serving the customer with the "Beverage Menu/Card" - on the right side of the customer's sitting location. The presentation can be accompanied by a comment "I am proud to present you our beverage card" and a follow-up comment "If you have any questions about our wines, I will be happy to answer you."

- Assistance and help of the guest in the selection of wine - balance, harvest, acidity, the year of aging of wine in oak barrels, tannin content (in red wine), intensity, complexity;

- Taking of the order - to be repeated by the waiter or sommelier;

- Serving the required wine glass depending on the wine ordered - the wine glasses are delivered on a tray and placed on the right side of the guest's sitting location;

- The receipt of the necessary wine;

- Demonstration of the wine - the guest should be allowed to read the wine label while the waiter announces its name, for example - "This is the Mavrud bottle, the 2014 harvest you ordered" (BAS Code of Ethics, 2009).

- Opening the bottle and removing the stopper after approval of the wine by the customer - opening with a corkscrew. After the cork has been removed, it can be shown to the guest at their expressed interest. The state of the cork stopper (appearance and odor) very accurately characterises the state of the wine. The marking of the cork must match the description on the label.

- Tasting wine from the guest - a small amount of wine is poured into the guest's glass for a tasting. When pouring

the wine, the bottle label must be facing the guest, and after the pouring is complete, the bottle is rotated in order to avoid any wine drop spillage. There are four steps to wine tasting;

- checking the temperature of the wine;
- the bottle must be opened in front of the guest;
- when pouring the wine into the glass, it must shine, be clear and brilliant, whether white or red, and it must smell clean and fresh;

- The cup should be swilled with a rotating motion to release the flavor in its empty space. Finally, sip the drink. One should hold the wine in the mouth, rotate it around the tongue so that it reaches all the taste buds and swallow. The wine should have no odor (such as cork) and should have a lasting aftertaste;

- It is always better to first order the food and consult the waiter (sommelier) for the choice of wine;

- Serving the wine - after the approval of the wine, all the guests on the table are served. The wine is poured on the right side of the guest. The bottle is held with the right hand so that the label is visible. The white wine glass is filled up to two thirds, and red - half full. The bottle is tilted over the glass at a distance of 8 - 10 cm. Old wine is easy to spill so the bottle is held as close as possible to the glass. When serving old wines with a basket, the glass is slightly tilted to the neck of the bottle while holding the base with your left hand, without being lifted off the table completely.

Serving white wine is done in wine glasses with a capacity of 100-120 cm³, whereas for red wine, glasses with a capacity of 150 cm³ are used. Dinner wines (white and red) can be served in decanters or jugs of capacity 200, 500 or 1000 cm³. Sparkling wines are served in glasses with a capacity of 100 to 120 cm³, with a special shape - short, broad

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(Marvin, 2003).

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(Lukashevich, 2001).

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or tall cone shaped glasses with long stools.

When the guest does not approve of the wine, the waiter (sommelier) can bring a second bottle or offer another type of wine. White wine is always served before red. Light wines are served before the aged wines. Dry wine is served before the dessert wine. The wines should be served fresh and at room temperature (Marvin, B., 2003).

- Serving wine during the consumption of dishes.

The waiter (sommelier) should be careful and inspect when it is necessary to re-fill the glasses. When the glasses are almost empty, the waiter may ask, "Could I disturb you a little more wine?" And if yes, the waiter (sommelier) should top up the wine glasses.

- Removing empty utensils and glasses after consumption.

- Payment of the value for food and beverages consumed- in small leather notebooks.

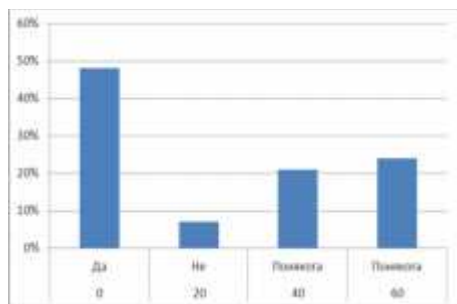
- Politely and courteously sending the guest off with a smile (Lukashevich, 2001).

According to the gastronomic sciences, every wine must be perfectly combined and be in harmony with the corresponding dish. Figure 10 shows the most appropriate options for combining different types of wine with different food products.



10. Fig. 10. Combining different types of wine with food products

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MS Excel.



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Fig. 11. Percentage of respondents who consume wine when visiting a restaurant

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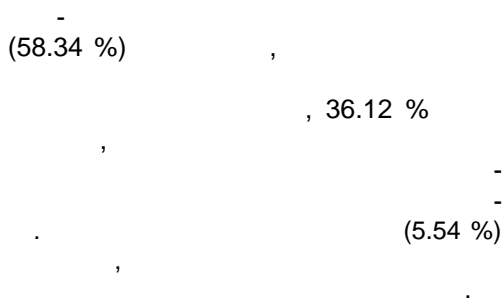
White wines are combined with light and white meats such as chicken, duck meat, various fish and Mediterranean food, lamb. Red wines are combined with red and heavier meats such as veal, pork, mutton and beef.

For the purposes of this study, we conducted a survey of respondents from different age groups, from 25 to 70 years of age. The interviews were conducted in writing and in group settings. They were targeted at customers who visited wine restaurants in Bulgaria and abroad. The questionnaire was conducted in various restaurants in the city of Plovdiv, where the cards were distributed and filled anonymously and independently. The total number of interviewed respondents were 100. The data processing was carried out in MS Excel. The results were input and summarized based on the view of the larger group of consumers.

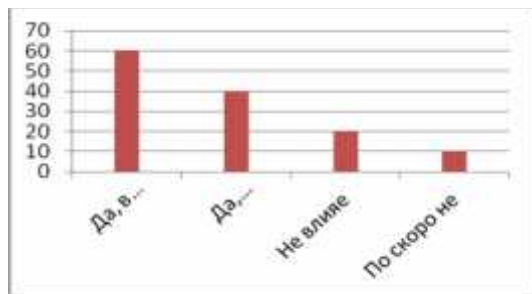
Is wine consumed often when visiting a restaurant?	Percentage of respondents (%)
/ Yes	48
/ No	7
/ Sometimes	21
Every visit	24

Of the percentage of those who often consume wine during their visits to a restaurant (48%), combined with that of customers who order at each visit, it can be concluded that wine is a preferred drink (Figure 11).

Figure 12 shows the percentage of respondents whose levels of comfort during their stay were influenced by the way wine is served in dining and entertainment establishments. The



largest percentage of respondents (58.34%) determined that to some extent the proper wine presentation is influential on their stay, 36.12% of the respondents believe that the serving of wine according to requirements has a great influence on the comfort of the guests. A very small percentage of them (5.54%) indicate that the service of wine does not affect their comfort.

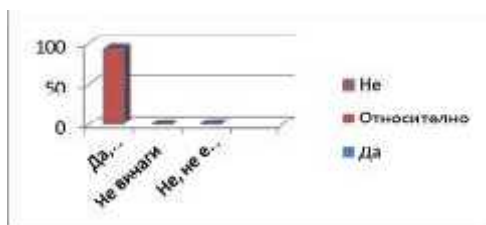


Question to the respondents – the correct wine-making on the comfort of the guests?	Percentage of respondents (%)
Yes, to a certain extent	58.34
Yes, exceptionally	36.12
/ Does not affect	4.16
/ Not at all	1.38

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Fig. 12. Percentage distribution of the respondents, who consider wine presentation and service influential on the comfort of service

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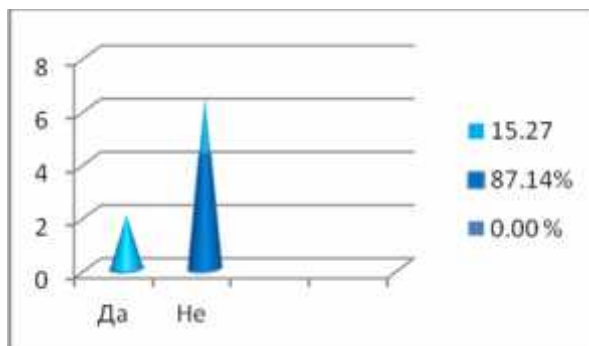


A survey was conducted to determine whether customers in restaurants need to be pointed towards a choice of drink and whether the mark-up in restaurants corresponds to the service provided. The results are presented in Figures 13 and 14.

Question to respondents - do the respondents have the need to be pointed towards choosing a wine?	Percentage of respondents (%)
/ Yes	93.06
/ Not always	5.04
/ No	1.00

. 13.

Fig. 13. Percentage of respondents regarding the need to be guided when choosing a wine



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Question to respondents - does the mark up affect the impact of the service provided?	Percentage of respondents (%)
/ Yes	15.27
/ No	87.14

Fig. 14. The percentage of respondents regarding the impact of the mark-up on the service provided in the restaurant

(93.06 %),

(87.14 %)

The greater percentage of respondents (93.06%), reflect the need for sommeliers in restaurants and entertainment establishments, and their recommendations for wine and its combination with different types of food.

In the interview conducted regarding the impact of a mark up which corresponds to the quality of service, the larger percentage of the respondents (87.14%) responded negatively because the wine culture is not yet at a very high level in Bulgaria.

The survey conducted demonstrates the true attitude of the respondents towards the wine as a special drink.

CONCLUSIONS

In this research, we have traced the wine culture from the past to our present day. We have analysed different categories and varieties of wines from different regions of the country, we followed the processes of presenting and serving different types of wines in the past, compared to the contemporary reality in the Bulgarian restaurant industry. We reviewed the rules for creating a wine list, selecting wines according to the type of customers visiting the restaurant, seasonality, accepting and storing wines, storage conditions, providing the full range of tools and utensils needed for

- decanting, realisation and consumption,
- the choice and selection. We analysed the combination of wines by categories and varieties with different dishes offered on the restaurant menu.

- The survey carried out showed a lot of attention and competence from the respondents toward wine as a drink, as well as the influence of the wine service and presentation on its overall realisation.

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On the way to the Thracian wine

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SUMMARY

“ - We have examined the Thracian Plain Wine Region, which is a traditional region of producing quality Bulgarian wines from local varieties. We have explored the territory in which most of the red grape varieties are concentrated, but among them the Bulgarian varieties - Misket and Dimyat.
- We have mostly focused on the cultivated red varieties Mavrud, Rubin, Merlot, Cabernet Sauvignon, Red Misket and Pamid, used to make high quality, rich, dense Bulgarian wines combining the innovative processes and the quality of the Bulgarian grape varieties. We studied this territory as a destination for the development of wine tourism and as a journey between the antiquity of the wine and its modern, finish kind to confirm the word "vine", with a Thracian origin.
- We conducted our own studies and visits to the wine cellars “Dragomir Winery Estate”, “Starata izba Purvenets,” “Villa Todoroff”, “Villa Vinifera” and “Vila /Dragomir Winery Estate/,”

" /Starata izba Purvenets/
" " " /Villa
Vinifera/ " " /Villa Yustina/.

Justina" / Villa Yustina/.

On this basis, we planned and developed a wine tourism route with a rich program and wine tasting from the wine cellars in this region.

Keywords: Selection of Bulgarian wines, innovative processes, wine tour, wine cellar, tasting analysis, enologists, limited edition

INTRODUCTION

The idea of exploring one of the oldest regions in the world, producing wine for about 7000 years, came after proof of the quality of Thracian wine, more accurately the presence of the city of Plovdiv and the Thracian Lowland in the competition for "Best Wine Destination for 2017" according to the "Wine Enthusiast".

The honorable second place was given thanks to the production of quality Bulgarian wines of local varieties. The noble beverage, which has passed through centuries of customs, has endured change, but nonetheless has retained its characteristic taste, glorifies Bulgaria to the world. In the southern Bulgarian region, the climate is temperate - continental, protected from sharp northern winds, with a good distribution of precipitation throughout the cultivating season. The area covers the western and central parts of the Thracian Plain, a territory where most of the red grape varieties are mainly concentrated, but also the Bulgarian Misket and Dimyat. Mainly grown are the red varieties Mavrud, Rubin, Merlot, Cabernet Sauvignon, Red Misket and Pamid which are used for the production of high quality, rich, dense Bulgarian wines combining innovative processes and high quality Bulgarian grape varieties located on hilly terrains based over sandy-clay, forest soils (Abrasheva et al., 2008).

(Abrasheva et al., 2008).

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In the following study, we will examine the role of wine as a separate type of specialised tourism, which includes visits to vineyards, wine cellars, introduction to the technological processes and wine tasting. In order for the transition between the technological processes and the overall view of the Thracian wine to be successful, a wine route named "The taste of the Thracian wine" was prepared.

The aim of the following paper is to trace the path of tradition during wine production in the Thracian Lowland wine region. The focus of this study is centred around five wine cellars producing high quality wines – the Dragomir Winery Estate, Starata Izba, the Todoroff Winery, Villa Vinifera and Villa Yustina.

ANALYSIS OF THE STUDY

Wine tourism is a type of specialised tourism, where the tourists are given the following options: getting acquainted with vineyards and winemaking practices of a region (harvesting the crop, grape harvesting); With the history, traditions and winemaking in wine houses (wineries, workshops or factories), a strong variety of different wines through tasting, taking part in celebrations, rituals and festivals related to wine combined with rich folklore and animations (Stamov and Nikovska, 2008; Nikovska et al., 2013).

The preselected wine cellars are the subject of tourist demand and offer an alternative form of "Wine tourism in the region of Plovdiv and Thracian lowland". The tracking of the research task at hand (Thracian Wine Route) begins with the acquaintance of the visited wine cellars, and ends with a prepared and proposed wine route "The Taste of the Thracian Wine".

The wine route includes a visit to: "Dragomir" Winery Estate; The mansion was created thanks to the

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1945

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1992

2001

- dream of two Bulgarian oenologists - Natalia Gadzheva and Konstantin Stoev, with the aim to change the taste of Bulgarian wine in order to improve its taste. They mainly produce wines for retail, obtained from grapes on well-selected rows of certain vineyards, controlled all year round.

The total quantity of wine produced in a given year amounts to about 60,000 bottles. The batch of individual wine brands are of limited quantity and are bottled only once. Some of them are for restaurants and connoisseurs only. Before they are offered on the market, the wine passes through a mandatory process for bottle ageing. The most elite batches mature in their bottles for a minimum of 12 months. The wine estate offers a visit, familiarisation with the production processes and wine tasting. It is located on the territory of Plovdiv [5].

"Stara Izba", the village of Purvenets;

The "Stara Izba" in the village of Purvenets began its history in 1881. It was built by Dimitar Bozhilov and at the beginning of the twentieth century, it was already well known for its high quality wines. During the time of socialism, it was nationalised and used as a residence for the welcome and reception of high-ranking guests. Nowadays, it has regained the glory of a reputable wine cellar, manifesting a unique architectural complex in which traditions meet the future. It is open for tourist visits subject to prior reservation [6].

"Todoroff" Winery, Brestovitsa village;

- This winery is the first boutique wine cellar in Bulgaria, producing wine with tradition and inspiration from centuries past. It was built in 1945 by the Andonov brothers. They were the most famous wine producers and wine merchants in the region at the time. In 1947 the cellar was nationalised and in 1992 it was returned to their heirs. In 2001, the current owner – Ivan Todorov bought the cellar and undertook a major reconstruction and modernisation,

- combining the most modern production technologies with the Bulgarian renaissance architecture, turning it into a neat and modernly equipped complex.

- The Todoroff Winery is specialised in the production of high quality red wines in boutique series and limited quantities. It is located in the heart of Thrace, in a village emblematic for the Bulgarian wine-production - Brestovitsa. The production capacity of the cellar is to process 500,000 kg of grapes (of which approximately 300,000 liters of wine are produced). The winery creates products according to the specific requirements of individual clients. It is open to visitors, mainly with advance booking, offering on-site acquaintance with the production processes, wine tasting from different series, the opportunity to have lunch or dinner, combined with appropriate wines, as well as spa procedures with grape products. On the territory of the cellar there is a hotel complex with accommodation, food and procedures based on the main component - the grapes [7].

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combining the most modern production technologies with the Bulgarian renaissance architecture, turning it into a neat and modernly equipped complex. The Todoroff Winery is specialised in the production of high quality red wines in boutique series and limited quantities. It is located in the heart of Thrace, in a village emblematic for the Bulgarian wine-production - Brestovitsa. The production capacity of the cellar is to process 500,000 kg of grapes (of which approximately 300,000 liters of wine are produced). The winery creates products according to the specific requirements of individual clients. It is open to visitors, mainly with advance booking, offering on-site acquaintance with the production processes, wine tasting from different series, the opportunity to have lunch or dinner, combined with appropriate wines, as well as spa procedures with grape products. On the territory of the cellar there is a hotel complex with accommodation, food and procedures based on the main component - the grapes [7].

Villa Vinifera, Brestovitsa village:

The cellar was founded in the distant 1936, under the name "Misket". Since then, it has not ceased to operate and produce high quality wines in limited series. The cellar has access to its own massifs, which are managed year-round. The main varieties used for wine production are Mavrud, Merlot, Cabernet Sauvignon, Misket, Muscat, Chardonnay and Traminer. The cellar is open for tasting and visits, primarily with advance booking, which can be made through specific phone numbers and via the cellar's website. The cellar offers varied wine tasting options, including opportunities for lunch and dinner [8].

Villa "Justina", village of Ustina:

It was established at the end of 2006 with the idea of building a small boutique winery to process 300 tons of grapes from its own massifs. It was designed by

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leading wine industry specialists. The wine cellar adopts a laboratory model for tests and experiments, in real production conditions, of new techniques and technologies in wine making. They have a modern wine tasting room where, according to the wishes of the guests, various types of tastings can be organised, which can be combined with gourmet specialties. No further than 300 meters away from the wine cellar is a guest house "Vila Yustina", which also provides accommodation for overnight stays. The wine cellar works with tourists mainly through advance booking, offers various wine tasting packages, organises "team building" wine themed packages, seminars, organises wine tours with tour operators for individual and group visits [9].

Thracian Lowland Wine Region is known for the production of rich and thick red wines from local grape varieties.

In connection with the completed analysis, a one-day Wine Tour was organised and carried out on the theme "The taste of Thracian wine". In accordance to the activities carried out, a prepared program of the wine tour confirms the role of Bulgaria as a country with a lengthy millennial wine culture. The developed route clearly confirms the possibilities of Bulgaria as a preferred destination for wine tourism. The program (Figure 1) and the detailed description of the One Day Wine Tour route "The taste of Thracian wine" is presented below.

One Day Wine Tour
"The taste of Thracian wine"
 Town of Kardzhali - town of Plovdiv - village of Parvenets - village of Brestovitsa - Ustina village - town of Kardzhali

Program:
 10 hours:
 Departure from stop "21st century", via Asenovgrad, towards Plovdiv, "Dragomir"

“ ” Winery Estate;
12:30 :
“ ”;
13:40 :
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14:40 :
“Todoroff”;
16:40 :
“ ”;
17:40 :
Villa “Yustina”;
18:20 :
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10 : “21 ”, . “21 ”,
“ ” Winery Estate
12:30 : “ ”
Winery Estate.
Chardonnay “KariZma”, Dragomir Reserve
Rubin Desert Wine Orange Dimyat.
13:20 :
“ ”

Winery Estate;
12:30 hours:
Arrival and viewing the Dragomir Winery;
13:40 hours:
Arrival in the village of Purvenets, "Starata
Izba". Wine tasting and visiting;
14:40 hours:
Arrival in the village of Brestovitsa, in the
"Todoroff" winery. Excursion to the
winery, wine tasting combined with lunch;
16:40 hours:
Arriving at Villa Vinifera. Visiting and wine
tasting;
17:40 hours:
Arrival at Villa "Yustina". Tour of the
winery and the bottling department, wine
tasting;
18:20 hours:
Departure to Kardzhali. Again to the "21st
Century" stop.
A 10min break is also planned in the
region of Panichkovo.
21:20 hours:
Arrival of "21st Century" stop.
Dismissal of the group.

**Fig. 1. Program of One-Day Wine Tour
"The Taste of Thracian Wine"**

Detailed Description of the Route

Starting point:

"21st Century" stop, Kardzhali:
10 hours: Departure from the "21st
Century" stop, via Asenovgrad, towards
Plovdiv, "Dragomir" Winery Estate
12:30: Arrival at Dragomir Winery Estate.
- Tour of the Winery. The family winery
- produces high quality Bulgarian wines in
limited series, managed all year round by
the owners - oenologists. After the tour of
the mansion, awaiting ahead is the wine
tasting, at the Dragomir Tasting Hall. The
wines selected in advance are:
Chardonnay "KariZma", Dragomir
Reserve Rubin and Desert Wine Orange
Dimyat.
13:20: Departure from the mansion in the
direction of the village of Parvenets, to the
"Starata Izba"

13:40	:	Arrival in the village of Parvenets, "Starata Izba". Explore the "Starata Izba", which is a unique architectural complex where traditions meet the future. After the tour of the complex, there is a wine tasting of the "Stara Reka" series. The tasting will take place at the wine cellar where different types of wine can be purchased.
14:20	:	Departure to the village of Brestovitsa, to the wine cellar "Todoroff".
14:40	:	Arrival in the village of Brestovitsa, in the "Todoroff" winery. Tour of the first boutique cellar, with an introduction of the halls for the production and storage of wine. The tasting includes 3 wines from the limited edition "Todoroff Gallery". The selected wines are of the varieties Chardonnay, Mavrud and Cabernet Sauvignon. The selected wines will be combined with lunch, based on a pre-cooked 3-course menu, which includes - Fresh salad with Camembert, Pork steak with pan fried cheese and chocolate mousse for dessert. (Sample Menu)
16:20	:	Departure to Villa Vinifera.
16:40	:	Arrival at Villa Vinifera. Villa Vinifera will introduce you to the technology of producing white wine from red grapes. The wine tasting includes three varieties of Mavrud from the KING'S WINE series. You will have the opportunity to try White Mavrud, Rosa Mavrud and the traditional red.
17:20	:	Departure to Ustina village, to Villa "Yustina".
17:40	:	Arrival at Villa "Yustina". In Villa Yustina you will be greeted by the oenologist Krasimira Kodoukova, who will guide us through the winery. She will introduce us to how wine is bottled according to tradition. Whereas in their tasting room we will get a closer insight into fine wine. During the tasting you will try Merlot wine monogram from 2009 and

Villa Yustina 2014 .
 Yustina e
 18:20 :
 "21"
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 21:20 :
 "21"
 18

Rosa Villa Yustina Brutto 2014.
 The wine tasting at Villa Yustina is also the last stop of our Wine Tour through the Thracian Lowland area.
 18:20: Departure to Kardzhali. Again to the "21st Century" stop.
 A 10min break is also planned in the region of Panichkovo.
 21:20 hours: Arrival of "21st Century" stop. Dismiss the group.
 - The practical one-day route provides an opportunity of direct contact,
 - for the potential tourist, with the Thracian wine. It gives them the opportunity to follow part of the Thracian wine route. The excursion is aimed at people aged 18 and over, without any age limitation, as well as
 - to wine lovers and wine-makers interested
 - in wine production and its distinctive features. Furthermore enthusiasts from the mass audience, seeking and re-discovering the traditions of the bottling procedures in Bulgaria.

CONCLUSIONS

- Following the path of the Thracian wine, the specifics of the traditions in a bottle were established. The wineries "Dragomir", "Old Winery", "Todoroff" Villa, "Vinifera" Villa and "Yustina" wineries
 - preserve the taste of the local grape varieties and discover their rich taste specifics through innovative processes and technologies. Through the development of new, one-day, two-day, weekly wine routes, it provides an opportunity for the interested tourist to obtain direct information on the spot. To be familiarised with the technological basics and processes, through which it is recommended that wine passes to reach a finished and bottled version as a product. Wine tourism can be successfully combined with other alternative forms such as rural tourism, culinary, ethnographic, folklore, cognitive, entertaining. In the Thracian lowland wine region, viticulture and wine production is a key destination for the local population.

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- "The Thracian Wine Route" has an enormous potential with its presentation and development, whereas the tourist is someone interested and a lover of this complex drink.

The development of works proves that the wine produced in the region is of high quality, has undergone some changes over the years, but preserved its Thracian appearance and flavour.

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Viticulture and winemaking traditions of the Thracians from Southeast Europe and Northwest Anatolia

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SUMMARY

The hereby presented paper gives an overview of the information on vine growing and wine production in Ancient Thrace, which we take from Homer, Herodotus, Xenophontus, Plato, Apollonius Rhodius, Apollodorus and Pomponius Mela. Most of the information about the Balkan Peninsula has been commented earlier, but here are added evidences about the Thracians (Phrigians, Dolionias, etc.) in Asia Minor, undeservedly underestimated long time. Also there is information about very ancient ritual of the pruning of the vines, as well as other traditional activities, which have remained unchanged until now in the Bulgarian traditional culture.

Key words: Wine, Ancient Thrace, Thracians, Phrygians, Dolionians, Midas, Silenus, pruning of the vineyards

This text focuses on information from ancient authors regarding viticulture and winemaking in the lands inhabited in antiquity by the Thracians. These are not the only reports of evidence concerning growing vines. Archaeological studies also provide information on wine production. Patrick McGovern,

Patrick McGovern
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 (McGovern, 2007; McGovern,
 2009).

considered to be the leading author now, believes that it has been talked about wine since the Palaeolithic, and also claims that as a result of research in his laboratory he has proven the presence of wine chemical remains from Iranian pots dating back to about 7 400 BC (McGovern, 2007; McGovern, 2009). He has not changed the prevailing opinion that the harvesting of the wild vine happened somewhere in the foothills of the Caucasus during the Neolithic. Such research, however, is still insignificant and relatively expensive, thus regarding Ancient Thrace such chemical analyses of traces of acetic crystals on ceramic findings have not been made yet.

(Popova, 2009).
 (Georgieva, 2016).

The earliest evidence of the use of cultivated vines in the Thracian lands of Southeast Europe was obtained at archaeological sites in Thrace dating back to the 3rd millennium BC (Popova, 2009). In the second and especially in the 1st millennium BC archaeological data was much more (Georgieva, 2016). In the 1st millennium BC the source data of all kinds showed growing vines, winemaking and drinking thick unmixed with water wine as one of the characteristic features of the Thracians. Furthermore, in the cultivation of vines and drinking wine, rites related to divine protection of fertility and health are documented. It is no coincidence to speak of civilizations of grain and wine or of meat and milk - the use of wine related to rituals and traditions is the subject of study by ethnologists, culturologists and anthropologists. We choose the approach of historians and we look for the data from the ancient written sources. They can be referred to the following few groups without claiming a thorough array of references:

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1. The oldest evidences are the Homer's ones (IX-VIII c. BC). They refer to the second half of the 2nd and first centuries of the 1st millennium BC.

In *Iliad*, telling about the Trojan

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 (Homerus. *Ilias*. 9: 72),
 (Homerus. *Ilias*.
 3: 184).
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 ... (Homerus. *Odyseea*. 9: 196-205).
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 (Platon. *De leg.* 1: 637 d).
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War (13th century BC), when talking about the Achaeans under the walls of Troy (Anatolia), he gave information that their tents were full of *wine, brought from Thrace* (Europe) across the wide sea (Homerus, *Ilias* 9, 72), as Phrygia in Asia Minor was called *rich in vineyards* (Homerus, *Ilias* 3, 184). But in the *Odyssey*, we present the Thracian priest Maron (Europe), who endowed Odysseus with goat winebag with sparkling red wine and 12 huge amphorae with sweet wine without admixture - a wonderful drink - sweet as honey wine that he mixed with water 20 times as much and a pleasant divine fragrance scattered (Homerus, *Odyseea*, 9: 196-205).

2. Plato (427-347 BC) in his work *Laws* said that *...the Thracians, in general, drink wine without mixing it with water, both they and women, sprinkling their clothes with it, consider this as a good custom, bringing happiness.* (Platon. *De leg.* 1, 637 d).

It is obvious that the Thracians, unlike the Greeks, do not dilute the wine with water. Moreover, sprinkling clothes with wine is a ritual = *a good custom that brings happiness*, undoubtedly related to health and rich crop, i.e. with the God Dionysus. Here, both the specifics of wine and the climatic features should be taken into consideration. As long as it is believed that the wine before the large phylloxera outbreak had a much higher sugar content, it should have had higher alcohol content, too.

Therefore its use without dilution was hardly recommended in the Greek hot summers. At the same time, the Greek authors give an example of drunkenness among the northern peoples, mainly the Scythians who always drank undiluted wine. One of Anacreon's famous fragments reads:

Boy, bring me

(Anacr. 76;

2007).

3.

(484-425 . . .)

138).

(Herodot. *Hist.* 7: 73).

A cup, to drink at a gulp;
Mix ten measures of water and five of
wine,
So that once again and peacefully
I may honor Dionysus.
Let's not fall
Into riot and disorder
With our wine, like the Scythians,
But let us drink in moderation
Listening to the lovely hymns.
(Anacreon 76, preserved in Ath. 11.427a;
transl. Lissarrague 1990, 91)

The wine was diluted in special
containers called craters (*KRATHR* in
Greek), made of clay and richly
decorated. Therefore, we cannot agree
with P. McGovern's opinion that the metal
containers of the so called "Midas' tomb"
near Gordion were massive ones of 150
litres of liquid, where water and wine
were mixed for holiday use (McGovern,
2007). It is not accidental that the
containers are metal and have large iron
tripods. They are intended for ritual use
but also serve for cooking - the parts of
sacrificial animals are boiled in them. This
custom is entirely preserved in the
contemporary Bulgarian folklore and is
called *kurban*.

3. *The father of Herodotus*
(484-425 BC) informed us that the
gardens of Midas, the son of Gordias,
were in Macedonia, where roses with
sixty leaves grow ...; *in these gardens the*
Silenus was caught ... (Herodot. *Hist.* 8:
138).

Gordias and *Midas* are the names
of the kings of the Phrygian state - in
Anatolia. But, according to Herodotus, the
Phrygians were called Brigians while
living in Europe, next to the
Macedonians, and after they moved to
Asia, they had changed their name in
Phrygians, being their descendants
(Herodot. *Hist.* 7: 73).

Midas, who is associated with the
ancient ideas with *Silenus* and the *wine*,
is also localized in the European
Southeast.

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Graeciae descriptio, 1: 4, 5).
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 ... (Apollonius Rhod. *Argonautica* 1:
 1117-1152).

4. Xenophontus (425-355 BC) gave information that on the way to the town of Thymbrium, the city of Anatolia, there was a spring named after *Midas, the Phrygian king*, in which Midas captured Satyr (=Silenus) alive by *mixing the waters of this spring with wine* (Xenophon, *Anab* 1: 2, 13). He also reported that the feast given by the Thracian Primate of Sevt (II) in the area of the North Sea coast sounds were *spread by the horns of wine by a special person - a wine glass bearer* (Xenophon, *Anab* 7: 3, 23-25); and in Strandzha Mountain and its Black Sea shores there was lots of snow and the weather was extremely cold that the *water and the wine in containers* got frozen (Xenophon. *Anab.* 7: 4, 3).
 5. Pausanias (II century AD), at the time of the Early Roman Empire, fitted in the picture depicted by Herodotus and Xenophontus in the 5th – 4th centuries BC, informing that in the city of the Ancient Ankara (Anatolia), founded by Midas, the son of Gordius ... *there was a fountain named after Midas, for which water it was claimed that Midas mixed it with wine when catching Silenus ...* (Pausan. *Graeciae descriptio*, 1: 4, 5).
 6. A particularly interesting custom is given to us by Apollonius Rhodius (III c. BC). While sailing to the *Golden Fleece* in Kolhis (on the east coast of the Black Sea), the Jason-led Argonauts, after the Dardanelles Strait, which was after Troy, stopped at the southern coast of Asia Minor at Phrygia, at the Dolionians – Phrygians, where *there were vineyards ... which are cut = pruning because of the sacred image of the mountain gods .. they called Dindymon's Mother, greatest ruler of the Phrygia... At the same time, under Orpheus' command, the youngsters started dancing in full combat and they hit their swords on their shields ... since past times the Phrygians propitiated Rhea with round cymbals and a drum ...* (Apollonius Rhod. *Argonautica* 1: 1117-1152).

Here, it is clear that the Thracian Dolionians in Northwest Anatolia, which were Phrygians (who moved from European Thrace according to Herodotus), prune their vineyards ritually, and it is no coincidence that the Thracian Orpheus instructed the young Dolionians to play the ritual dance. The ancient tradition attaches great importance to pruning because it is very important for the different quality of the fruit of the wild and the cultural vine. This information can be used to track the path of vine penetration in the Balkans. It has traditionally been assumed that it comes in the way of Dionysos, kidnapped by the pirates, i.e. from Phoenicia or Phrygia. It can hardly be reliable information - mythographers deduce due to their logic and ancient traditions the origin of the gods, which hardly reflects the path of agricultural innovations. McGovern rightly points out another piece of information - the beginning of pruning vineyards in Greece, which was brought by Orestheus, whose name means "a man from the mountains": his dog Sirius, the bright star was named after, miraculously showed how it should be cut, and then Orestheus planted the cut pieces from which new vines grew (McGovern, 2007).

This myth has a clear similarity to the biblical story of Noah and the Sumerian Utnapishtim, inasmuch as Orestheus was the son of Deucalion, who also survived a Flood (Toussaint-Samat 2009; Butler and Heskett, 2012).

The myth is defined as Thracian, as the mentioned author points out, so it is much more likely that the cultural vine has come to Greece from Thrace in the custom of pruning (which in fact confirms the Phrygian path). It is well known that the ritual custom *pruning vines* is preserved today in the Bulgarian traditional culture, inherited by the ancient Thracian, in the spring February celebration, called *Trifon Zarezan*.

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 3: 5, 1).

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 (Pomponius
 Mela. *De chronograph.* 2: 2, 22).

(Detschew, 1976),

7. Apollodor (I century BC - 1st century) narrated that Lycurgus, the son of Dragan and king of the Thracian Edoni, who lived around the river of Strymon (Europe), slashed his son, Drantan, thinking that he cut a vine rod and cut off his limbs... (Apollodor. *Bibl.* 3: 5, 1).

Again it is talked about the ritual pruning of vines by the Thracians.

8. Pomponius Mela (1st century) supplemented the picture of the Thracian vineyard by saying that in Thrace the vine is common, but its grapes ripen only when the viticulturists cover it to save it from the cold (Pomponius Mela. *De chronograph.* 2: 2, 22).

It is no longer an antique cult ritual related to the vine and wine, but a practical measure applied by the Thracian vine growers in the autumn to save the vines from frosting in the winter. However, today in Northern Bulgaria, where winter is usually characterized with low temperatures, it has been still practiced. Mela does not specify where this custom is practiced, but it may have happened to the south of the Balkan Mountains and even the Rhodope Mountains due to the warmer climate varieties.

Finally, it has to be said that the ancient Thracians have their own name of wine. This is the word *zelas* (Detschew, 1976), which is different from the Greek *oinos* and the Roman *vinum* and shows a very old own millennial tradition of wine growing and wine use. We can definitely say that the wine is permanently present in the rituals, in the everyday life, in the festive cycle and the ceremony of the Thracians in ancient times, which makes us determine the ancient Thracian territory as one of the cradles of the wine culture.

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The ancient wines – origin and usage

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SUMMARY

This text reviews the appearance of wine in the deepest antiquity, and makes a short historiographical review of the dating of the oldest wines and the geographical location of the vineyards. The most convincing mark for the storage and use of wine is the presence of tartaric acid residues on the vessels or remnants of grape seeds and grains.

The use of wine through the Paleolithic and the Neolithic ages, in the Ancient Egypt, Ancient Mesopotamia and Ancient Greece is commented, too. The review includes the first known “wineries” – Hajji FiruzTepe and Godin Tepe in Iran and the cave Areni 1 in Armenia. The paper considers the importance of wine as an economic, religious and cultural phenomenon in the tombs of the Pharaons and in the cities of Mesopotamia, its penetration into Greece and the Balkan Peninsula, and the first attempts to mix it with wood resins. A very old tradition turns the wine into the most sacred and most widely used beverage in the ancient world.

Key words: Wine, viticulture, Ancient Egypt, Ancient Mesopotamia, Neolithic shateau, sacred drink

Patrick McGovern,

Homo Sapiens (McGovern, 2007; McGovern, 2009).

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The hereby presented paper gives an overview of the hypotheses concerning the origin of wine, the probable geographic areas where it first appeared as well the reasons for its usage. After the earliest periods of the Stone Age, data was gathered in relation to viticulture and winemaking in Ancient Egypt, Mesopotamia and Greece.

It is a widely-believed opinion that wine has been a companion of the individual since hoary antiquity. Yet, how ancient is wine? The American researcher Patrick McGovern, who is considered being the greatest authority nowadays on the problems of alcoholic drinks from Ancient Times, is persistent in the idea that the invention of fermentation and wine dates back to the Paleolithic Age, and precisely long before the appearance of Homo Sapiens (McGovern, 2007; McGovern, 2009). There is, of course, no indisputable archaeological proof of that, although the given hypothesis seems logical. Archaeologists once thought that early humans were meat eaters on a grand order because their encampments were littered with animal bones. Then it occurred that the remains of any fruits or vegetables simply may not have survived, and that the abundance of bones, which were infinitely better preserved, indicated only that meat constituted some portion, possibly minor, of the early human diet (McGovern, 2009). Consequently, people from the Paleolithic Age used to feed mainly with fruit, the way primates did. Therefore, they naturally discovered alcohol. Ethanol expectedly occurs in ripe and overripe fruit when yeasts ferment sugars, and consequently early primates (and many other fruit-eating animals) have evolved a genetically based behavioural attraction to the molecule. The human liver is specially equipped to metabolize alcohol, without 10% of its enzyme machinery, including alcoholdehydrogenase, devoted to

(Dudley, 2000; Dudley, 2014).

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(McGovern, 2009).

(Lloyd, 2010).

vinifera silvestris (

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generating energy from alcohol. This *drunken monkey hypothesis* was originally proposed by Dr. Robert Dudley (Dudley, 2000; Dudley, 2014). The consumption of alcohol thus becomes a significant evolutionary advantage. Our bodies are 2/3 water, and the average adult needs to drink about two liters daily to stay hydrated and functioning. Untreated water supplies, however, can be infected with harmful microorganisms and parasites. Alcohol kills many of these pathogens, and humans must have recognized at an early date that those who drank alcohol were generally healthier than others (McGovern, 2009). This fact accounts for the consumption of beer, equally spread in northern areas such as the coasts of the Baltic Sea as well as southern ones, such as Mesopotamia and Egypt. Every time soldiers were on the march (for instance in Sudan), they would carry water and seeds, but water quickly got spoilt. Upon such circumstances, beer was boiled and soldiers could simultaneously drink and eat. Therefore, the hieroglyph for beer meant *liquid bread* (Lloyd, 2010).

Neolithic age

The Transcaucasian region, including Armenia, is one of the world's oldest centers of viticulture. Ancient Armenia was much bigger than modern Armenia and in classical times included much of eastern Turkey, Azerbaijan, and Georgia in the area between the Black Sea and the Caspian Sea. The vine was an indigenous plant in the valleys of Armenia, where the climate was particularly suitable for it. The wild vine *Vitis vinifera silvestris* (ancestor of the cultivated *vinifera* vine species) was established there over a million of years ago. Carbonized or petrified grape pips have been found at several Neolithic sites in the Caucasus.

The archeological proof of winemaking, even wine technology, has been unearthed in several Neolithic sites in the Zagros Mountains of North-

(Hajji Firuz Tepe),

5400

5000 (Voigt, 1983; McGovern et al., 1986; Estrreicher, 2016).

23,5 cm,

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Eastern Iran. The oldest site to date, Hajji Firuz Tepe, uncovered during the archeological expedition of Mary M. Voigt from the University of Pennsylvania Museum, is dated back to 5400-5000 BC (Voigt, 1983; McGovern et al., 1986; Estrreicher, 2016). Archeologists found six wine jars, each about 23.5 cm tall with a capacity of about 9 l, with clay stoppers attached. The residue in the jars includes tartaric acid and its salt, calcium tartrate. In the Near East and at that period, tartaric acid could only come from grapes. The structure of the archaeological site, consisting of a large living room that may have doubled as a bedroom, the "kitchen", and two storage rooms, might have accommodated an extended family. The room in which the jars were found functioned as a kitchen and was supported by the finding of numerous pottery vessels, which were probably used to prepare and cook food, together with a fireplace.

This makes us think that Hajji Firuz Tepe is the oldest *shateau* which archaeologists know currently. The opinion of the Australian specialist Dr. Philip Norrie has also to be mentioned. It concerns the first traces of wine in Georgia which date back to 7000 – 6000 BC (Norrie, 2000). He bases his view on findings of charred seeds from cultivated vines which were a lot different than the Virginia creepers. However, this viewpoint does not have other followers.

Hajji Firuz Tepe has serious rivals from Armenia.

In 2011 it was announced that the earliest *winery* in the world had been discovered at the cave of Areni I. Dating back to ca.3500–3000 BC, it comprised plaster floors which had been constructed as grape presses to run the juice into underground jars (Armenian *karas*, Georgian *qvevri*) or *pithoi* in Greek. Grape remains in the vicinity

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 (Black and Antonini, 2015).
 (Godin Tepe),
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pointed to the contents of the vessels as wine, and chemical analysis confirmed this. A contemporaneous cemetery within the cave suggests that the wine was used in burial services for the ancestors. (Black and Antonini, 2015).

Heading south from Hajji Firuz Tepe, one can find Godin Tepe, situated in the valley of Kangavar in Kermanshah Province in Iran, where the expedition of The Royal Ontario Museum (Toronto, Canada) finds 30- and 60-litre vessels, dating back to 3 500 – 3 000 BC, namely at the beginning of the Halcolite for these lands (Gopnik and Rothman, 2011). Here the wine acid was evenly spread on the one side of each vessel, which means that the vessels had been kept flatways stuffed with pegs, which is the way they are now kept in contemporary wineries.

From the Transcaucasian region and Iran, together with the neolithization, the vine was spread on a greater territory. The ecological limits, notwithstanding the climactic changes, were similar to nowadays: in the north hemisphere, grapes suitable for winemaking grow in the poles in the latitude of 30° and 50°N. One can find enough light there as well as warmth during spring and summer, so that enough sugar content is reached (up to 1/3 of the amount of grapes) for wine with alcohol content of 10-13°. It is in this region that the whole Balkan Peninsula falls as well.

Ancient Egypt

Before a royal winemaking industry was established in the Nile Delta, ca. 3000 B.C., the first Pharaohs imported wine from the Levant, and soon developed a taste for it. During Dynasty 0, around 3150 B.C., one of the first kings of Egypt, Scorpion I, was buried in a magnificent *funerary house* in the desert at Abydos in the middle of the river Nile. The German Institute of Archaeology in Cairo excavated

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4500 l
(McGovern, 2003).

U-j,

Fourier-transform infrared spectrometry (FT-IR),
(high-performance liquid chromatography HP-LC) Feigl spot tests

2000
(McGovern, 2003).

Scorpion's tomb in all its splendor, with ivory scepter and supplies of food and drink to carry with him into the afterlife. What was most astounding was that 700 jars containing some 4500 liters of resinated wine, according to our chemical analyses, were deposited in these three rooms, which was then covered over by a roof and mound of earth (McGovern, 2003).

No one of the written signs on the tomb U-j jars, seals, or labels can be related to winemaking or viniculture. Once the sand filling had been removed from the jars, however, rings of a yellowish crusty residue, which were slanted off from horizontal, were seen on their interiors. These "tidelines" are best interpreted as the remains on the surface of a liquid that had gradually evaporated. The McGovern's laboratory ran out standard battery of tests, including Fourier-transform infrared (FT-IR) spectrometry, high-performance liquid chromatography (HP-LC), and Feigl spot tests, on the yellowish residues from 3 jars in 2 of the chambers.

These analyses confirmed that the ancient material contained tartaric acid and calcium salt. The resonated wine was almost identical to that found at Hajji FiruzTepe more than 2 000 years earlier and only slightly later than that from Godin Tepe (McGovern, 2003).



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(©University of Pennsylvania Museum)

Fig. 1. One of the ca. 700 amphorae from the tomb of Scorpion I, in Abydos. The marking on the clay stopper is enlarged (©University of Pennsylvania Museum)

Oxford Expedition to Egypt: Scene-details Database. 8

(Linacre College, Oxford (2006) Oxford Expedition to Egypt: Scene-details Database [data-set]. York: Archaeology Data Service [distributor] <https://doi.org/10.5284/1000009> last retrieved at 19.07.2017).

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The whole process of winemaking is thoroughly presented on the walls of the Egyptian tombs, which makes it possible to be restored. Not surprisingly, it is not at all different from the later traditional ways of wine production. As an example of this, the precise site Oxford Expedition to Egypt: Scene-details Database can be presented. Under number 8 one can find the scenes of manufacturing and storage of wine and oil with subvariations: Gathering grapes or dates, Treading grapes or dates in a vat, Extracting juice in a wine press or date press, and Filling, Sealing, Recording and/or storing jars of wine (Linacre College, Oxford (2006) Oxford Expedition to Egypt: Scene-details Database [data-set]. York: Archaeology Data Service [distributor] <https://doi.org/10.5284/1000009> last retrieved at 19.07.2017). All examples collected are from over 25 tombs although not all of them show traces of wine as a funerary gift.



Fig. 2. Grape harvest. Relief in the tomb of Ptah-Hotep (Internet)

It is to be emphasized precisely here that the earliest depiction of wine making in the pictographs of the tomb of

(Jacq, 2006).
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 per-kheru.

2400 Ptah-hotepat Thebes date back to ca. 2400 BC (Jacq, 2006). Although in a varied state of completion, the scenes which are still visible on the east wall (left-hand side on entry) are those commonly found on corridor walls. In the upper register, men are emptying wine into large open-mouthed jars, probably for later storage in the two long-necked vessels which stand close by. The scene is titled: *Storing the wine which is for per-kheru offerings*. The *per-kheru offerings* are those which are requested by the deceased.



Fig. 3. Grape harvest scene in the tomb of Intef (TT155) at Luxor (Internet)



Fig. 4. Winemaking. Wall painting from the Tomb of Nakht (TT52), Western Thebes

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The kings, priests and aristocrats not only consumed wine, but they also reigned over the vines mainly in the Nile Delta. Still, wine used to be luxurious goods and its price was five times more expensive than the one of the beer. In the tomb of Tutankhamun, enthroned in 1348 BC, 30 wine jars were found, and 26 of them contain inscriptions, reading that the wine in had been *sweet*, *nice* or *exquisitely nice*, together with the names of so called sommeliers in the farms. There are, however, vessels with seals

(Guasch-Jané et al., 2004; Guasch-Jané, 2011; Wahlberg, 2012; Portalsky, 2014).

wine for taxes and wine for sacrifice (Guasch-Jané et al., 2004; Guasch-Jané, 2011; Wahlberg, 2012; Portalsky, 2014).

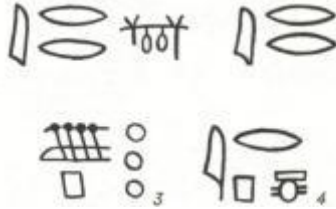


Fig. 5. Egyptian hieroglyphs: 1 – trellis vine; 2 – grapes; 3 – raisin; 4 – wine

Ancient Mesopotamia

It is hard to be precise about when the Sumerians, Assyrians, and Babylonians knew and drank beer and wine, but large numbers of tablets recording wine trade were discovered. These were regular vintages, whose popularity varied according to their district of origin; those which aged without fermenting were especially highly esteemed. Drinks were distributed at the rate of just over a gallon per person. This consisted not only of a kind of beer derived from a barley base, but also of palm-tree wine, obtained by tapping the top of the trunk of the palm tree and collecting the sap. At this stage it is comparatively innocuous, but it ferments and becomes extremely intoxicating after a lapse of two or three days. They made a distinction between fermented and unfermented liquor. In the poem of the Creation, during a banquet the gods, under the influence of alcohol, became talkative and excited. In the Epic of Gilgamesh, the wild man Enkidu, destined to become Gilgamesh's companion, requests the drinking of fermented liquor: *He drank of the beer: he drank thereof seven times: his spirit was liberated and he cried out with a loud voice: his body was filled with wellbeing and his face lit up.* (Contenau, 1966; Brothwell and Brothwell, 1969).

(Contenau, 1966; Brothwell and Brothwell, 1969).

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The first reference of wine in the town of Ur dates back to 2750 BC seen on a clay tablet. There exists data that ca. 2340 BC the governor of Lagash had a wine cellar where wine was brought from the mountains in large pitchers. As two sections (108 and 109) from Hammurapi's Code (ca 1790 BC) make clear, wine shop owners are assumed to have been female. We had already been alerted to this fact in the Gilgamesh Epic, when the hero met a woman, Siduru, who was a barmaid or a tavern owner. Siduru is associated with both grapes and beer in this late text. The use of *wine shop* in the earlier texts may reflect the relatively higher status of wine at that time.

One *wine shop owner*, Ku-Bau, even rose to the heights of queenship, to found the third dynasty of Kish in around 2 400 BC (McGovern 2007, 150-153).

Herodotus claimed that there had been no grapes along the Tigris and Euphrates river banks nor figs, not even olives; the wine had been transported with boats along the course of the Euphrates River from Armenia (Herodot). In this relatively late time scope, however (5 c. BC), what is meant by wine is the one made of figs, which Herodotus named *Phoenician wine*, and not the conventional grape wine. Yet, Mesopotamia apparently was not appropriate for wine production in ancient times, but the surrounding foothills were a great place for viniculture.

There is no record of wine from the time before the settling of the Sumerians in the low course of the Tigris and Euphrates rivers – it is presumably them who brought the vine from the mountains of Zagros and East Anatolia into Mesopotamia. The word *wine* is written with the Sumerogram *GEŠTIN*, where the symbol is translated as *tree of life*. As the connection between the Sumerian mythology and the writing of the Old Testament probably in Babylon is well-

(Geshtinanna Geshti- nna),
 Amamutinna
 Nin Geshti- nna, (Belitskiy,
 2000).
 Amageshtine,
 zid, Tammuz), (Dumuzi, Damu-
 Thorkild
 Jacobsen
 (Jacobsen, 1976).

known, it can logically be assumed that the biblical Tree of Life and Knowledge could be the answer to the Sumerian idea of the vine. The same way of writing leads to the Goddess of Wine who is frequently seen as of minor importance. Given that, she is the one to be present in one of the crucial myths for the ordering of the world of Sumerians. The goddess is named Geshtinanna or Geshti- nna, which literally means *covered in vine leaves*, and her name Amamutinna carries the meaning of *Vine Roots*. Her other name is Nin Geshti- nna, meaning *the Mistress of the Vines of Heaven* (Belitskiy, 2000). In the town of Lagash she is known also as Amageshtine, meaning *Mother-Vine*. This goddess was the sister of the important god Dumuzi (Damu-zid, Tammuz), Patron Saint of Fertility and Revival of life every spring. Dumuzi got engaged to Inanna, the powerful Goddess of War and Love. She, however, decided to go down the underground kingdom and boast before her sister who at hand kept her there. The Gods helped Inanna but there had to be someone to get death instead of her. So Dumuzi had to enter the underground kingdom which terrified his sister Geshtinanna. The negotiations ended resulting in the decision for them to alter each for half a year in the underworld, which accordingly justifies the change of the seasons in Mesopotamia. Thorkild Jacobsen interprets this myth as a reflection of the agricultural division of the year in periods – for seed harvest and grape picking (Jacobsen, 1976). The seed was to be harvested in spring; they would boil it to make beer and would later store it. The grapes were to be picked in fall and wine was made out of it. The two gods “died” at every harvest, transforming into inebriating liquor, kept underground; yet the first part of the year was related to the God of Seed, and the second – the Goddess of Wine.

Wine was well-known also in Ancient Assyria where it was considered

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 (McGovern, 2007).

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- (McGovern, 2007).

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- the binding ratio for workers and clerks of the castle. During the remainder of the year, a royal household of 6 000 had to be nurtured. From the queen on down through the various ranks of the administration and military to the “shepherd boys and assistant cooks”, precise rations of wine were doled out (McGovern, 2007). We know these details from two extraordinary groups of tablets: the Nimrud wine lists, dating to the successive Assyrian kings during the course of the 11th century BC. The cuneiform texts were found by the expedition of Max Mallowan in the “wine cellars” of the North West Palace and nearby so called *Fort Shalmaneser*, i.e. royal arsenal.

- Use of wine as medicine is shown as illustrated by a Sumerian Pharmacopoea inscribed on a clay tablet at Nippur in cuneiform script ca. 2100 BC (Norrie, 2000). Use of wines as sedatives, antiseptics, and vehicles for other medicines is illustrated in the Sacred Writings: in the Talmud, written after 536 BC (Norrie, 2000).

Ancient Greece

- The Greeks are believed to have acquired winemaking through the island of Crete which holds a great trade with Egypt. This, however, might have happened far earlier than it has been considered by far, as it is shown in one of the projects of Patrick McGovern with the Greek government about the tastes during the Bronze Age. The laboratory analyzed and confirmed the presence of wine inside large storage *pithoi* at Myrtos-Phournou Koryphe (McGovern, 2007).

- This site is an Early Bronze Age village on the southern coast of Crete. The *pithoi* belong to the final destruction level during the Early Minoan IIB period (ca. 2200 BC), but occupation began near the beginning of the 3rd millennium BC.

(*symposion*).

(*lenoses*),

Vina,

The analyses of the Myrtos jars represent the earliest chemical evidence for resinated wine from ancient Greece: there were *retsina*, as it is known in Greece today. Greece is the only place in the modern world that perpetuates the ancient tradition of adding tree resins to wine.

This seems to be the sole benefit of the Greek people in the technology of winemaking. Yet, they turn wine into popularity and make it accessible for everyone during all feasts, not only during special celebrations when the church or the ruler allows that. The Greek people have changed the culture of wine consumption thus turning it into an inseparable part of their *symposion*. One other exception is to be mentioned here as well – the Greek islands keep an ancient tradition of wine storage, which is distinguishable even with the aforementioned cave in Armenia.

These are specific facilities which can be determined as vats (*lenoses*) which were used by the inhabitants of Lemnos and more precisely the villages of Repanidi, Lychna and Rusopuli up to several decades ago. They were carved in the soft rock and it was in them that the must was put until the fermentation had finished. The rock, bearing the name Vina, is preferable as it can easily be carved and it ensures the temperature and darkness needed for the perfect fermentation of the grape must. The local producers believe that this brings the specific aroma of the wine.



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Fig. 6. Wine vats in the village of Repanidi on the island of Lemnos (photo made by the authors)

The Romans made a cult of wine and turned it into the most common drink. This contributed to the broad distribution of the vines along the whole Mediterranean to Trier in Germany. Wine production in Egypt became twice as high in comparison to the time prior to the achievements of Alexander the Great due to the new fashion and high demand. Women also obtained the right to drink wine. Around 1st century AD another significant change took place – ubiquitous amphorae were changed for the far lighter wooden barrels which could be rolled by one person (an amphora is to be carried by at least two people as it weighs as much as the wine in it) and quickly gained popularity as wine tate together with the long-known wine-bags, which unfortunately could not allow the wine to age in. The proper closing of the barrel as well as the touch of the wood enriching the flavor and aroma of the wine in contrast to the air-penetrating clay allowed already aging of the wine and change in its qualities with time, without turning it into vinegar. Thus the wine culture was born, and it exists even nowadays: wine is drunk on special occasions, as a ritual, with appetizers and during talks, which in fact is the due attention of holy liquor.

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Fundamental prerequisites and opportunities for development of wine tourism in Bulgaria

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SUMMARY

Ever since ancient times, people are engaged in growing grapes and producing wine from them. The first evidence dates from 7000 b.c. and they are found in the Caucasus on the eastern shores of the Black Sea. Historically, the winemaking is widespread activity in ancient Greece and Rome, and the wine became internationally known drink. In our country viticulture and winemaking exist as a livelihood since the time of the Thracians and over time, from the creation of the Bulgarian state to the present, the production and consumption of wine remains a family tradition in many Bulgarian homes.

In Bulgaria there are extremely favourable climatic and geographical conditions for the development of viticulture and winemaking, which determines their exploration and development in scientific and economic terms. Today, in economic terms, wine is one of the most sought after and prized drinks not only in Bulgaria but also worldwide. Moreover, one can say that in modern times it creates a certain kind of culture – the culture of communication, culture of taste and

nutrition, maintaining traditions.

Combining all these factors with the successful development of tourism in the country, creating conditions for the emergence of wine tourism in Bulgaria. The purpose of this article is geared precisely to study the fundamental prerequisites for the creation of wine tourism in our country, paying special attention to the difficulties facing its development.

Key words: winemaking, wine tourism, wine, vineyards, natural and anthropogenic resources

Wine tourism is related to the science for making and preservation of various types of wines (from the Greek *oinos* – wine, and *logos* – science), a science studying wine from the moment of planting the vine until the bottling and consumption of the wine itself. The term “wine tourism” contains the aggregate of the integration links between wine and people’s lives, catering culture, morals and values, science, literature and art. It appears at the onset of the 1990’s, as the consequence of a successful idea of winemakers in Austria and California in combining winery and tourism into a single activity. Due to this idea, a business model is created in those countries, and by organizing wine weekends and wine tours, not only do winemakers increase their direct sales from their cellars, but also gain loyal customers to supply wine to all year round (the so-called cellar to door sales).

In Europe, the inclusion of famous winery regions and cellars in the tourist routes as part of the mass tourism is a practice dating back to a much earlier period, but it has not developed hitherto as a separate type of business and tourism.

On the other hand, the values of tourists change on a global scale. In the opinion of the wine expert Jonathan

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 (Carlsen, 2004 Carlesen and
 Charters, 2006)

Steyn, spoken at The Business of Wine and Food Tourism Conference in November 2016 in South Africa, tourists live in the experience economy. While tourists used to need tangible comforts, the ones they could buy and touch, the next level is the “scripted experience”, where tourists consume situations, created particularly for them, such as the ones in Disneyland, the modern tourists and consumers want “transformation”, whereas the authentic experience is the product in and of itself. In other words: demand exists for authenticity, sustainability, responsibility and environmental friendliness, and this applies to accommodation, as well as to foods and attractions (Carlsen, 2004 and Carlesen and Charters, 2006)

The aim of this article is to study the basic prerequisites for the creation of wine tourism in Bulgaria, focusing on the difficulties that are faced with its development.

The empirical-theoretical methodology of the study was used in the article. A lot of theoretical statements have been summarized. An author’s opinion and a standpoint on the opportunities for development of wine tourism and its accompanying difficulties have been displayed. The methods of deduction and induction, as well as logical and empirical methodology are used.

During the last two decades, wine tourism has differentiated itself as one of the most preferred types of alternative tourism. Many countries, districts and locations, which combine the wine they produce, a product attractive to tourists, with wine-related or wine-supplementing tourist attractions.

By way of example, wine tours with interesting talks about wine processes by an enologist, ending with wine tasting

(Stamov and Nikovska, 2008; Terziyska, and Lozanov, 2006),
 Hall (2000b) Neshkov (2009b),
 (Johnson, 1999)
 (Carter, 2016; Sotirov, 2014).
 (Carter, 2016).

sessions, organized in compliance with all professional rules, become products in high demand in Western Europe (France, Spain, Italy, England and Germany), and in other countries in the world, such as Argentina, Chile and countries from the southern part of Africa.

There is no widely adopted and approved definition of wine tourism in literature on the topic. According to some authors (Stamov and Nikovska, 2008; Terziyska, and Lozanov, 2006), the essential aspect of wine tourism is the cross-point between viticulture and winemaking with the tourist product in a given area. The most widespread definition of wine tourism is provided Hall (2000b) and Neshkov (2009b), and in their opinion wine tourism is "visiting vineyards, cellars, wine festivals and wine show, related to degustation and/or experiences related to the vine and winery region are the main motivating factors for the visitors". Johnson (1999) defines wine tourism as "a visit to vineyards, wine cellars, wine festivals and holidays for recreational and entertainment purposes". In the opinion of other authors, this is a limited definition for wine tourism, and their proposal is that it also includes the following: outside catering, participation in cultural and historical attractions; diverse regional particularities – regional kitchen, architecture, cultural heritage, picturesque landscape (Carter, 2016; Sotirov, 2014).

Wine tourism in the most general sense of the word is defined as type of tourism, which has the objective of or which includes tasting, consumption or purchasing of wine, as a rule of thumb in proximity to or by the winemaker; it also includes visits of wineries (wine cellars), vineyards or restaurants, which offer unique crops of grapes and wine, as well as wine tours and travels to wine festivals and other similar special events (Carter, 2016).

Wine tourism is a specialized type of tourism, whereas tourists are provided with opportunities:

- to become familiar with the vineyards and viticulture practices (trimming, grapa harvest) from a specific region; with the history, traditions and wine making of wine houses (cellars, workshops or wine factories); with different wines and other highly-alcoholic drinks through tastings;
- to take part in holidays, ritual practices and festivals related to wine and combined with diverse folklore program and animations.

The development of wine tourism cannot be complete without an interesting and rich wine-growing history of the country, and without an interesting contemporary wine-growing practice. In Bulgaria, the first steps in wine tourism with its contemporary characteristics have been taken at the end of the 1990's, but according to Tsakov and Neshkov (2009) 1975 should be considered as the year in which Balkantourist brought organized tourist groups to the "Lyaskovets" winery. In 90's, some wine cellars (Vinprom "Damyanitsa", "Lyaskovets", "Osmar" and "Dimyat-Varna") started offering organized tastings for groups of tourists. Gradually the experience is followed by other wineries as well, and certain tour operators permanently commit to developing this new product type. Currently many wine cellars offer the possibility of organized tourist visits with tastings and other attractions (wine cellar "Todorov" and "Vila Vinifera" from Brestovitsa village, Plovdiv region, wine cellar "Rozova Dolina" – Karlovo, wine cellar "Sinite Skali" in Sliven, wine prom "Chernomorsko Zlato" – Pomorie, and many others).

In recent years, Bulgaria with its possibilities and experience in wine making and tourism development has turned into a popular and attractive wine

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(Jenson and Simone, 2017).

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tourism destination – for 2017 it is among the top 10 wine tourism destinations in the world (Jenson and Simone, 2017).

This is not only caused by wine making traditions and wine culture, which date back to the Thracians, long before the Bulgarian state itself was created, but also because all over the country, small, medium and large cellars, designed in an excellent manner and well-equipped, producing limited series of wines from local sorts with unique taste.

Many of them have equipped special tasting rooms, and they offer their guests the option to enjoy the premium properties, taste and aroma of the Bulgarian red and white wines.

Other than good wines, the history of our country is also related to making and drinking wine during the Antiquity. Evidence of this are the many Thracian monuments, discovered in Bulgarian territories, the murals from the Kazanlak tomb, bas-reliefs with viticulture stories, ritual gold and silver wine drinking sets, and hundreds of other archeological monuments, depicting the God Dionysus, known for being a Thracian god way before he was also in the Ancient Greek and Roman Pantheon. One of the hypotheses about Perperikon is that this is where the god's temple was.

Wine is related to the temperament, the daily life and the folklore of the Bulgarian. Trimming the the vineyard is the first wine holiday, related to many traditions and celebrated for centuries. The Trifon Zarezan festivities go through with an abundance of wine, friendly folks and wishes for fertility. The grape harvest and the preparation of grapes for fermentation is also an attraction for the tourists, and the ritual of crushing the grapes by barefooted girls in large wooden vessels is of great interest to tourists.

According to us, in order to

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(Revoked in SG, issue 86/2005 Hall et al., 2000).

develop wine tourism, Bulgaria has the following prerequisites:

- > Attractive tourist resource in sufficient quantity – interesting viticulture farms, wine cellars, wine products, winemaking events and experiences. Currently a total of 170 wine cellars function in Bulgaria, and many of them have state-of-the-art specialized infrastructure, in unison with the modern requirements for development of wine tourism Revoked in SG, issue 86/2005 and Hall et al., 2000).
- > A comfortable and secure material and technical facilities, facilitating the use of tourist resources by tourists – routes to vineyards, degustation rooms, demonstration rooms, catering establishments, accommodation, etc.
- > Organization tourist activity and offering information services, wine tasting, catering, accommodation, etc. by the owners of viticulture facilities and wine cellars; production and mediation activity by tour operators and tour agents, for organizing and offering wine tours and visits.
- > A well-developed winemaking, enough vineyards in the country, and the existence of a specialized winemaking institute in Bulgaria, with a history exceeding one hundred years.
- > Needs and motivation by tourists to take part in wine tourism.
- > Good opportunity to combine wine tourism with culinary (gastronomic) tourism.
- > Appropriate natural and geographic resources both for developing viticulture and other alternative types of tourism.
- > Exclusive cultural and historic evidence to supplement the terroir.
- > Rich folklore and ritual

practices related to growing vines, wine making and wine drinking, which remain to this day integral to the life of Bulgarians.

Bulgaria is conditionally divided into five vine and winery regions, which are The Danube Plain, the Black Sea Region, the Rose Valley, the Thracian Lowlands and the Valley of the Struma river. All of them specialize in winemaking from sorts of grapes typical for them, and a total of 51 districts exist for making excellent quality wines with a guaranteed and controlled origin. The typical Bulgarian sorts, such as Gamza, Mavrud, Shiroka Melnishka, Dimyat, Pamid and Red Misket are well-known to connoisseurs. The warmer southern part of the country produces predominantly red wines, and the northern part produces predominantly white wines.

Factors with a main role in the development and offering of wine tourism in Bulgaria, are: the quality of Bulgarian wine; reputation of Bulgarian wine; winemaking expenses; qualified experts in the area of winemaking and tourism; traditions related to winemaking; uniqueness of the offered tourist product; easy access for visitors; innovations and state-of-the-art technologies; financial resources; advertising; partnership with other market stakeholders; existence of natural resources; cultural and historical heritage; state support; education and scientific help.

In recent years, in countries developing wine tourism, the establishment and validation of winery tourist network, known as "The Wine Road" has been observed. "The Wine Road" is an aggregate product, consisting of all of the products, services and activities, offered by all wine tourism stakeholders, and essentially it is a wine cluster to the benefit of a single viticulture area, which has the objective of optimizing the operations of the commercial association, satisfaction

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levels and the progress of social and economic integration of a specific territory (district). The concept of “The Wine Road” is to integrate into a single product the services offered from the point of view of cellars, enoteche and wine museums, local customs and folklore, sports, evening entertainment, accommodation and restaurants. Offering local culinary specialties and products, which are only found in a specific region, in combination with the natural, cultural and historical landmarks, create a truly unique and memorable tour.

In Bulgaria, representatives of the business, municipalities and the branch organizations realize a project for the creation of a wine cluster, which has the objective of developing wine tourism in the country. In includes cellars, tourist companies, local municipalities, non-governmental organizations (NGOs), education and science institutes, et al. Mutual development strategies, offering and advertising for nine routes in the territory of the country are being developed: The Bdin Road, the Strimon Road, the Antiquity Road of the Thracian Wine, the Road of Orpheus, the Road of Dionysus, the Road of the Etar, the Road of Hemus, the Road of Madara, and the Road of Odessa.

In spite of all these possibilities in our country, there are a number of difficulties and problems in the process of development of wine tourism in Bulgaria. They can be systematized in the following way:

✓ There still hasn’t been achieved a coordination on a national level regarding the tourism development strategy in general, and in particular the alternative form of wine tourism, and the priority areas and types of activities, directly related to its development.

✓ There still hasn’t been developed a uniform system for communication between all wine makers and all creators of wine tourism in the country. The option

- ✓ - for developing a cultural model of communication between winemakers and owners offering wine tourism in Bulgaria in general is being developed right now, and will establish itself and develop in the future.
- ✓ - One of the difficulties in the development of this type of activity is that the regional owners of cellars and wine growers have a difficulty making associations between themselves, and always encounter issues in activating the local population with the objective of development of “a wine route” and a good infrastructure to the tourist sites.
- ✓ - Another essential problem is the observed lack of sufficient commitment by the local authorities, for the purpose of supporting the private entrepreneurial initiative for the development of local chateaux and cellars with the purpose of developing wine tourism, and in certain regions in the country, there is actually no commitment whatsoever.
- ✓ - A large share of the private entrepreneurs in the area of wine making and establishing prerequisites for wine tourism lack the correct orientation in investing funds to develop an accommodation and production base, and despite this fact they fail to seek consultations with experts from the regional divisions of fund “Agriculture”.
- ✓ - A very frequent issue with the people committed to wine tourism is the absence of sufficient resources for short-term financing and investments, with the purpose of developing an overall completed model for the production and the tourist base. Because of that, things are developed stage by stage, first vineyards are created, then a wine production base is created, and the development of accommodation base for tourists is achieved in the last stage.
- ✓ - Another very serious problem for the realization of all types of tourism in Bulgaria, including for the development of

wine tourism, is the condition of the general infrastructure – roads, sign boards, and information offices. Most of them are only spelled in Cyrillic letters, while boards and signposts are absent from many of the locations. The information offices developed using funds from the OP RDP are not operating non-stop, because the municipality has to provide a salary for a person to provide information and communicate with all potential tourists, and funds in rural and small local municipalities are insufficient, and this to a large extent explains the fact that some of the information offices developed in specific rural areas no longer fully functional.

The travel of tourists using public transportation in the country, in areas remote from the main roads, is an extremely difficult task. Due to this fact, all alternative forms of tourism, including development of wine tourism, are directly dependent on having personal vehicles available.

Another major problem with the development of wine tourism in the country is that it can frequently be mistaken with the development of the so-called “alcohol tourism”, which recently has been developing successfully on our southern Black Sea coast, despite the distance of the mountain and rural areas, where the potential for development of wine tourism is the highest. When we add to this fact also the significantly impaired age and education structure of the population in these areas, we can immediately establish the direct proportionate dependence on absence of young and qualified staff in these areas, and therefore wine tourism is first and foremost entrepreneurial business of a family type.

The product wine tourism is still at a relatively high price as an alternative tourist product, consistent with the domestic tourism market in the country.

This is a good opportunity for foreigners to receive a service at an exclusively premium price, consistent with the limited funds of Bulgarian tourists. At this stage, wine tourism in Bulgaria still offers a limited range of tourist products. The promoters of this type of alternative tourism on the domestic market are far and few between, and still the predominant share of the offers and packages are directed toward domestic tourism and just a smaller share are oriented to foreign tourists, despite the fact that the latter category is much more solvent.

A uniform marketing strategy for presenting our country as a good wine tourism destination still does not exist, despite the many awards awarded on International fairs and competitions for produced Bulgarian wines from certain châteaux. In general the chaotic printing of advertising materials from separate cellars, châteaux and tasting centers is typical for our country, and these are mainly related to the participation on international exhibitions, which do not provide sufficiently full idea about Bulgaria as a destination for development of wine tourism. One good exception and good practice in this area is the developed map of wine in Bulgaria (Sotirov, 2014).

(Sotirov, 2014).

CONCLUSIONS

The main opportunities for development of Bulgarian wine tourism are vineyards which have not been used sufficiently yet, combined with natural, cultural and historical resources in our country. Conducting system production training and marketing studies in the area shall result in the formation of an integral product in the area of wine tourism.

Other not used until Present opportunities in the sector are also:

✓ The introduction of uniform

standards for servicing tourists and enforcement of categorization system for the guest accommodations in the mountains and the rural areas with developed wine making activity, and châteaux, created thereto, shall allow the successful development of this alternative form of tourism in Bulgaria.

There is a real economic and social opportunity exists, following the example of western wine growers, to create an association of the Bulgarian entrepreneurs in the area of wine tourism into a uniform grid, and a uniform brand for wine tourism in the country, given as how such brand exists for environmental (green) tourism, which guarantees the quality of local tourist services through the development of the so-called "Green Houses". In wine tourism, the single measure (category) could be wine cellars or châteaux, created for the development of wine tourism.

Another major possibility for development of wine tourism is its successful combination in practice with almost any type of tourism offered in Bulgaria – culinary (gourmet), culture and historical, urban, rural, balneology, hunting, maritime, mountain, congress and golf tourism. Offering and combining with other tourist products will create better and more diverse opportunities for selection of destinations by the tourists. Using this improved selection, tourists in turn will choose a destination to match their preferences for a holiday, and they will be able to use to a sufficient degree all of the existing possibilities. So in practice wine tourism shall be offered on a national scale, but out of the 236 registered cellars (in 2008), a little more than 30 percent of them participate in the National Chamber of Wine Makers (NCWM). As a result of the general development of tourism in the country, however, the options for diversifying the products of wine tourism are practically unlimited.

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✓

✓ The diversification of the product of wine tourism, expressed through the relationships with other types of tourism and the important role of the state, science and education in the creation of the appropriate personnel for all alternative forms of tourism, are among some of the most significant and important factors for its successful development in the future.

✓

” (Dimitrov, 2014).

✓ Important and significant for the development of wine tourism in our country, according to Dimitrov and ourselves are the following main directions: the adoption of the National Plan for the Development of Wine Tourism in Bulgaria and the development of a Unified Wine Tourism Development Strategy, as well as the creation of a variety of products related to the so-called "Roads of Wine" (Dimitrov, 2014). The following concrete steps are also important in this direction: development and implementation of Quality management systems and accommodation prices for the development of wine tourism; Creating a national brand representing our country as a destination suitable for the development of wine tourism as one of the interesting alternative forms of tourism in Bulgaria and Europe

✓ According to us, a good opportunity to finance wine tourism provides the operational programs related to viticulture and wine production, as well as an operational program for rural development, which is why they should be widely known and applied in Bulgarian agricultural practice.

- As a conclusion we can summarize that wine tourism in Bulgaria has the potential of developing in the short term as one of the most significant types of tourism, ranked immediately after the agricultural, environmental and culture tourism, and its significance is not just national, but also international. Despite the fact that different types of difficulties

exist in the realization of this type of tourism, there is also a series of options and realized good practices, which can be a good foundation for further development of wine tourism in Bulgaria, as a worthy competitor to the countries, which have been successful in developing this alternative form of tourism in Europe.

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Current status and prospects of innovational development of Ukraine viticulture

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SUMMARY

A number of problems associated with the reform of viticulture and winemaking, defining strategies for further development in the integration of the world economy, require more detailed scientific application processing. In particular, for the development and improvement of market products viticulture (especially varietal composition of table grapes), an innovative restructuring of domestic wine, scientifically proven efficient allocation vineyards formation and reconstruction assortment of grapes and produced the wine products based on demand and supply national and international markets, and scientific support introduction of scientific innovations in industrial production. The need for a strategy of viticulture and winemaking conditioned, close relationship and interdependence of these industries, the prospect of which yields the global market is determined by their interaction consistency and parity relations; dynamic changes occurring in the economic, social, political, international, scientific and technical

spheres and generate new opportunities and threats etc. In order to identify the key strategic areas of efficiency of Ukraine viticulture and winemaking, comprehensive analysis of their functioning in the present conditions, identify problems that hinder their development and causes. Among the main objectives towards innovative economic restructuring are the following: the reorganization of the scientific system and its market adaptation, aimed at meeting market needs; consulting of academic institutions to advance their competitive developments in the market; production of high technology products in the use of experimental research base of scientific institutions, market capitalization and commercialization of business relations in the system of scientific and industrial structures.

Key words: viticulture and winemaking, current status, prospects, strategy, development, performance, efficiency, innovation, market

In today's globalized world, the place and role of Ukraine viticulture and winemaking depends on the capacity to realize its objective benefits of natural-resource potential in the global division of labor and in international competition, ensuring participation in solving the world's food, energy and environmental problems on the basis of mutually beneficial economic relations. Since Ukraine is the member of WTO (2008) viticulture and winemaking became under perfect market competition. Its leading to limit of government protection of domestic producers, and in most of them were from low competitiveness. Because of the national standards of product quality, failure to meet the technical, sanitary and phytosanitary conditions for exporting their products domestic producers actually removed from trading on the world market (Antsiferova, 2011).

(Antsiferova, 2011).

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 3,5 , 2016 .
 46 (- 33
),
 1995-2000 .
 12%
 (20%).
 70,1 kg/ha,
 -
 100,0-120,0
 40
 2,4 (1) (Belous, 2008).

Over the past 40 years, the area stands grapes in Ukraine has decreased by 3.5 times and amounted to 2016 46 thousand ha (excluding the temporarily occupied territory of Crimea), in agricultural enterprises – 33 thousand hectares. In recent years destruction exceeded its vineyards laying, especially high index vineyards retirement observed during the 1995-2000 years. The areas of young plantations of grapes in Ukraine are no more than 12% of the total area (whereas it is necessary to have 20% of young vineyards). The yield of grapes in Ukraine, despite some favorable periods generally remains low. Average yields of grapes for the study period was 70.1 kg/ha, while the average yield in the countries – the world leader in the production of grapes is 100,0-120,0 tons per hectare. Gross vintage also tend to decrease. Over the past 40 years the amount of grape production in Ukraine has decreased by 2.4 times (Table 1) (Belous, 2008).

1.

Table 1. Key indicators of viticulture in Ukraine

Vineyards indicators	/ Average per year									2016*
	1981-1985	1991-1995	2001-2005	2006-2010	2011	2012	2013	2014*	2015*	
/ All categories of enterprises										
Area, thous. ha	237,3	163,4	100,1	91,5	84,1	77,6	75,1	48,7	45,4	
in t. h. fruiting	165,0	139,6	87,0	71,3	69,1	67,9	67,1	44,2	41,8	42,3
Gross yield, thous. t	906,2	569,7	403,3	390,5	521,9	456,0	575,4	435,6	386,3	376,8
Yield, kg/ha	53,1	40,6	46,8	55,0	75,5	67,2	85,8	98,6	92,3	89,1
/ Agricultural enterprises										
Area, thous. ha	213,9	146,7	87,5	78,3	70,7	64,2	61,6	35,7	32,3	
in t. h. fruiting	144,6	124,4	74,9	58,6	56,3	55,0	54,2	31,6	29,2	29,7
Gross yield, thous. t	737,5	423,2	248,5	248,2	377,0	292,9	384,3	241,0	206,1	220,0
Yield, kg/ha	49,0	33,8	33,5	42,7	59,9	53,2	70,9	76,4	70,7	74,1

*Excluding the temporarily occupied territory of Crimea

- The main causes destabilization of
 : viticulture Ukraine are: laying the
 vineyards excluding natural environmental

; ; ; ; (Belous, 2009).

factors; irrational varietal composition of plantations; low quality planting material of grapes; low crop condition vineyards; Ukraine's economy stagnated (Belous, 2009).

The domestic market of grapes and wine is now in a state of stagnation.

- This is due to low profitability, or even handicap small producers, which caused an increase in the cost of licenses, low-yield plantations, costly promotion of products on the market. However, market analysis of wine products in retail outlets, shows the trend of increasing demand for above products, indicating substantial prospects for development of viticulture and winemaking (Table 2).

Problems of Ukraine viticulture led to a significant increase in imports of wine products compared with the volume of its exports.

Capacity of the internal market in Ukraine grapes according to a computation is 377,7-522,9 tons. The level of self-sufficiency population Ukraine grapes is considerable difference in the strength of traditions and customs of the local people. Filling grape market is mainly due to domestic producers (85%), but the share of imports is significant upward trend (Dzhaburiya et al., 2013).

(2).

377,7-522,9

(85%),

(Dzhaburiya et al., 2013).

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Table 2. Sales Development wine products retail in Ukraine

Wine Production	/ Years									2015 % 2001 2015 in % to 2001
	2001	2005	2009	2010	2011	2012	2013	2014	2015	
, mln. Dal / Quantity, mln. dal										
/ Wine	5,7	9,2	12,0	11,0	11,0	15,0	10,0	8,0	7,0	122,8
Champagne	2,1	4,0	4,0	4,0	4,0	5,6	3,7	3,0	3,0	142,9
/ Cognac	1,0	2,0	3,0	3,0	3,0	2,5	3,2	3,0	2,0	200,0
, mln. hrn. / Also in terms of value, mln. hrn.										
/ Wine	557	1286	2997	3186	3578	3877	4087	3819	4605	826,8
Champagne	260	523	1180	1285	1500	1686	1830	1689	2096	806,2
/ Cognac	279	717	1841	2157	2671	2890	3302	3161	3424	122,7

782.9
 - 520.0
 (1,0 kg
 8-10 kg),
 - 13,6%.

(Belous, 2010).

It should be noted that the lack of technical grapes in Ukraine supplemented by imported wine. Thus, in 2012 Ukraine imported 782.9 thousand dal of wine mainly from CIS countries – 520.0 thousand dal. In Ukraine, for the time consumption of grapes on the order below scientifically based standards (1.0 kg per person per year at a rate of 8-10 kg), table grapes market saturation is an average – 13.6 percent. Consumption of wine per person during the year several times lower than in Europe. Low saturation market of table grapes and wine grapes domestic level caused by insufficient production of the products in per capita, low purchasing power of the population, the lack of certain regions of the country traditions sustainable consumption of table grapes and wine, the lack of professional management marketing complex sub investigated (Belous, 2010).

A number of problems associated with the reform of viticulture and winemaking, defining strategies for further development in the integration of the world economy, require more detailed scientific application processing. In particular, for the development and improvement of market products viticulture (especially varietal composition of table grapes), an innovative restructuring of domestic wine, scientifically proven efficient allocation vineyards formation and reconstruction assortment of grapes and produced the wine products based on demand and supply national and international markets, and scientific support introduction of scientific innovations in industrial production. Remain designed not fully integrative model of relations between producers and wine products, processing enterprises and other organizations that contribute to the promotion and marketing of products and marketing strategies not processed further development of viticulture and winemaking.

The need for a strategy of viticulture and winemaking conditioned, close relationship and interdependence of

(Belous, 2015).

(Monoharov, 2010).

- these industries, the prospect of which yields the global market is determined by their interaction consistency and parity relations; dynamic changes occurring in the economic, social, political, international, scientific and technical spheres and generate new opportunities and threats; increased competition in the domestic market of viticulture and winemaking in the entry of new competitors on him-producers, the increasing number of which is accompanied by an increase in commodity supply and a reduction in revenues and profits; the importance of the development of world markets viticulture and winemaking needs of growers and winemakers well-targeted vectors for the long term as an important condition for reaching the export economic objectives; the ability of buyers to influence commodity, price, distribution and communication policy areas relevant entities, thereby determining the parameters of their production and business activities; growing influence of state institutions, local governments and social movements consumer protection and the environment (Belous, 2015).

As components of the agroindustrial complex the Ukraine viticulture and winemaking directly provide food security and create economic basis improved living conditions of rural producers and solving critical social problems in rural areas. This investigational sectors will perform pioneering function of different-effective combination of business and science subjects oriented to harmonize relations in the economic, social and environmental spheres (Monoharov, 2010).

On the basis of generalization approaches of Ukraine viticulture and wine sector development strategy, found that its main principles are: to create favorable conditions for the integration of sectors in the world economy; growing social and economic prosperity; forming scientifically based and socially-oriented innovation model of modernization of

viticulture and winemaking.

In order to identify the key strategic areas of efficiency of Ukraine viticulture and winemaking, comprehensive analysis of their functioning in the present conditions, identify problems that hinder their development and causes.

Content strategy of viticulture and winemaking is the preparation and implementation of such production and economic activity that achieves additional economic, social and environmental objectives based on meeting the needs of consumers in the production of viticulture and winemaking domestic and global markets in terms of dynamic changes in the macroeconomic and microeconomic environment. Defined strategic goals and directions of developing appropriate mechanisms for their implementation.

This development strategy viticulture and winemaking prior market research, which is determined based on the status and trends of the market, established character of the existing and future competition, and taking into account these factors, processed, marketing mix in terms of volume, variety, quality, price, distribution and communication of relevant products to specific national markets (Vlasov and Belous, 2009).

2009).

(Vlasov and Belous,

Studies show that a priority component of modern viticulture and winemaking is applied using scientific achievements. After the transition viticulture wine-sub and its economic entities on innovative development model allows to respond to dynamic changes in the market economy and the surrounding environment. The purpose of viticulture, wine science is to provide scientific and experimental adaptation and production and economic processes are based on market economy transition to innovation model of development.

With regard to Ukraine this implies, first, product innovation to improve the

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quality dimensions.

These developments include the triad of "place" (ampeloeological direction), "variety" (genetic selection and direction) and technology.

Increased efficiency grapes involves the development of scientifically-based placement of vineyards on the basis of detailed study and consideration of environmental factors: topography, microclimate, soil cover because of the high ecological plasticity of grapes.

Further development of viticulture and winemaking in Ukraine largely depends on the grape seedling. Scientific and technological advances in agrobiolgy, biotechnology and genetics of grapes showed the importance and the need for selection methods for its reproduction. The decisive importance of improving the technology foundation and cultivation of vineyards. Domestic and foreign scientists developed a significant number of technological ways that strengthen laying vineyards along the lines of energy efficiency, conservation of soil fertility, creation bioadaptive technologies (Vlasov and Bulaeva, 2009).

(Vlasov and Bulaeva, 2009).

The main tasks towards innovative industry restructuring are: improving the scientific system and its market adaptation aims to meet market needs; consulting strengthening of scientific institutions to promote their own competitive developments in the market, production of high technology products in the use of the experimental base of scientific institutions (Vlasov and Hinhin, 2012).

(Vlasov and Hinhin, 2012).

Ministry of Agrarian Policy and Food of Ukraine jointly with the National Academy of Agrarian Sciences of Ukraine (Order of 21.07.2008 444/74) approved the "Program of development of Ukraine viticulture and winemaking for the period till 2025", which provides for the restructuring of viticulture.

21.07.2008 444/74)

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In the 2013-2016 years the National Science Centre "Tairov Institute of viticulture and winemaking" together with the Institute of oilseeds and Zakarpatskaya State Agricultural Research Station developed regional programs of viticulture and winemaking of Odessa, Mykolaiv, Kherson, Zakarpattya and Zaporizhzhya regions.

According to programs the viticulture development will be provided by:

- New plantings based on modern scientific developments, above all, a detailed analysis of complex agro-ecological conditions on the base of ampelocological research.

- Preparation and conducting of vineyards cadastre.

- Using in the selection production the higher quality categories of vine planting material, to create modern and highly durable vineyards.

- Holding a balanced varietal policy, the leading position in plant creation must take only clones of the best varieties;

- Implementation of intensive, resource-saving technologies of laying and caring for plants.

- Promote the development of viticulture in farms that can quickly fill the market by table grapes and produce the high quality wines of areas.

- Setting up the specialized production of wine-growing techniques.

- Increase production of table grapes, fresh grapes increased supply in the domestic market, the implementation of measures for the creation of wholesale markets of agricultural products.

- Implement a balanced pricing policy on the market of technical grapes with economic interests, as growers and winemakers.

- Implementation of measures for technical re-equipment of enterprises of

primary and secondary winemaking through comprehensive mechanization and automation.

- Improving the system of remuneration and incentives, especially for workers engaged in laying and caring for young plants.
- Creation of an effective system for the field by qualified personnel training for the intended direction, expansion of information and consulting service for wine growing enterprises.
- Setting up an insurance mechanism for the maintenance of vineyards, owing to their dependence on the performance and quality of the harvest from the weather.
- Implementation of quality control of vine and wine products and the identification of GMOs in food products through accredited by European standards ISO 17025 laboratory of NSC "Tairov Institute of viticulture and winemaking".
- Enhancing scientific and methodological support of industry? spread scientific, technical and commercial information.

We believe that we need government intervention in order to innovate actively used by manufacturers. It should make entrepreneurs were able to receive high revenues mainly due to innovation rather than other factors (a monopoly position in the domestic market, using different schemes to obtain additional income from the export of raw materials and semi-finished products and others). The government must create the conditions to stimulate innovation and development of the related high-tech manufacturing. This problem is very complex and requires the development of measures to stimulate innovations, to achieve the effective integration of Ukraine viticulture in the global market (Vlasov et al., 2014).

Among the main objectives towards innovative economic restructuring are the following: the reorganization of the scientific system

- and its market adaptation, aimed at meeting market needs;
- Consulting of academic institutions to advance their competitive developments in the market;
- production of high technology products in the use of experimental research base of scientific institutions, market capitalization and commercialization of business relations in the system of scientific and industrial structures.

CONCLUSIONS

1. Economic Development Strategy of viticulture and winemaking in the integration of Ukraine into the world economic space includes: creating the conditions for integration into the European economy industries and the world economy; creating a fundamentally new science – reasonable and socially-oriented innovation model restructuring branches of formation of priorities of economic, social and environmental development of agriculture in the country; development and continuous scientific and economic support of regional development programs viticulture and winemaking in all wine growing regions of Ukraine in order to increase the efficiency of the sector, modernize its industrial base, the development and integration of cooperative relations, marketing and social policy.
2. Highly driving viticulture and winemaking involves implementing complex organizational and legal measures, including: continuous monitoring, comprehensive analysis, allowing you to make informed conclusions on the main directions of improving the efficiency of production of viticulture and winemaking and competent price regulation and market grapes vynoproduktsiyi; establishing parity relations between economic entities viticulture, wine marketing vertical system; improving insurance, tax, financial and credit policy in viticulture, wine production.

3. Prerequisites for increasing economic efficiency wine-growing industry in Ukraine is the best science - reasonable accommodation vineyards, vineyards assortment optimization and selection of varieties with the conditions of climate and soil selected plots used for vineyards laying a new type of certified planting material clonal origin, which has varietal authenticity guarantee and free from virus diseases, development of measures to use high-tech methods of growing grapes and producing vynoproduktsiyi, of material and technical re Vineyards, rozsadnytskyh and wineries, assembly and vineyards cadastre Ukraine and setting up a public system of quality control.
4. For further effective development of viticulture and winemaking must make technical and technological re-equipment and organizational and economic support Vineyards, rozsadnytskyh and wineries to modern international standards, to the establishment and maintenance of vineyards cadastre Ukraine, to establish an effective system of state control of product quality. The effectiveness of the economic activities of the investigated sub will contribute to: the development of small and medium enterprises; effective system of providing industry with qualified personnel; development of information and consultancy services.
5. In the reformation of viticulture and winemaking Ukraine should focus on the area of sales and sales promotion of products of ahromarketynhu, wine tourism, allowing you to more fully meet the needs of consumers in viticulture, wine production and increase the competitiveness of producers in the domestic and global markets.
6. Effective development of viticulture and winemaking Ukraine and receiving the maximum guaranteed income necessary to develop regional programs of viticulture and winemaking in all wine growing regions of Ukraine, including specific steps for each region to

- improve the efficiency of the industry,
- modernize its industrial base, the
- development of cooperative and
- integration relations, social policy and
- marketing.

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