

FOOD AND BEVERAGE FOR TOURISM

presents



4 *seasons*

A new standart in the HoReCa business in Bulgaria

In 2023, Food and Beverage for Tourism - as a proven effective platform in the HORECA sector in Bulgaria - develops and presents a new format - 4 seasons, planned to be realized in 7 new urban tourist destinations.

4 *seasons*

3 destinations

7 new locations

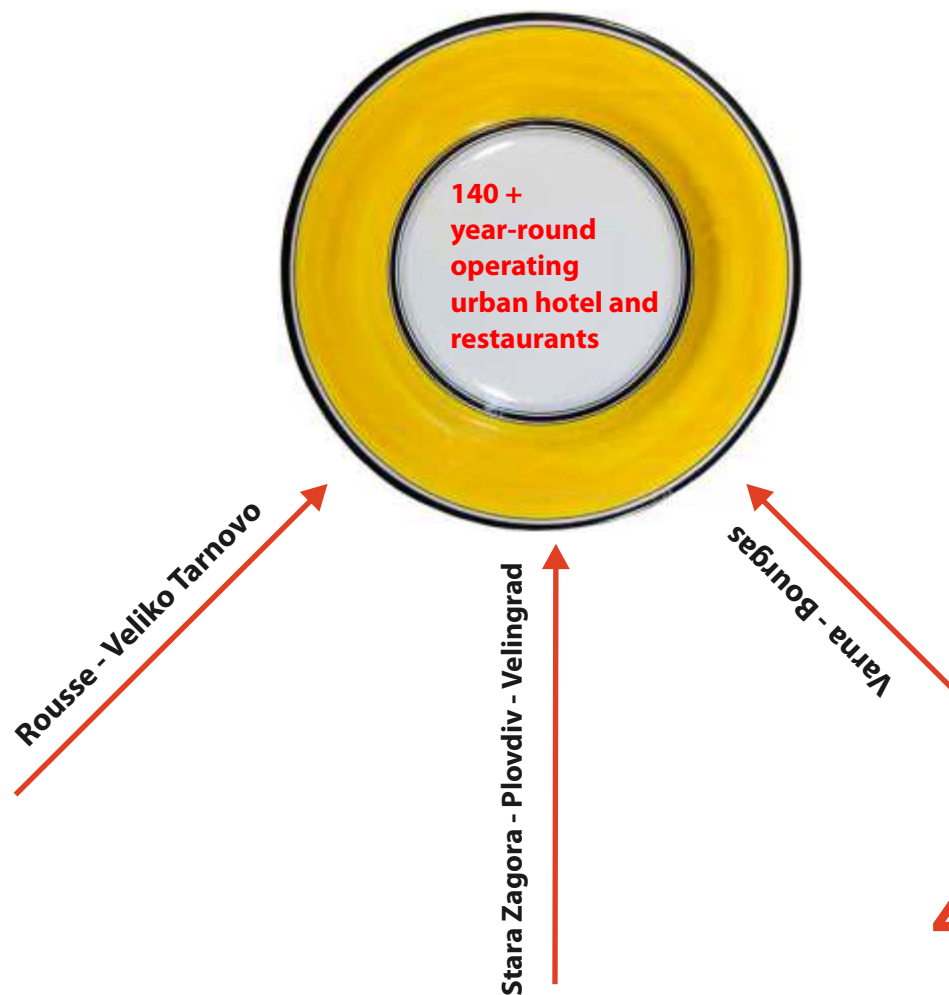
140 + year-round operating urban hotel and restaurants

Rousse - Veliko Tarnovo / March 15-16

Stara Zagora - Plovdiv - Velingrad / May 16-18

Varna - Bourgas / September 19-20

**FOOD AND BEVERAGE
FOR TOURISM**



4 *seasons*

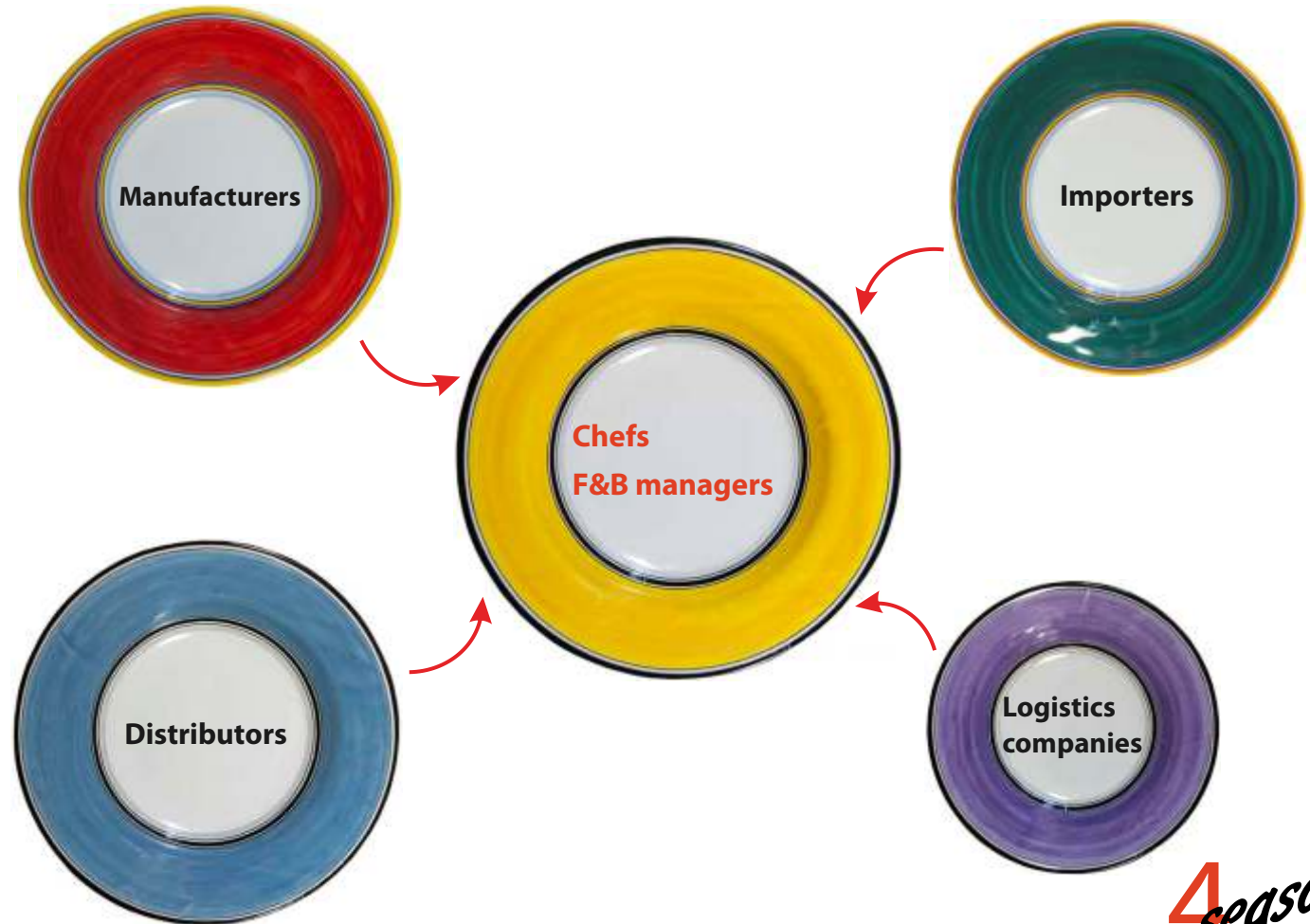
What is?

Profile:

4 Seasons is a presentation dinner where up to 10 companies have the opportunity to present their products to 20+ top chefs from the respective location.

Goal:

Presentation of new, high-quality, modern, innovative products and services in the field of tourist catering to tourist sites operating all year round (city and business hotels, high-class restaurants).



How does it happen?

Three ways - one Goal!



TASTING PART



EXHIBITION PART



NETWORKING

Tasting part

Step 1

Each participating company, with its chef or technologist, prepares a tasting plate in a professional kitchen, with which it presents its products and technologies. (The kitchen is located at the venue of the event and is provided by the Organizer of the event). With its tasting plate, the company participates in the collective "menu" of the presentation dinner;

Step 2

A professional team provided by the Organizer serves 20+ portions of the tasting plate to each participant in front of the guests of the event - personally invited top 20+ chefs from the best hotels and restaurants in the respective location;

Step 3

Within 10 minutes, a representative of the company presents the content of the plates, the qualities of the products, the technology of preparation, applicability in restaurants and hotels.

The tasting part of the dinner takes place within 120 minutes, in two sets of 50 minutes and one break, as each participating company has 10 minutes to present its tasting plate. Total number of presenting companies - up to 10.



Exhibition part

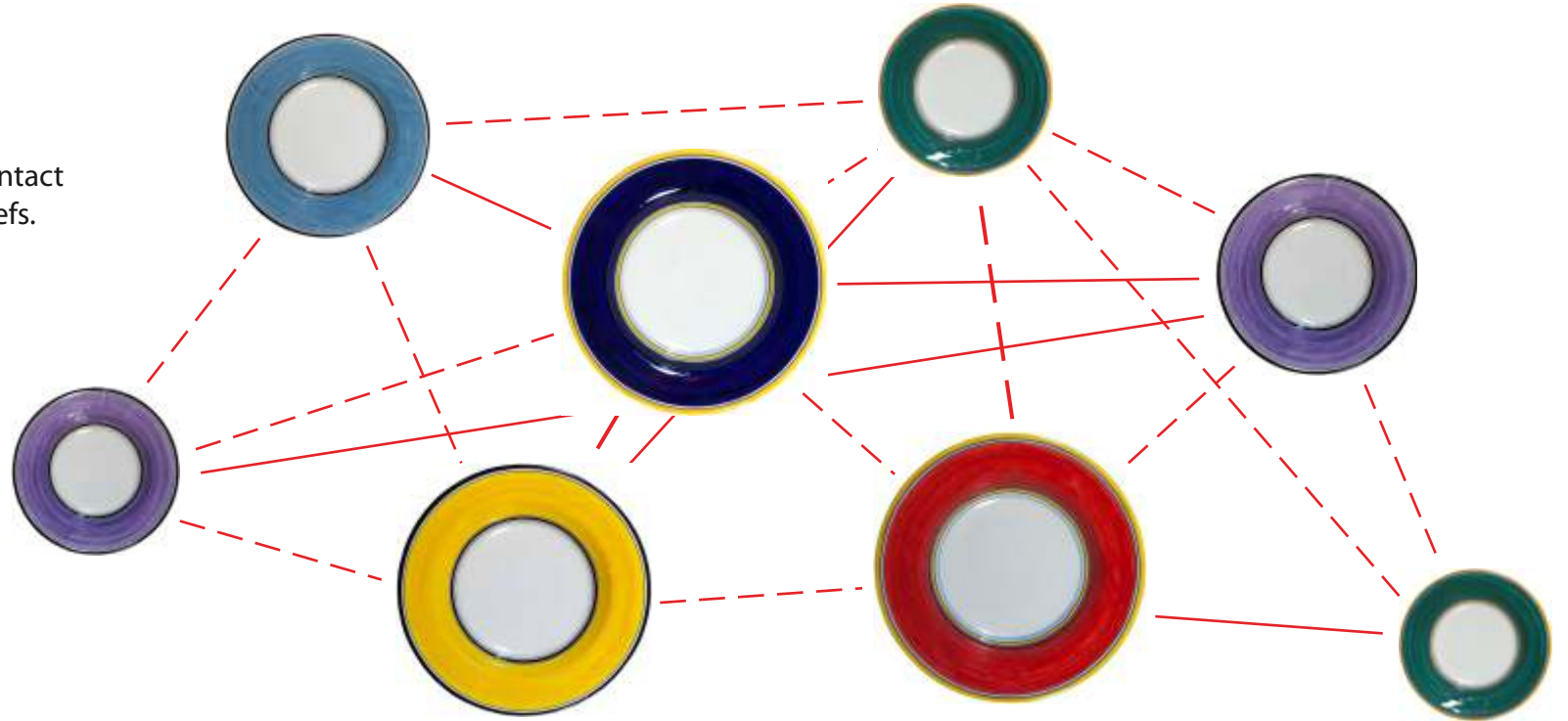
Each company participating in the tasting program of the event has the right to an exhibition position in a separate space, in front of or directly connected to the tasting room. The position consists of a table and chairs for the presentation of small samples, promotional materials and the opportunity to talk with guests.

The exhibition part is also available for companies not participating in the tasting.



Networking

After the end of the tasting part, within 60-90 minutes, representatives of the participating companies have the opportunity for direct contact and informal conversations with the guest chefs.



Advantages

1. Direct effective meeting with chefs from the best establishments for the respective location. Professional, work, business - the guests are specially selected, individually invited with confirmed presence and familiar with the program of the event and the expectations towards them.
2. Minimal expenditure of time and resources, when reaching the best sites and the right professionals.
3. Participation, enabling a memorable presence, new contacts and presentation of products and brands in an attractive and non-standard way.



Organizer

Patchwork Communications Agency works in the field of integrated marketing communications and specializes in special event management.

We create conceptually and implement practically **B2B exhibition forums**, which develop and perfect their profile with each edition and establish themselves as effective marketing industry tools.

In 2023 our project **Foods and Beverage for the Tourism & XOCT Industry** has the following calendar:



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BLUE SUMMER

April 19, 2023

Golden Sands

April 27, 2023

Sunny Beach

WHITE WINTER

November 2023

Bansko

November 2023

Pamporovo

FOUR SEASONS

March 15 - 16

Rousse - Veliko Tarnovo

May 16 - 18

Stara Zagora - Plovdiv
- Velingrad

September 19 - 20

Varna - Bourgas

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4 seasons