

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hebros Hotel-restaurant

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Source: <http://www.hebros-hotel.com/index.php>

Country/region of operation: Plovdiv, Bulgaria

Sustainability dimension: cultural, heritage-based, and environmental

Description of the enterprise/initiative:

Hebros Hotel-restaurant is situated in the heart of the ancient Plovdiv, a few minutes by feet from the commercial center of the town in Renaissance houses built by wealthy local merchants about 200 years ago. Restored and renovated, maintaining their original appearance, today the houses open their doors for all the people appreciating the unique Renaissance atmosphere.

The "Hebros" restaurant's menu consists of dishes of the Bulgarian and international cuisines, prepared with seasonal products. The restaurant performs samplings of Bulgarian wines, introduced by experts and combined with appropriate dishes. The "Hebros" restaurant has also established itself as a stage for the accomplishments of noted musicians and artists.

Social/ community impact sought:

Renovation and protection of heritage-based establishment that is turned into a hotel which opens its doors for all the people appreciating the unique Renaissance atmosphere.

Stakeholders: diplomats, businessmen, and tourists from all over the world.

Approach applied:

Hebros hotel-restaurant dwells in a Renaissance house built by a wealthy local merchant of textile and furs about two hundred years ago. Later the house becomes property of Neshev - the family of one of the survivors of the battle for liberation of Bulgaria at Shipka peak in the Balkan mountains in 1878. In the seventies of 20th century the heirs sell the house to the municipality of Plovdiv. Until the end of the eighties it is used as a place for receptions of the local communist party organization. In this period, the house is substantially restored and reconstructed maintaining its original appearance. In 1999, after being privatized, the place opens its doors for all the people appreciating the unique Renaissance atmosphere. The ten rooms of the hotel are furnished with authentic antique furniture and each has its own style. In the haet /lobby/ on the second floor you can meet friends or listen to the sound of 150 years old "Berger" piano. Hebros is style, coziness, hospitality and professional service that make the visitors come back again.

Innovation applied:

The first Slow Food club in Bulgaria called "Old Town Plovdiv" was established in November 2004 at Hebros restaurant. It's a branch of the international Slow Food movement (www.slowfood.com) founded in 1986 at a small restaurant in Bra, Italy. Slow Food events are regularly organized at Hebros restaurant. The idea is barely known Bulgarian products to become popular.

Another innovation is the "Regional Wine" project which main goal is to offer to tourists and citizen of Plovdiv the possibility to try the "Hebros" wine selection from local and international regional wines. Regional Wine is not only a place for wine tastings, but a wine shop, wine bar and wine cellar.

Social impact and business results achieved:

Invited by the Bulgarian Business Leaders Forum, His Royal Highness the Prince of Wales visited the Hebros' stand at Sheraton Hotel in Sofia on the 13th of March, 2003. Prince Charles took an interest in the antique atmosphere of the houses and was proud to award A Business Ethics Standard to Hebros Hotel. Hebros Hotel was awarded by The Quality Mark Licensing Committee with A Gold Authentic Bulgaria Quality Mark. Hebros received A Rose for Distinction in four categories - - Cuisine, Hospitality, Ambience and Activities. The "Hebros" restaurant is also the winner of the "2003 Restaurant of the year" award of the "Bachus" magazine and is still one of the best restaurants in the country.

Furthermore, on the 1st of November 2006 the Consular Corps of Plovdiv has established "Le Club des Consuls de Plovdiv", deciding that their official meeting place will be Hebros Restaurant. During the cocktail of announcement to the press of the creation of the "Club", in the presence of the local authorities and representatives of the society, they have declared that Hebros was the only place of the town which could possibly be chosen as

their meeting place since it met the elements of friendly atmosphere and good taste they were looking for.

Financial situation / sustainability of the business model:

The sustainability of the enterprise is ensured by the cultural value of the building, its conservation and sustainable use, as well as by the principles and ideas of the Slow Food club part of Slow Food Movement, established in the Hebros Hotel.

Key success factors: combination of heritage-preservation and modern facility-utilization.

Challenges and problems: The Hotel is located in the old town of Plovdiv and the area is always crowded.

Year when the enterprise was created: 1991

References (web-site, intent links, video, etc.):

http://www.hebros-hotel.com/index.php?option=com_content&task=view&id=33&Itemid=56