



# ***Bulgarian Wine Industry JSC***

## ***AGENDA***

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### **1. BULGARIA**

- Geography
- Climate
- Agro-food industry

### **2. VINE GROWING & WINE MAKING IN BULGARIA**

- Overview
- A bit of history...
- The wine industry nowadays

### **3. BULGARIAN WINE INDUSTRY JSC**

- Overview
- The wineries
- The vineyards
- The wine making process
- The team
- The wines
- Awards

## BULGARIA

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### Geography

Geographic location:

Bulgaria is situated in the South-eastern part of Europe. It constitutes 2% of the territory of the Old continent and 22% of the territory of the Balkan peninsula with an area of 111 000 km<sup>2</sup>.

Bulgaria has an extremely strategic geographic position, being situated on the cross-road between Europe, Russia, the Middle East & North Africa.

Neighboring countries:

North: Romania

East: Black sea

South: Turkey, Greece

West: Macedonia, Serbia



### Climate

Bulgaria is at the border between the temperate and the Mediterranean climatic areas.

In the northern parts of the country, the climate is temperate, whilst in the southern parts the climate is pervasively influenced by the proximity of the Mediterranean sea.

In winter, the average temperature is -1, -2 C. In summer, the average temperature is +20, +22 C

Due to the favorable climatic conditions, Bulgaria is a hot-tourist destination on the Balkan peninsula. During the summer time, it attracts tourists from all over Europe with its magnificent beaches. From December to end of March, tourists can enjoy winter sports across the country.

### Agro-food industry

Due to the favorable climatic conditions, Bulgaria is one of the biggest agro-food producers on the Balkans:

- 50% of its territory is classified as “land for agricultural purposes”
- 62% of those 50% are considered as “arable land”
- 1,6% of those 62% are dedicated to vine growing

Bulgaria is primarily specialized in:

- Crops & cereals growing (wheat, barley, rye, oats, etc.)
- Sunflower & tobacco
- Fresh vegetables & fruit orchards
- Rose & lavender plantations
- Vine growing

*VINE GROWING & WINE MAKING IN BULGARIA*

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*Overview*

Bulgaria's climate and soils are excellent for vine-growing. The numerous mountain ranges obstruct Aegean and Adriatic climatic influences. What is interesting is that the impact of the Black Sea is limited to the eastern part of the country due to the mainly western winds. That is why, the Bulgarian climate is slightly cooler than the one in south of France and central Italy which are, otherwise, at the same latitude. According to the different climatic and soil characteristics, there are five main wine regions in Bulgaria: Northern Region, Eastern Region, Sub-Balkan region, Southern Region, South West Region.

A bit of history...

- Vine growing & wine making are embedded in the lifestyle of all tribes & civilizations that had inhabited the territories of present Bulgaria:
  - The ancient Thracians, the oldest civilization on the Balkans, were one of the first people to cultivate grape and produce wine. They worshiped the god of wine and festivities, Dionysus. The cult for the wine god is still present in the Bulgarian folklore and in some parts of the country around the Greek border, the Dionysus festivities are celebrated every year in winter time.
  - The Byzantines & the Romans who occasionally crossed the territories of Bulgaria were also beguiled by the subtlety of Bulgarian wine.
  - The development of viticulture in the region was further boosted when in 864 AD medieval Bulgaria was converted to Christianity.



• In its history, The Bulgarian wine industry had to rise twice from the ashes:

- The 5-century Ottoman yolk (1393-1878): During the Ottoman yolk, vine growing was banned by the Muslims due to religious reasons. Nevertheless, the Bulgarian culture & traditions were preserved by the Christian monks, hidden in the monasteries up in the mountains. The religion, the language & the wine making tradition were passed from generation to generation far away from the eyes of the invaders.

- During the Communist regime (1944 – 1989): the Bulgarian wine industry was a state-monopoly. The production was quantity rather than quality orientated in order to satisfy the huge demand coming from the USSR.

With the democratization period in the beginning of the 90s, Bulgaria started striving to re-affirm its name on the world wine map as a prestigious wine producer.

The wine industry nowadays



• In 1995 Bulgaria applied for a European Union membership which necessitated to adjust its legislation according to that of the EU-25 at the time. This political & legislative transformation had an imminent positive impact on the wine industry in the country.

• The subsequent pre-accession-fund programs, like SAPARD and PHAR gave new direction for the Bulgarian wine industry. Many local producers and foreign investors started developing their projects for modern wineries in the country, based on Western models (primarily French).

• Many small-to-mid size wineries with own vineyards spread across the country which are now spreading the fame of the Bulgarian wine around the world.

• Export:

- More than 50% of the production is exported

- The biggest markets for bottled Bulgarian wine are Russia, Poland and the UK

## **BULGARIAN WINE INDUSTRY JSC**

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### **I. OVERVIEW**

#### Key numbers

- Castra Rubra winery: one of the leading wineries in Bulgaria
- Black Rock winery: our new jewel
- Bulgarian Wine Industry – a symbol of quality and excellence on the Bulgarian wine market with two state-of-the-art wineries, Castra Rubra winery and Black Rock Winery.
- Vineyards: 250 ha own vineyard with 15 different grape varieties and 300 ha 40 years old cooperative vineyards under our control
- Production capacity: ≈ 8 000 000 bottles per year
- Sales per geography:
  - Domestic market sales: 35% of total volumes
  - Exports: 65% of total volumes
- Sales per distribution channels:
  - On Trade: 65% of total volumes
  - Off Trade: 35% of total volumes
- Turnover in 2015 (since September): EUR 1 600 000.00
- Estimate turn over in 2016: EUR 5 000 000.00
- Location:

Castra Rubra winery was found in 2006 in the village of Kolarovo, situated in the south-central part of Bulgaria, the best wine region of the country.

Black Rock winery is the newest winery within our company and was just finished for vintage 2015. It is also situated in the village of Kolarovo.

- Climate: The region is characterized by a temperate continental climate with fruitful, well- draining soils. It is conducive to red-verities growing.

### **II. THE WINERIES**

- History:

Our wineries are located in the south-eastern part of the Thracian valley. A cross-road for many civilizations, the valley is a place where the wine-making traditions have been flourishing for centuries. One of our winery is called after a recently- excavated-Byzantine fortress – Castra Rubra (from Latin “The Red Castle”). The fortress was situated at “Via Diagonalis” – a mythical trade road, connecting Rome with Constantinople. Today, “Via Diagonalis” is the name of one of Castra Rubra’s flagship wines.



• Architecture:



Both wineries were designed by the architect Todor Obreshkov. The building of Castra Rubra pays tribute to its origins and represents a modern interpretation of a Byzantine fortress. The winery is a nationwide benchmark both aesthetically and technologically. Black Rock winery is designed so there is minimum intervention on the grape during the wine making process.



The design as well as the equipment corresponds to the highest standards in the industry with a:

- Platform for grape reception
- Fermentation building
- Wine deposit cellar
- Cellar for wine maturation and bottling
- Administrative building
- Two VIP guest houses





### *III. THE VINEYARDS*

- The vineyards:

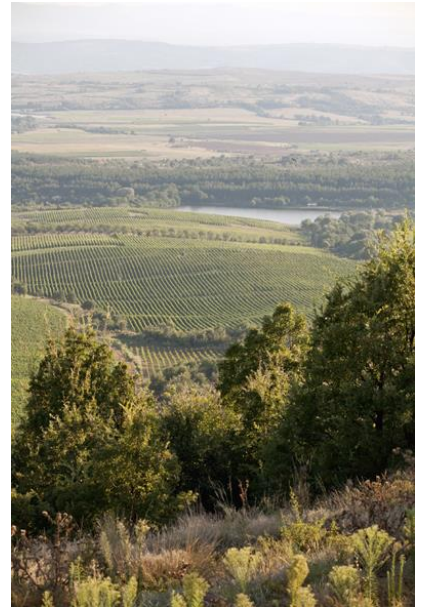
Bulgarian Wine Industry JSC has 250 ha own vineyard and 300 ha 40 years old cooperative vineyards under our control. The predominant types are red ones due to the temperate continental climate and the high number of sunny days per year.

- International red varieties: Merlot, Cabernet Franc, Cabernet Sauvignon, Malbec, Syrah, Pinot Noir, Sangiovese, Alicante Bouschet.

- Local red varieties: Rubin and Mavrud

- International white varieties: Sauvignon Blanc, Sauvignon Gris, Sémillon, Chardonnay, Pinot Gris, Viognier

- “The laboratory” - A part of the vineyards where new varieties are “experimentally” cultivated. The purpose of this venture is to determine which varieties best develop in the respective climatic conditions. This is crucial for the success of the Castra Rubra wines.





#### IV. THE WINEMAKING PROCESS

The technology

Step 1 – the vineyards

- Narrow-track vine growing:
  - the vines are planted according to the scheme 1,8 m to 1 m
  - which guarantees around 5 500 plants per hectare
  - supported by 1 170 acacia poles per hectare
- Biological production
  - Since 2010, Castra Rubra is in a transition period to biological production and since vintage 2013 all our vineyards are bio-certified.

Step 2 – the harvest period

- The grapes reception:
  - Castra Rubra is choosing the best grapes which is a key step to obtaining excellent wines.
  - Selection of the grapes begin in the vineyards where only the best are picked, after that we receive the grapes in the winery where grapes are selected again by hand on sorting lines, the grapes are cooled down with dry ice to around 6-8° Celsius in order to stop the natural process of fermentation outside the vinificators.
  - During the harvest period, Castra Rubra processes around 3 000 tons of grapes.

Step 3 – the vinification

- The fermentation process in Castra Rubra is done in three different types of vinificators:
  - Stainless steel fermentators: 15 cubic meters in volume, used for the major part of the harvest
  - Wooden vinificators: used for small quantities of Castra Rubra's best grapes. This technology allows for tighter control over the processes and for a direct contact with the oak from the very beginning.
  - Barrel fermentation: It is done in French oak barrels of 225 L.

Castra Rubra is using oak barrels from different French manufacturers as an insurance against bad harvest coming from one oak producer.

- The vinification – a 3 step process that last not less than 2 months:





- Maceration: a process during which the liquid phase & the solid parts are in contact without fermenting. Usually it takes between 5 to 10 days. However, a period of 15 to 20 days is required for the best grapes.
- Fermentation: the conversion of sugars to alcohol by yeast takes around 6 to 7 days.
- Post-fermentation adjustment: a process during which the fermented liquid phase & the solid parts are in contact. This is the time when the “nose” of the wine is formed.

#### **V. THE TEAM**

- The person who creates these wines and guides the team of young oenologists of Castra Rubra Winery is Michel Rolland, the most significant representative of the contemporary wine world.
- Michel Rolland is not only the exclusive consultant of the winery but also the guru of all modern-thinking winemakers
- His Bordeaux-based consulting practice has over 100 clients across 12 countries, including , including Chateau Angelus, Château Beau-Séjour Bécot, Chateau Lascombes and etc.
- His team is composed of four young and talented oenologists Plamena Kostova, Anton Dimitrov, Plamen Tanchev and Denitza Kabzeva. Enthusiastic and ambitious, they are the new hope of Bulgarian wine industry.



#### **VI. THE WINES**

The company is specialized in the production of high quality red wines and high quality white wines in the three main categories – entry level wines, middle level wines and special wines.

- entry level wines – Saxum Nero Cabernet Sauvignon, Saxum Nero Merlot, Saxum Nero Mavrud, Saxum Nero Chardonnay, Saxum Nero Sauvignon Blanc, Castra Rubra Classic Cabernet Sauvignon, Castra Rubra Classic Merlot, Castra Rubra Classic Chardonnay, Castra Rubra Classic Sauvignon Blanc
- middle level wines – Via Diagonalis, Motley Cock, Dominant, Zahir
- special wines – Castra Rubra, Butterfly’s Rock, Nimbus Syrah Premium, Nimbus Pinot Noir Premium

#### **VII. AWARDS**

##### **2010**

##### *Decanter World Wine Awards 2010*

Castra Rubra 2007 – **Bronze Medal**

Nimbus Pinot Noir 2008 – **Bronze Medal**

##### *Selections Mondiales Des Vins 2010*

Castra Rubra 2007 – **Gold Medal**

Nimbus Rubin & Merlot (Pendar) 2008 – **Gold Medal**

Via Diagonalis 2007 – **Silver Medal**

##### *San Francisco International Wine Competition 2010*

Castra Rubra 2007 – **Silver Medal**

Via Diagonalis 2007 – **Silver Medal**

Pinot Noir 2008 – **Silver Medal**

Telish TTT Lux (TAU, Cabernet Sauvignon & Merlot) 2007 – **Silver Medal**

Nimbus Rubin & Merlot (Pendar) 2008 – **Bronze Medal**

Via Diagonalis 2008 – **Bronze Medal**

Telish TTT Sangiovese & Merlot 2008 – **Bronze Medal**



**2011**

*Syrah du Monde 2011*

Nimbus Syrah Premium 2009 – **Gold Medal**  
*Concours Mondial de Bruxelles 2011*

Castra Rubra 2007 – **Gold Medal**  
Via Diagonalis 2008 – **Silver Medal**  
*Decanter World Wine Awards 2011*

Castra Rubra 2008 – **Silver Medal**  
Nimbus Syrah Premium 2009 – **Bronze Medal**  
*International Wine Challenge 2011*

Castra Rubra 2007 – **Bronze Medal**  
**Selections Mondiales des Vins 2011**  
Castra Rubra 2008 – **Gold Medal**  
Nimbus Pinot Noir 2009 – **Gold Medal**  
Nimbus Syrah Premium 2009 – **Silver Medal**  
Telish Cabernet Sauvignon & Merlot 2009 – **Silver Medal**  
*San Francisco International Wine Competition 2011*

Castra Rubra 2008 – **Silver Medal**  
Dominant 2009 – **Silver Medal**  
Nimbus Syrah Premium 2009 – **Silver Medal**  
Pendar 2009 – **Bronze Medal**  
Nimbus Pinot Noir 2009 – **Bronze Medal**  
*International Wine Challenge Vienna 2011*

Via Diagonalis 2008 - **Gold Medal**  
Castra Rubra 2008 - **Gold Medal**  
Nimbus Syrah Premium 2009 - **Gold Medal**  
Pendar 2009 - **Silver Medal**  
Dominant 2009 - **Silver Medal**  
Telish TTT Alicante Bouche & Merlot 2009 - **Silver Medal**  
Telish TTT Mavrud & Merlot 2009 - **Silver Medal**

**2012**

*Decanter World Wine Awards 2012*

Nimbus Syrah Premium 2010 – **Silver Medal**  
*Selections Mondiales des Vins 2012*

Butterfly's Rock 2009 – **Gold Medal**  
Nimbus Pinot Noir Premium 2010 – **Gold Medal**

*San Francisco International Wine Competition 2012*

Pendar 2011 white – **Gold Medal**  
Dominant 2011 white – **Gold Medal**  
Castra Rubra 2009 - **Gold Medal**  
Dominant 2009 – **Silver Medal**  
Castra Rubra 2008 - **Silver Medal**  
Nimbus Syrah Premium 2009 - **Silver Medal**  
Nimbus Syrah Premium 2010 - **Silver Medal**  
Via Diagonalis 2011 white - **Bronze Medal**  
Butterfly's Rock 2009 - **Bronze Medal**  
Via Diagonalis 2009 - **Bronze Medal**  
Pendar 2010 Kosher - **Bronze Medal**  
Telish 2010 Cabernet Sauvignon Kosher – **Bronze Medal**  
Telish Cab. Sauv. & Merlot 2010 Kosher - **Bronze Medal**  
Telish TTT Sangiovese & Merlot 2009 - **Bronze Medal**

**2013**

*Wine and Spirits Wholesalers of America 2013*

Castra Rubra 2009, red wine - **Double Gold Medal**  
Butterfly's Rock 2009, red wine - **Gold Medal**  
Telish Merlot 2011 - **Silver Medal**  
Via Diagonalis 2012, white wine - **Silver Medal**  
Via Diagonalis 2010, red wine - **Silver Medal**  
Dominant 2011, red wine - **Silver Medal**  
*Syrah du Monde 2013*

Nimbus Syrah Premium 2010 – **Silver Medal**  
Nimbus Syrah Premium 2011 – **Bronze Medal**  
*Decanter World Wine Awards 2013*

Butterfly's Rock 2009, red wine – **Bronze Medal**  
Castra Rubra 2009, red wine – **Bronze Medal**  
*Selections Mondiales Des Vins 2013*

Nimbus Syrah Premium 2011 – **Gold Medal**  
Dominant 2012, white wine – **Gold Medal**  
Telish Chardonnay 2012 – **Gold Medal**  
*San Francisco International Wine Competition 2013*

Dominant 2012, white wine – **Double Gold Medal**  
Castra Rubra 2009, red wine – **Silver Medal**  
Castra Rubra Classic Chardonnay & Viognier 2012 – **Silver Medal**  
Castra Rubra Classic Sauvignon Blanc & Semillon 2012 – **Silver Medal**  
Butterfly's Rock 2009, red wine – **Bronze Medal**  
Via Diagonalis 2010, red wine – **Bronze Medal**  
Dominant 2011, red wine – **Bronze Medal**  
Castra Rubra Classic Merlot 2010 – **Bronze Medal**



### *China Wine & Spirits Awards 2013*

Via Diagonalis 2012, white wine – **Double Gold Medal**  
Telish Merlot 2011 – **Gold Medal**  
Butterfly's Rock 2009, red wine – **Gold Medal**  
Dominant 2012, white wine – **Gold Medal**  
Via Diagonalis 2009, red wine – **Gold Medal**  
Castra Rubra 2009, red wine – **Silver Medal**  
Telish Cabernet Sauvignon & Merlot 2011 – **Bronze Medal**  
Telish Cabernet Sauvignon 2011 – **Bronze Medal**

### **2014**

### *Finger Lakes International Wine Competition 2014*

Petit Manseng 2011 – **Double Gold Medal**  
Dominant 2012, white wine – **Silver Medal**  
Dominant 2011, red wine – **Silver Medal**  
Nimbus Syrah Premium 2011 – **Silver Medal**  
Via Diagonalis 2009, red wine – **Silver Medal**  
Butterfly's Rock 2010, red wine – **Bronze Medal**  
Castra Rubra 2009, red wine – **Bronze Medal**  
Castra Rubra Classic Chardonnay 2012 – **Bronze Medal**  
Castra Rubra Classic Sauvignon Blanc 2012 – **Bronze Medal**

Nimbus Pinot Noir Premium 2011 – **Bronze Medal**

### *Concours Mondial de Bruxelles 2014*

Butterfly's Rock 2010 – **Silver Medal**  
Dominant white 2012 – **Silver Medal**  
*Tasted 100% Blind – Bulgaria*

Zahir 2010 – **87 points**

Nimbus Syrah Premium 2011 – **89.5 points**

Nimbus Pinot Noir 2011 – **86 points**

Butterfly's Rock 2009 – **86 points**

Castra Rubra 2009 – **85.5 points**

Dominant white 2012 – **83.5 points**

### *Decanter World Wine Awards 2014*

Butterfly's Rock 2010 – **Bronze Medal**

Castra Rubra 2009 – **Bronze Medal**

Motley cock 2010 – **Bronze Medal**

### *Syrah Du Monde 2014*

Nimbus Syrah Premium 2011 – **Gold Medal**

### *San Francisco International Wine Competition 2014*

Castra Rubra 2010, red wine – **Silver Medal**  
Dominant 2011, red wine – **Silver Medal**  
Nimbus Syrah Premium 2011 – **Silver Medal**  
Petit Manseng 2011 – **Silver Medal**  
Telish Sangiovese & Merlot 2011 – **Silver Medal**  
Castra Rubra Classic Sauvignon Blanc & Semillon 2013 – **Silver Medal**  
Telish Alicante bouschet & Merlot 2011 – **Bronze Medal**  
Castra Rubra Classic Chardonnay & Viognier 2013 – **Bronze Medal**  
Motley Cock 2010, red wine – **Bronze Medal**  
Dominant 2013, white wine – **Bronze Medal**  
*AWC-Vienna 2014*

Motley Cock 2010, red wine – **Gold Medal**  
Dominant 2011, red wine – **Silver Medal**  
Castra Rubra 2009, red wine – **Silver Medal**  
Butterfly's Rock 2010, red wine – **Silver medal**  
Nimbus Pinot Noir 2011 – **Silver Medal**  
Nimbus Syrah Premium 2011 – **Silver Medal**  
Via Diagonalis 2013, white wine – **Silver Medal**  
Dominant 2013, white wine – **Silver Medal**  
**2015**

### *"SAKURA" JAPAN WOMEN'S WINE AWARD 2015*

Dominant 2012, white wine - **Double Gold Medal**  
Butterfly's Rock 2010, red wine - **Gold Medal**  
Castra Rubra 2009, red wine - **Gold Medal**  
Castra Rubra Classic Merlot & Malbec 2011 - **Gold Medal**  
Telish Merlot 2011 - **Silver Medal**  
*Syrah du Monde 2015*

Nimbus Syrah Premium 2013 – **Silver Medal**  
**Selections Mondiales Des Vins 2015**

Motley Cock 2010, red wine – **Gold Medal**

Zahir 2011, red wine – **Gold Medal**

Castra Rubra 2009, red wine – **Silver Medal**

Nimbus Pinot Noir 2012 – **Silver Medal**

Pendar 2011, red wine – **Silver Medal**

### *San Francisco International Wine Competition 2015*

Castra Rubra winery - **Best of Nation Award**  
Butterfly's Rock 2011, red wine – **Gold Medal**  
Castra Rubra 2011, red wine – **Gold Medal**  
Dominant 2011, red wine – **Silver Medal**  
Nimbus Syrah Premium 2013 – **Silver Medal**  
Castra Rubra Sauvignon Blanc 2014 – **Bronze Medal**