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PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN

Project No BSB-1145



YOGURT FAIR

(Festival)

Common borders. Common solutions.

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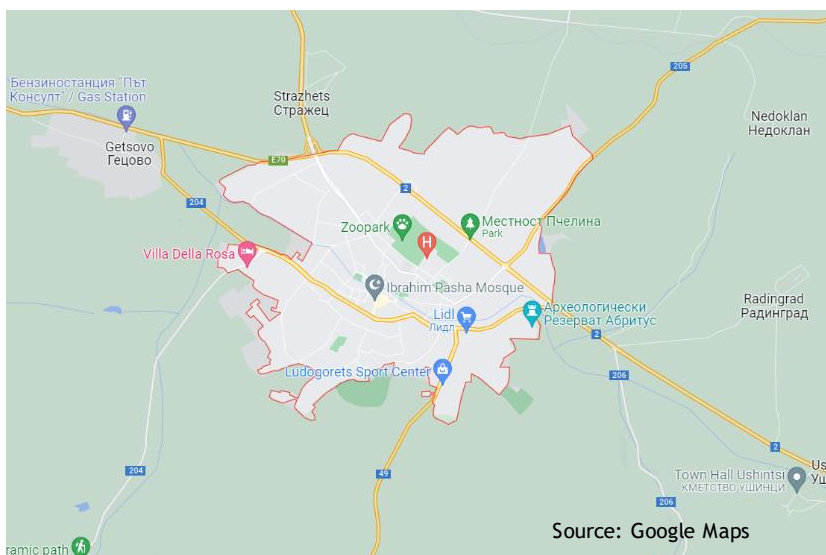
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SPECIFIC ELEMENTS AND FEATURES

BASIC INFORMATION

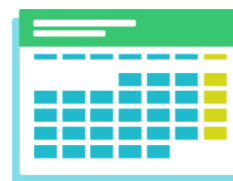
WHERE:

The festival is traditionally held in the center of town of Razgrad on the square in front of the 16th century Magbul Ibrahim Pasha Mosque. The parade accompanies all the festival days, starting every night along the traditional route in the central part of the city - from the Municipal Cultural Center to Momina Cheshma Square.



SCHEDULE:

The event is held every year at the end of July and usually lasts three days from Friday to Sunday.



ORGANIZER AND CONTACT INFORMATION:



Razgrad Municipality, Department of Culture, Religious Activities and Youth Activities,



37A Beli Lom Blvd., 7200 Razgrad,
Email: kultura@razgrad.bg



Razgrad Tourist Information Center, email: ticrazgrad@abv.bg

DESCRIPTION

The event is associated with a legend among the local ethnographic group Kapantsi, which covers the region north of Razgrad. The Kapantsi are one of the many ethnographic groups in Bulgaria, whose origins are still among the topics of discussion in the scientific community, dealing with history, ethnography and folklore. One of the hypotheses is that it comes from old Bulgarian families who refused to accept Christianity in the 9th century and for this reason they were deported to Ludogorie (area in Northeastern Bulgaria).

The ritual of making homemade yogurt is associated with a legend among the local population that a daughter-in-law is





accepted into the new family and the new home only when she demonstrates to her new relatives fermented milk and kneading the famous kapanska banitsa

(traditional Bulgarian pie crust dish). After passing this test, she became a full member of the family.

Homemade yogurt is also known as Kapan yogurt or Getsov yogurt (named after the village of Getsovo, located near the town of Razgrad), which has been produced for centuries according to an ancient family recipe.



Image Sources:

<https://razgradnews.net/>

<https://brat-bg.com/ru/interesting/bg-incognita/tipical-balkan/festivals/471-kiselo-mliako>

KEY MESSAGE

The main message of the festival is to preserve and promote the traditional Bulgarian culture and the most ancient tradition of the local ethnographic group - Kapantsi, for making homemade yogurt with a unique and inimitable taste. Creating new perspectives for the local community, which by promoting the specific culture will contribute to economic development through tourism growth.

Introducing the audience to traditional crafts and ways of producing goods that are forgotten or little known in modern society; preserving the identity and passing on these traditional craft skills to the younger generation.

KEY ACTIVITIES

Culinary festival of local foods and drinks. During the events there is Festival of native traditions and arts and crafts, also. Every year, companies producing and distributing the traditional Bulgarian product meet at the event. Before showing their art and skills, all participants parade along the main city boulevard. There is an attractive competition for home-made yogurt/sour milk and dishes with it.

The fair days include an exhibition of artistic crafts - woodcarving, painting on glass, textiles and ceramics, souvenirs of Kapantsi, jewelry, knitting, wrought iron, fur, tailoring, icon painting, making dolls in traditional costumes and many other crafts of dozens of crafts from the region, the country and abroad. The three-day event includes open-air concerts by art groups from various towns and villages in Bulgaria and abroad, as well as the Kapan Ensemble for Folk Songs and Dances from Razgrad.

EXPERIENTIAL AND INTERACTIVE ACTIVITIES

As part of the Festival of Folk Traditions and Arts and Crafts, master craftsmen pass on their skills to the younger generation.

Due to COVID-19 pandemic situation and the likelihood that the normalization of public life will not be restored in its entirety in the near future, it will be appropriate and expedient to include interactive broadcasting from the venue of the event.

INNOVATIVE ELEMENTS

In the production of Bulgarian yoghurt and home-made foods, all-natural local raw materials are used, which are obtained in ecologically clean areas. Ecologically clean and natural materials are used in the production of works of art by the masters.

Spectators could visit the Abritus Archaeological Reserve, which is a magnificently preserved ruins of a Roman city and a monument of cultural and historical heritage of national and European importance. It is within walking distance of the event location.

Magbul Ibrahim Pasha Mosque (16th century) is included in the UNESCO catalogue, as the third largest mosque in Bulgaria.

Near the festival are some of the monuments under the protection of UNESCO, such as Ivanovo rock monasteries and Sboryanovo Thracian mound. This can cause an increased flow of tourists who can successfully combine the culinary festival with a visit to sites of cultural and historical heritage of Northeastern Bulgaria.

MAIN FEATURES AND SERVICES THAT ATTRACT PUBLIC

The quality of the offered products and artistic performances, as well as the variety in the offer of artistic and handicraft goods and works.

The fun and at the same time educational content of the artistic performances during the concerts on the open stage creates a unique atmosphere, and the experiences leave memories for a long time to come. The venues of the events, the provision of high quality services, the perfect organization and the built infrastructure.

KEY PARTNERS AND SUPPORTERS

Razgrad Municipality, as the organizer of the event, partners with local art groups, community centers, cultural associations, volunteer groups and individual volunteers, mostly students. The traditional partner is the Kapan ensemble for folk songs and dances. The local authorities in the person of the Municipality of Razgrad, in addition to being the organizer, are also the main sponsor of the event, as financial support is provided by local companies and individuals.

PARTICIPANTS, LOCAL COMMUNITY AND CUSTOMER SEGMENT

The event is attended by representatives of the Razgrad twin cities of Calarasi and Slobozia from Romania and Avcilar, Turkey. Bands from other countries also take part in the festival. Dozens of masters are included in the traditional exhibition of arts and crafts.

COMMUNICATION AND DISSEMINATION CHANNELS

The communication is carried out through various electronic media, social networks and developed websites, which present all fairs, festivals and holidays on the territory of the Republic of Bulgaria - www.sabori.bg

SPECIFIC ELEMENTS AND FEATURES

MANAGERIAL AND ORGANIZATIONAL SPECIFICS

The festival is managed by the Department of Culture, Religious Activities and Youth Activities of Razgrad Municipality.

ACCESSIBILITY

Razgrad is located on the main road Varna - Ruse E 70, which is part of an international road across the Danube bridge to Bucharest. The event is held in the center of Razgrad in the pedestrian zone. This implies extremely easy access for all who wish to attend the event. Razgrad, although a regional center, is not among the major cities in Bulgaria. This predetermines an underdeveloped urban transport and a small transport network. However, from Razgrad Railway Station, which is 3 km from the center, there is public transport to the venue.

LIAISON WITH OTHER ACTIVITIES AND EVENTS OF THE BLACK SEA BASIN REGION

Similar festivals are organized in many places in the countries of the Black Sea region, and closer ties are maintained with the twin cities of Calarasi, Romania, Avcalar, Turkey.



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