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Project: 'Sommilabour' e-MS CODE ROGB: 185

Press Statement

Professional Sommelier Center in Veliko Tarnovo is going to train young people at risk

A professional Bulgarian-Romanian Sommelier Training Center is going to be set up under 'Sommilabour' Project funded under INTERREG V-A Romania - Bulgaria Cross Border Cooperation Program 2014-2020, co-financed by the European Union via the European Regional Development Fund. The project is going to be presented later today in the town of Veliko Tarnovo by Stanimir Stoyanov, the head of the project and the leading partner and chairman of the National Wine Association, town of Suhindol, and Diana Nedelcu and Dan Varzaru, representatives of the partner organization - the Romanian Association for Transfer of Technologies and Innovations - town of Craiova, Romania.

The 'Sommilabour' Project is going to be fulfilled with a total budget of 495 138,65 EUR. The Bulgarian-Romanian Sommelier Training Center in the town of Veliko Tarnovo is going to be created within the framework of the project with the basic purpose of training Bulgarian and Romanian young people from the border regions which are at risk of unemployment, so that they can meet the increasing demand of staff in wine cellars, wine shops, hotels and restaurants, in the tourism industry, etc. The professional training center of sommeliership is going to be created on the Samovodska charshiya street as this popular location will contribute to the promotion of the Training Center, as well as to the sustainability of the project after its end. The Training Center is going to house several study rooms, as well as a room for degustation, equipped by the latest world standards in the area of sommeliership, degustation and wine supply.

Eight educational training courses in the area of sommeliership and wine tourism are going to be conducted for a total of 225 Romanian and Bulgarian young people at risk in the newly constructed Sommelier center within the framework of the 'Sommilabour' project. The group encompasses young people, who live in the towns and small settlements of the cross border regions. Further increase of qualification of young people of the region is among the aims of the project. Each training course is going to last for 5 days and various topics in the areas of degustation and wine recognition, as well as of wine trade, wine promotion and wine-related products are going to be covered throughout the



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training courses. The training courses are going to include both theoretical and practical modules. The Bulgarian-Romanian Sommelier Phrase Dictionary will be drawn up and printed in both Bulgarian and Romanian. The Phrase Book will include information and specific terms that will assist the freshly trained sommeliers to communicate with foreign customers - Romanian tourists in Bulgaria and Bulgarian tourists in Romania. In addition to the Phrase Book, Educational Reference Books for tourist wine tour guides will also be issued, which will support the goals of the project, generate employment opportunities and help train more people from the groups at risk.

By creating the Bulgarian-Romanian Sommelier Training Center, we aim to provide a sustainable integrated service - opportunities to conduct training and qualification courses for sommeliers and wine guides, tour guides that can organize and hold wine tours. After the completion of the project, it is planned that the Sommelier Center will grant modules for education to representatives of wine producers, vocational schools, tourists and anyone who wants and wishes to attain skills and knowledge, which will help them adapt and become more competitive on the labour market.

According to the project, a number of communication and promotion activities are going to be carried out in order to advertise the ideas and the outcomes of the creation of the Sommelier Training Center: a web site, advertising materials. Among the main objectives of this project is the creation of a network that will support the improvement of the regional wine and tourism business and will increase the opportunities for staff employment and their mobility.

In case you need any further information, please contact via phone: 0885 400 531 or via e-mail: radoslavav@yahoo.com R. Mechkyureva - Public Relations Assistant, 'Sommilabour' Project



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