

BULGARIA: FOOD & BEVERAGE SECTOR FACTSHEET

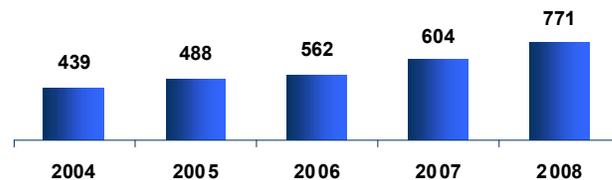
InvestBulgaria Agency – March 2010

Sector review

Competitive advantages

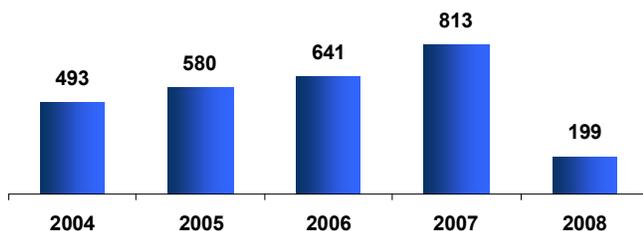
- ✓ 60 % of the territory is agricultural land
- ✓ Favorable climate and natural conditions
- ✓ Highly fertile soil
- ✓ Established local manufacturers and strong traditions
- ✓ High-quality organic products
- ✓ Strong marketing channels in the former Eastern block
- ✓ Skilled and qualified labor force at competitive cost
- ✓ EU food legislation integrated in the Bulgarian laws

Export of food and beverage, 2004-2008, EUR m



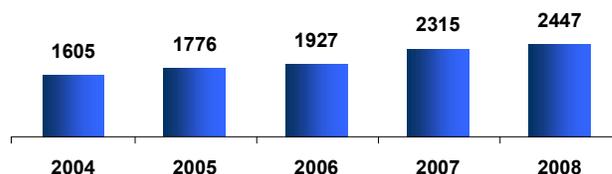
Source: NSI

Foreign direct investment (EUR m)



Labour cost

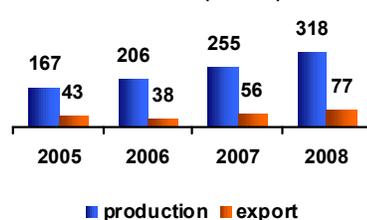
Annual average wage in the sector (Euro)



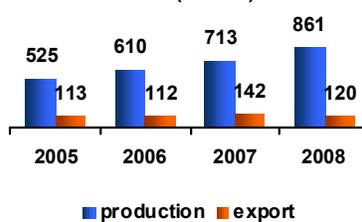
Source: NSI

Production and export (2005-2008, Euro m)

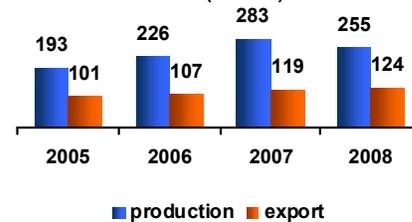
Milk and other dairy products, 2005-2008 (EUR m)



Meat and meat products, 2005-2008 (EUR m)



Canned fruit and vegetables, 2005-2008 (EUR m)



Source: NSI

Market players

Company	Net Sales - 2008 (Euro m)
Coca Cola Hellenic	197
Nestle	137
Craft Foods	99
Amilum	98
Papas oil	94
Zagorka	77
Chipita	74
Carlsberg	65
Kamenitza	61
Danone Serdika	48

Source: BEIS



Success story

Chipita Bulgaria SA, Kazitche

- Part of Vivartia Holding, Greece – worldwide known bread, snacks and pastry goods producer
- The factory in Kazitche – the first outside Greece; launched in 1996
- 5 production lines for croissants and bake rolls; about 850 employees
- Estimated 15 Mio. Euro investments
- New Millennium award 2001 – a guarantee for quality

Beverage subsector

Mineral water

- ✓ More than 250 mineral water deposits (France – 64, Spain – 89)
- ✓ Capacity of sources – from 0.5 to 63 l/sec
- ✓ Total capacity – over 3100 l/sec
- ✓ Depth – 400-1500 m
- ✓ Temperature – from 13°C to 102°C
- ✓ 44 brands on the market
- ✓ 27,5 % share of the beverage market
- ✓ 2009 consumption – 100 l/capita

Wine

- ✓ Amongst top 15 wine producing & exporting countries in the world
- ✓ Wine industry is 100% private since 2000
- ✓ 246 registered wine producers
- ✓ 7000 da new vineyards
- ✓ Vineyards to reach 153 '000 hectares under EU quota
- ✓ 2009 total production – 1,25 m hl
- ✓ 0,66 m hl exported in 2009(53 % of the total production)

Beer

- ✓ 2009 total investments – EUR 66 m
- ✓ 4,9 m hl production in 2009
- ✓ 51 '000 hl exported in 2009
- ✓ 67 l/capita beer consumption in 2009
- ✓ Introduction of 2 new beer brands

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