

## BACKGROUND



Every major Cuisine in the world is a unique economic driver for its native country or area of origin. The most impactful among them are known to provide substantive income for a huge number of small, medium and big size enterprises like restaurants, street food vendors, food and wine retailers, food producers, cooking equipment producers, hotels, farms, fishing enterprises, bakers and cheese makers, wineries, logistics and trade companies, tour operators, rent-a-car companies, airline companies, cruise companies, etc.

A Great Cuisine brings to its place of origin a worldwide recognition, boosts GDP by export of local foods and beverages to overseas, draws sustainable flows of inbound tourists.

 ***Cuisine is a unique economic driver...  
provide substantive income ... boosts GDP***

The research conducted by our experts in 2016-2017 has revealed that not a single country in the Black Sea basin features in a top-30...50 of the world's best Cuisines ratings. Moreover, research has showed that Black Sea Cuisine as a title does exist in the majority of consumers' minds, but respondents were unable to say exactly which dishes it includes and what its essential characteristics are.

It was obvious that only international cooperation and consolidation of efforts around a concept of one, all-encompassing Common Black Sea Cuisine Brand can provide a key to economic success across the area.

 ***concept of one ...  
Common Black Sea Cuisine Brand***

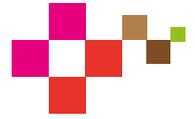
To achieve the status of a distinct and accomplished category, Black Sea Cuisine needs to be reconfigured in the consumers' minds and spelled out in conceptual documents. A clear Black Sea Cuisine Brand positioning as well as strategic approach to its promotion were required.

Thus, we launched the Black Sea Cuisine Development and Promotion Program whose initial step was focused on creating a Common Database of dishes and products which are typical for Black Sea coastal line.

 ***creating a Common Database of dishes and products***

For the implementation of the Program, an International Transcoastal Executive Committee was created at 2018 with representative offices in Bulgaria, Georgia, Russia, Turkey and Ukraine. Each executive of our team has international business skills and senior leadership experience. All of our experts are representing a mix of cultural and educational backgrounds.

## STRATEGY



Our mission is to develop and offer to final consumers as well as involved small, medium and big size enterprises a distinct and accomplished Brand – the Black Sea Cuisine - and make it well recognizable and appreciated worldwide.

 ***develop and offer...***  
***distinct and accomplished Brand***

The estimated international potential target audience of Brand roughly exceeds 500 million end consumers.

Our Black Sea Cuisine Branding strategy is not based on collecting a broad list of dishes, vice versa, it aims at a careful marketing selection of a few ones standing a chance of international success.

 ***Branding strategy ...***  
***careful marketing selection of a few ones***

The overall goal is to achieve, by intensive promotion activities, the Black Sea Cuisine Brand positioning in the TOP-12...15 most recognizable world cuisines by the end of 2025.

The current objective is to conclude, by the end of 2020, selection of the most marketable dishes from Common Database in order to form a Short Integrated Menu (SIM) as an undisputed core of Black Sea Cuisine Brand.

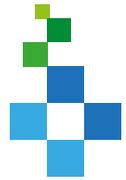
 ***Short Integrated Menu...***  
***an undisputed core of ... Brand***

Our wide research, completed in March 2020, helped put together a Common Database storing typical Black Sea Coastal Area dishes and regional products. The Database, containing more than 650 items and covering the Coastal area, concentrates on littoral countries: Bulgaria, Russia, Turkey, Ukraine, Georgia, Moldova and Romania.

 ***Database, containing more than 650 items***

The research has confirmed that it would be impossible for consumers to recognize and remember hundreds of items collated within the Database. According to our analyses, the Brand should include no more than 50 dishes and 25 regional products.

 ***impossible for consumers to recognize and remember ...***  
***no more than 50 dishes and 25 regional products.***



## NEXT STEPS

It is obvious that, crucial for success of the Black Sea Cuisine branding process, would be implementation of the next three steps:

**1.** Narrowing the Common Database to the most marketable dishes in order to form a Short Integrated Menu (SIM) and highlighting Brand Symbols among them. Creating a Black Sea Cuisine Recipes Directory as a guide with clues for professional chefs and non-professional enthusiasts alike. Even at this early stage, the Brand could provide benefits to a number of stakeholders, including franchising operations among Black Sea Cuisine Branded restaurants, street food vendors, food and wine producers and retailers, etc.

### **form a Short Integrated Menu ... highlighting Brand Symbols**

**2.** Developing of an International Black Sea Cuisine Cluster with a broad range of interested market stakeholders, in particular: restaurants, hotels, farms, manufacturers of regional products, fishing enterprises, bakers and cheese makers, wineries, logistics and trade companies, educational and training institutions, tour operators, air companies, rent-a car companies, etc.

Cluster membership is open to interested stakeholders not only from the Black Sea Coastal countries - Bulgaria, Georgia, Moldova, Romania, Russia, Turkey, and Ukraine - but also other states, provided that they share the Project's philosophy and objectives.

### **International Black Sea Cuisine Cluster ... membership is open to ...**

**3.** Generating a Common Event – the Black Sea Cuisine Gala Dinner, broadcast online via social media, at 100 restaurants across the Coastal areas and in the capitals of the riparian countries as the official start of a promotional campaign and activities like festivals, fairs, gala dinners, master-classes, degustations, etc., to achieve the Brand's recognition internationally.

### **Common Event ... Black Sea Cuisine Gala Dinner ... official start of promotional campaign**

