Good Practice 10: Kremikovtsi Monastery "St. George the Victorious" – Successful Sales with a Strong Brand

SKIVRE Training Scheme

Author/s: Angela Ivanova Wolfgang Kniejski

Institution: INI-Novation Bulgaria OOD
Good Practice 10:  
Kremikovtsi Monastery "St. George the Victorious"  
– Successful Sales with a Strong Brand

Description

Kremikovtsi Monastery "St. George the Victorious" is a Bulgarian Orthodox monastery near Kremikovtsi to the northeast of the Bulgarian capital of Sofia. Founded during the Second Bulgarian Empire (12th–14th century) and re-established in 1493 by a local Bulgarian noble, the monastery includes two churches. Of these, the older medieval church is notable for its highly regarded 15th-century frescoes.

In the 15th century, the Kremikovtsi Monastery was a centre of Bulgarian education and culture. At the time, the monastery housed two schools for laymen and one for clergy. An illustrated Bulgarian manuscript produced in 1497 for two citizens of Sofia, the Kremikovtsi Gospel, provides evidence as to the existence of a calligraphic tradition at the monastery.

Nowadays, Kremikovski Monastery is a functional one. Underclever guidance, the monastery has developed greatly in many ways.

- Monastic Products

A variety of monastic products are available – dairy products such as yougurt and cheese, jams, liqueurs, syrups, honey, honey products, candles, soaps, alcohol, and meat products. How do they produce all these products? According to the monastery's online shop

"The products come from natural, organic products harvested in our apiaries, in monastery pastures and mountain meadows. Our bees are the most industrious, and next to them are
flocks of sheep, goats and cows. With the care of Father Seraphim and the shepherds, the highest quality products are made, carefully processed and offered to all who wish to be truly involved in our cause: to restore, renew and elevate the Kremikovsky Monastery “St. Vmk George the Victorious.” (Picture 3, 4, 5)

- **The Brand**

Production and trade activities of the monastery have a strong brand containing a logo and advertising message. You can see the logo on every product produced in the monastery. (Picture 3, 4, 5.)

As a part of the brand concept there is also the special message from the Ktemokovtsi Monastery: “Tucked away at the foot of the Balkan Mountains, the Kremikovsky Monastery produces products for you with care!” (Not sure I would use this phrase, as I think it needs more to make it both wonderful and powerful) JH

- **Kanaskia – The Monastery Church Shop**

Kanaskia is the monastery church shop where all products are offered for sale: candles for prayer in the temple (church?) and for baptisms, weddings, and other special occasions; icons, crosses, incense and more. Here visitors will find all monastic products stored under their proper conditions. There are working women volunteers who spend some time every day selling monastic products to visitors. It is a pleasure to shop here because every customer receives good information about the products along with polite service. (Picture 2)

- **Online Distribution**

All monastic products of the Kremikovski Monastery are also offered online via a specially designed platform named “Kanaskia”: [http://kanaskia.bg/](http://kanaskia.bg/). The online shop is organised professionally with clear and easy-to-use information. All products are presented with explanations and pictures of high quality. (Picture 4) Most of the deliveries are made from the Kremikovsky Monastery by volunteers to the client's address. The clients pay a normal delivery price for the delivery.
Social Activities

Many volunteers work for Kremikovski Monastery – helping in the organization of religious events with other Orthodox monasteries from the region, and are also from Greece, Macedonia, and other Balkan countries.

During summer vacation, the monastery is visited by organized groups of young people and children. They stay in the monastery for a couple of days enhancing their knowledge of the Orthodox religion and helping the monastery with their ideas and contributions. In picture 3 below, you can see beautiful decorations made by these young people. They are drawing beautiful pictures and making cards, which the monastery keeps in visible places in the monastic shop. (Picture 6)

Investments

Kremikovski Monastery is quite active in gaining investments. They apply for European or national funding for reconstruction of the monastery and building new facilities. The monastery also receives many private donations from religious people and different organisations, dedicated to monastic activities in Bulgaria.

Pictures

Picture 1. Kremokvtsi Monastery St. George in Bulgaria - the two churches in the middle, surrounded by the frescos of St. George the Victorious and a part of the 15th-century donor's portrait of Radivoy, his family and the bishop Kalevit inside the old church. @Angela Ivanova
Picture 2. A woman is working as a volunteer in the kanaskia – the monastery church shop in Kremikovtsi Monastery. © Angela Ivanova

Picture 3. A variety of authentic monastic products are made in the Kremikovtsi Monastery and sold in the monastery church shop. The decoration is made by young people spending some days in the monastery during their vacation. © Angela Ivanova
Picture 4. Rasberry jam made in Kremikovtsi Monastery and sold in the online monastery shop
http://kanaskia.bg with professional pictures. © Kremokovtsi Monastery

Picture 5. The Kremikovtsi Monastery Brand is found on every monastic product produced in the monastery. In the picture is shown the typical Bulgarian ancient special drink called “medovina” made from bio-honey. © Angela Ivanova
Picture 6. Young people meeting international guests in the Kremikovtsi Monastery. ©SKIVRE

Picture 7. Our SKIVRE team in the old church met by Elie – a wonderful sunny woman, who is working as a volunteer in the monastery as a professional tourist guide and organizer of many activities for the monastery. With every word, she inspired us to learn more about the history of the monastery, about the monastic products and many other monastic topics. ©SKIVRE
Source/link

This good practice exercise is available under the following links:

Online monastery shop: [http://kanaskia.bg](http://kanaskia.bg)


Country

Bulgaria

Topic

<table>
<thead>
<tr>
<th>SKIVRE Training Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1: Introduction Module</td>
</tr>
<tr>
<td>Module 2: Marketing Strategies</td>
</tr>
<tr>
<td>Module 3: Monastic Products</td>
</tr>
<tr>
<td>Module 4: How to Sell Monastic Products Authentically</td>
</tr>
<tr>
<td>Module 5: Distribution Channels</td>
</tr>
<tr>
<td>Module 6: Social Media and Communication</td>
</tr>
<tr>
<td>Module 7: Value Adding Through Networks</td>
</tr>
<tr>
<td>Module 8: Creating a Strong Brand</td>
</tr>
<tr>
<td>Module 9: Financing Strategies</td>
</tr>
<tr>
<td>Module 10: Aspects of Sustainability</td>
</tr>
</tbody>
</table>
Declaration on copyright:

This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

You are free to:

- share — copy and redistribute the material in any medium or format
- adapt — remix, transform, and build upon the material

under the following terms:

- Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- NonCommercial — You may not use the material for commercial purposes.
- ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

https://www.skivre.eu/