



**Good Practice 5:
Tsrnogorski Monastery – Authentic
Monastic Products with a Strong
Brand**

SKIVRE Training Scheme



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Co-funded by the
Erasmus+ Programme
of the European Union

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. Project number: 2018-1-DE02-KA202-005023



Good Practice 5:

Tsurnogorski Monastery– Authentic Monastic Products with a Strong Brand

Tsurnogorski Monastery
"St. St. Kozma and Damian", Bulgaria



Description

Tsurnogorski monastery "Sts.Kozma and Damian" has an important place in the ecclesiastical, cultural, and political history of the Bulgarians of the present-day Central West Bulgaria. The monastery is also known by the name "Giginski Monastery" because it is located near the village of Gigintsi, located 52 km east of the Bulgarian capital of Sofia.

The monastery dates to the XI-XII century and was set up under the jurisdiction of the Ohrid (Bulgarian) Archbishopric. Like many other Bulgarian monasteries, within the building, there is a monastic rectangular building and a protective circular tower.

With the invasion of the Ottomans, the conditions for the existence of the monastery changed radically. Most of its properties were confiscated by the Sultan. Tsurnogorski (Giginski) Monastery continued to function after the Ottoman conquest until the middle of the XVIII century, when it was destroyed by the Turks. At the beginning of the XIX century it was rebuilt again at its current location near the healing spring "ayzmoto" known as a holy spring.

■ The Modern Monastery



Nowadays, Tsumnogorski (Giginski) Monastery is functional. (Picture 1). It conducts many religious activities. All religious ceremonies and special religious celebrations attract many people from different Bulgarian regions (Picture 2).

In order for the monastery to perform its religious activities, it needs both - financing and its own income from sources such as animal husbandry and agriculture. The monastery has started its own production of dairy products - buffalo yogurt and cheese. Additionally, the monks produce dried sausages from high quality buffalo meat. The monastery maintains its own monastic shop, where all manufactured monastic products are offered.

The revenues are an important source of income for the monastery to support its monastic life and religious activity. The goal is to provide sustainability and as much independence as possible from public finance.

■ Branding

Since 2011, Tsumnogorski monastery "Sts. Kozma and Damian" has its own brand for all its monastic products (Picture 3). They are produced following high-quality ecological standards. The monastery offers marmalades and jams, as well as their own brand of monastic wines and rakia (a typical Bulgarian strong alcoholic drink).

■ Networking

The monastery has also established a successful collaboration with the Mount Athos monasteries in Greece, as well as with Serbian and Macedonian monasteries. The monastic brotherhood from Bulgaria, Serbia, and Mount Athos collaborate with Giginski monastery in many activities but especially in the exchange and sale of their products, which are sold in the monastic shops of the other monasteries from this network. (Picture 4)

■ Organization of festivals and other events

A special festival of monastic products is organized every year by Giginski monastery. Many visitors come from Bulgaria, North Macedonia, Serbia and Greece.

The monastic products of Tsumnogorski (Giginski) Monastery are already well known in the region for their high quality and wonderful taste.

Pictures



Picture 1: A view from Tsumnogorski monastery "Sts. Kozma and Damian" in Bulgaria © Angela Ivanova



Picture 2: A religious ceremony in Giginski monastery, May 2019 in Bulgaria © Wolfgang Kniejski



Picture 3: Branded monastic products of Giginski Monastery © Angela Ivanova



Picture 4: Various products are offered in the monastic shop – own production and from other monasteries as well © Angela Ivanova

Source/link

This good practice available under the following link:

http://visit.guide-bulgaria.com/a/1310/giginski_monastery_st._kozma_and_damian.htm

You can have more information and gain bigger impression about the monastery by following the link: <https://www.svetogorie.com>



Country

Bulgaria

Topic

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