



SIBIU
See you in Transylvania!



SIBIU 2019
EUROPEAN REGION OF GASTRONOMY

MIC DEJUN
[SIBIAN]
LOCAL BREAKFAST



Slow Food®
Sibiu

Sibiu Local Breakfast

The Social Dimension of Agritourism
10.09.2024



Taste Sibiu region at the first meal of the day, and experience local flavors with every bite!



6

FOCUS AREAS

1. *Culture and Gastronomic Diversity*
2. *Linking Urban and Rural*
3. *Education, Well-being and Healthier Living*
4. *Sustainability*
5. *Supporting SMEs*
6. *Digital agenda*

+ Interreg Projects: EUREGA and CHRISTA

Food Destination



Landscape ● Agriculture ● Traditions ●
Local food ● People
Tourism experiences





A capacity-building, certification, and collective marketing program for tourism business, aimed at offering exclusive breakfast featuring local products and creative storytelling.

SIBIU LOCAL BREAKFAST

*Quality certification program
for restaurants and
accommodation units.*

> **QUALITY GUIDELINES**
&
> **ASSESSMENT CHART**

65 points

Content

- Local food: Sibiu County +/- 70 km, authorised local producers and suppliers,
- Trasability, diversity of products and dishes.

15 points

Added Value and Sustainability

- Certified products, take-away breakfast packed in environmentally friendly packages,
- Food waste mitigation measures.
- Staff involvement.

10 points

Communication

- Sense of place, labelling, storytelling, food souvenirs.
- Monitoring guest satisfaction.

10 points

Relationship with the destination

- Promotion of products, specialties, recipes and places of origin through films, brochures, books, leaflets, shops.

> 75 points



Tourism businesses

- Increased quality and competitiveness
- Stronger differentiation on the travel market
- Resilient food system.
- Reducing costs
- Upskilling
- Market advantages
- Networking



Food producers

- Short supply chain
- Diversification of distribution channels.
- New opportunities
- Networking



Guests

- Premium experiences
- Community engagement
- Responsible travel.



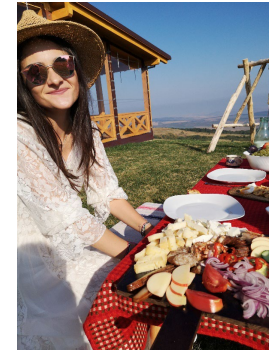
Food Waste Measures.
Market Opportunities for small-scale food producers.
Protect genetic diversity of local species.



Healthy and well balanced food options.

Guidance for sustainable practices.

Empower Women

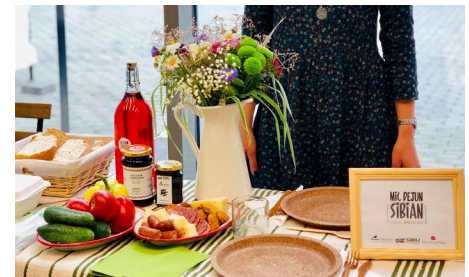


 **SUSTAINABLE DEVELOPMENT GOALS**



Jobs
(young people)

No plastic
Eco-friendly
products

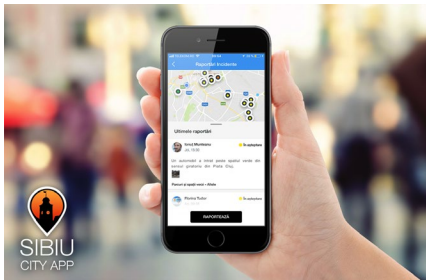


Biodiversity
preservation.

Sustainable communities

Sibiu Goes Green 2030

Marketing





Thank you.

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