



Meet4Business AGRA 2024

The Regional Development Agency Podravje - Maribor, SPIRIT Slovenia and the Enterprise Europe Network partners are inviting you to the business matchmaking event “Meet4Business AGRA 2024”, which will take place on **28th of August 2024** in the framework of the **62nd International Fair of Agriculture and Food Fair AGRA 2024** in Gornja Radgona, Slovenia.

TOPICS ADDRESSED

- Organic farming
- Production and processing of food products
- Agritourism
- Digitalisation, robotics and artificial intelligence in agri-food sector
- Sales & Distribution
- Service / Maintenance / Supply
- Other

The matchmaking event aims to initiate business and technology co-operations by offering pre-arranged 30-minute meetings. The basis for the meetings is an online catalogue containing all competence profiles of each participant.

AGENDA

Wednesday 28th, August 2024 (HALL 5)

11:30 – 12:00 Registration of companies, drinks & snacks

12.00 – 16.00 Bilateral business meetings

16.30 – Networking & Wine testing

Attendance at the business matchmaking event is free of charge.

Expression of Interest for Business Co-operation Proposals

Profile of the Company and Contact Details

Name of the company	Valchovci LTD.		
Contact person	Pencho Truhchev	Position	Sales manager
Telephone number.	359 888 546 856	Website	www.mezeta.bg
e-mail address	Mezeta.truhchev@gmail.com		
Number of employees	4	Year established	2021
Contact languages	English		

Brief description of the company

(Provide a short description of your company's activities, products and/or services, advantages and innovation)

"Truhchevata kashta" is a small family-owned producer of authentic dry-cured meat delicacies, located in the heart of the Elena Balkan and more precisely in the village of Valchovtsi, Elena /Bulgaria/.

Truhchevi brothers are the third generation of master butchers who, to this day, strictly follow the old methods and recipes when creating their unique delicacies.

"When preparing our delicacies, we use only local meats of the highest quality, natural spices, table salt, sugar and the magical climate of the Elena region."

A lot of love for the craft, dedication and patience are required, since most of the delicacies mature and dry for nearly 60 days, but the famous "Elenski but" (Pork hind leg or thigh) - for up to 18 months!

"The making of high-end dry-cured products has been a tradition across the Bulgarian lands for hundreds, if not thousands of years, and we are doing our utmost to continue these traditions and honor the legacy of our ancestors!"

Currently, "Truhchevata kashta" offers ten unique dry-cured meat products. Some of the most popular ones are the "Elenski but" (Pork hind leg or thigh), "Fillet Elena" (Pork fillet with spices), "Svinski vrat po Elenski" (Pork neck with spices), "Osolena slanina" (Pork belly with salt/ salt and spices), "Babina lukanka" (Cured sausage with pork, beef/veal and spices), "Valthovski sujuk" (Cured sausage with pork, beef/veal and spices) and more.

Reasons for your interest in the Business Co-operation

(What kind cooperation are you looking for? Are you interested in selling and/or buying? What kind of business partners are you looking for? What do you expect from the potential business partners and what kind of partnership?)

We would like to create meaningful connections with partners who operate in the Retail and the Food & Beverage Industries. For example:

- Grocery stores which offer high quality local and imported products with a focus on specialty foods like dry-cured meats (charcuterie), cheese, spices, sauces and wine.
- Grocery stores which offer a wide-array of imported Eastern European/Bulgarian products.
- Restaurants, pizzerias, gastropubs, taverns, wine bars, etc.

I accept that Enterprise Europe Network Partners use my contact details for the sole purpose of the Business Co-operation Database