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'The Bulgarian Taste on the Road to European Markets: Successful Domestic Presentation at Warsaw Food Expo 2026'

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Warsaw, Poland – Between June 9 and 11, 2026, the Polish capital once again became a magnet for the European food industry. The modern exhibition center Ptak Warsaw Expo in Nadarzyn – the largest trade complex in Central and Eastern Europe – successfully concluded the eighth edition of the international industrial exhibition Warsaw Food Expo. The event gathered over 15,000 visitors and more than 400 exhibitors from 50 countries across an area of 25,000 sq. m., with Bulgaria standing out not only for its traditional and organic products for the HoReCa sector but also for its selection of vegetable crops.

Strategic Market and Deepening Bilateral Relations

In recent decades, Poland has established itself as one of the most successful countries in Europe with a sustainably developing economy, already exceeding $1 trillion.

The modernization of industry, strong domestic consumption, and rising incomes make the country one of the most promising markets in the European Union and an important logistics hub for the entire region. The increased interest in innovative, high-quality, organic, and artisanal food products creates an excellent environment for business development and increasing exports of Bulgarian production.



Poland's stand at the BATA 2026 agricultural exhibition

Evidence of the increasingly close bilateral trade relations is also the fact that Poland was a major participant in the Bulgarian agricultural exhibition BATA 2026, which took place from June 1 to 5 in Stara Zagora. This exchange underscores the mutual interest and potential for long-term partnership between the two countries.

Bulgarian Participation: Traditions, Good Taste, and Quality

In this competitive market, Bulgaria reported a remarkable presence with a total of 12 domestic companies. The participation was realized with the support of the Ministry of Agriculture and Food, the State Fund "Agriculture," the Union of Fruit and Vegetable Processors (UFVP), and the Center for Promoting Cooperation in Agriculture between China and CEE Countries (CPCACCEEC).



Interest was sparked by the collective stand organized by the Association "Traditional Bulgarian Canned Foods" (ATBCF). Four Bulgarian companies presented their products, focusing on pure ingredients, the absence of preservatives, and traditional taste:

"Bulgarconserv Rupite": The company promoted its brand Sunny Trails, impressing visitors with high-quality peach and apricot compotes.

"Kali 98": Classic Bulgarian products – gjuvech, green beans, peeled tomatoes, and paprika. Specialized series for the HoReCa sector were also presented, combining authentic taste with natural ingredients.

"Peltina": The manufacturer participated with ajvar, pindjur, Lombard peppers, royal pickles, lecho, gjuvech, traditional lyutenitsa, cabbage and vine leaves, shredded cabbage, and "peperoni" peppers.

"Conservinvest": Under the brand "Hortseto," traditional products such as coarse-ground lyutenitsa, kyopolou, ajvar, and sugar-free lyutenitsa were displayed. The company also presented its newest brand – My Family.

"I am pleased to share that we are once again betting on good taste and quality, achieved with traditional Bulgarian raw materials. The exhibition gives us the opportunity to establish a direct connection with visitors, traders, and distributors, which is our most valuable contribution to expanding the market presence of our producers abroad," stated Antoaneta Bozhinova, Organizational Secretary of ATBCF.

Innovations, Selection, and a Look to the Future



Beyond the canning industry, the Bulgarian presence also covered other key sectors. Interest was also aroused by the domestic breeding company "Geosemselect." To promote the quality of Bulgarian vegetables, they gifted visitors with over 50 special small packages of tomato, cucumber, pepper, and cabbage seeds, encouraging international gardeners to grow and taste the local varieties themselves.

The Bulgarian stands also showcased high-quality dairy products, nuts, honey, and selected wines.

During the three-day forum, the prestigious ***Poland Food Conference*** was held, as well as a number of thematic seminars and workshops dedicated to food safety and new technologies. For the domestic exhibitors, Warsaw Food Expo 2026 proved to be an invaluable multifunctional platform for exchanging experience, establishing lasting contacts, and successfully expanding Bulgarian business on the European stage.

More on the topic:

Nikolay Georgiev from Geosemselect: A tomato salad should consist of as many colors as possible to benefit health