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Holiday of the Misquet: The Institute of Viticulture and Enology in Pleven Opens Its Doors for Wine Connoisseurs

Растителна Защита

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On August 28, 2026, Pleven will once again become a magnet for wine specialists and enthusiasts. The Institute of Viticulture and Winemaking (IVW) extends an official invitation to its traditional Open Day, whose main focus this year is on Muscat varieties. The event is an integral part of the program of the established local festival „Time for Wine“ and will take place in the building of the Institute of Viticulture and Winemaking (IVW) - Pleven, with the organizers having prepared a program combining science, tastings, and culinary surprises:



Program of the Open Day (August 28, 2026, Friday):

10:00 AM – Official opening.

10:15 AM – Specialized lectures:

„The Enigma of Muscat Varieties: The Code of an Aroma“ – lecturer Assoc. Prof. Dr. Iliyan Simeonov.

„Aromatic Potential and Biological Effects of Terpenes“ – lecturer Assoc. Prof. Dr. Dimitar Dimitrov.

11:30 AM – Exhibition: Presentation of traditional and entirely new grape varieties.

12:00 PM – Tasting and surprises: Guests will have the opportunity to taste a special selection of wines.

This year, IVW invites seven guest wineries, which will offer for tasting their best production, dedicated exclusively to Muscat varieties. For lovers of unconventional flavors, among the surprises will once again be the famous wine ice cream, made from the „Rubin“ variety, which will create a perfect flavor contrast with the Muscat wines.

About the „Time for Wine“ Festival

The Open Day at IVW also marks the beginning of the fourth edition of the Wine and Farm Delicacies Festival „Time for Wine“, which will run from August 28 to 30 in the park of the Regional Historical Museum in Pleven. There, all visitors will have the opportunity to taste carefully selected wines, discover new flavors, and meet in person the people who create them.