



harmonica

10
YEARS

THE SOUND OF ORGANIC!

10 YEARS ON OUR TABLES AND IN OUR HEARTS



140
products

2
great taste
awards

800+
points of sale
in Bulgaria

67
employees

20+
countries
of export



harmonica is a brand that has set standards in the organic food business in Bulgaria, for over a decade. The trust we have built in our customers towards the quality of the ingredients we use and the consistency in the taste and recipes, is spreading beyond borders.

Our product portfolio is made up of the fundamental foods we were brought up on, using genuine and authentic ingredients, grown and harvested in Bulgaria. Like the

Rose Damascene and elderflower in our cordials, the sunflower seed paste in our wafers, the rose hip in our delicious jams. But next level - their organic versions.

And because we are keeping our finger on the pulse of our industry, we do not shy from incorporating innovations, such as a strong probiotic line of yogurt drinks, vegan options and "free from" platforms. But taste - that is still our priority!

SNACKS



WAFERS



The all time classic is back in its organic version! Crispy crusts made from **einkorn flour**, stacked in-between layers of delicious cream. These wafers catapulted the harmonica brand into the international stratosphere!

CLASSIC

Fusion of sunflower paste, coconut oil and raw cane sugar.



NEW

CHOCOBIOTIC

The Biotic + wafer dove into delicious milk chocolate and came out irresistible!



BIOTIC +

5 different strains of probiotics. Added agave inulin to support further probiotic growth in the gut.



COCONUT

Coconut galore: butter, flour and shavings. High in fibre, low in sugar.



NEW

CHOCONUT

Our delicious coconut wafer covered with dark chocolate, absolutely irresistible and 100% vegan.



SNACKS



STICKS



Parent's best friend! Perfect for snacking not only because it's organic but because our sticks are made with **coconut oil**.



WHOLEGRAIN WHEAT

Often a "life-saving" snack, these are rich in fiber.



EINKORN WHEAT

The most ancient form of wheat – einkorn – is completely non-hybridized, containing the good gluten that even people who are sensitive can eat.

WHEAT

With salt all the way from the Himalayas.



WHEAT PRETZELS

Favorite party bites with the added value of all-organic ingredients.

FRUIT



Bulgaria boasts the perfect flora and fauna to grow ecologically clean fruits and vegetables.

NEW

PRUNES

Perfectly tender, these aren't your grandmother's prunes.

SNACKS



APPLE CHIPS

Natural sweetness – it's hard to believe that it's **nothing but fruit.**

The fruits are dried using hot air from wood furnaces, this method ensures the water evaporates, while natural vitamins and minerals are preserved.

SMILES



Quality alternative to the popular corn puff snack.
Perfectly balanced combination of **chickpeas**
and rice, rich in plant protein and fiber.
Extrusion has never been tastier!

With sea salt

Sourced from
the famous
Mediterranean
salt pans.



With coconut oil

Slight buttery taste
from the Far East.



These crunchy, fluffy treats contain
no gluten, giving you even more
reasons to smile!

CORDIALS



AWARD-WINNING



A pitcher full of harmonica craft fruit and herbal cordial is the center piece of every family table. Prepared by traditional methods to get the best nature can give. Our range of nine flavors makes for a difficult choice!

Great Taste Jury about us:

"Beautifully, natural tasting cordial, with full flavoured rose notes and not overly sweet. The possible uses of this are huge for both cooking and in a variety of drinks. We also felt that with other spirits and mixers it would take on a different flavour profile and work really well.

Great product!

A gentle nose, floral and quite calming. Quite sweet, we feel this will be delicious over ice with sparkling water“.



ROSE

Bulgarians have used roses in their cuisine for hundreds of years and now we are reviving this tradition by creating an authentic drink from top-of-the-line organically grown roses

COLD-PRESSED



The traditional way to preserve summer fruits all year long.
High level of fruit extraction between 35%-40%.

recommended mix:
1 part cordial
7 parts still
or sparkling
water

CORDIALS

STRAWBERRY

The sweetest memory from grandma's pantry



RASPBERRY

From Bulgarian homegrown variety, known for its ripe and juicy berries

NEW



SOUR CHERRY

Anything but sour, its tangy sweetness is sure to become a classic

LEMON

Freshly squeezed lemon juice with ginger



ARTISANAL METHOD OF EXTRACTION



Preserving all the nutritional value of authentic Bulgarian herbs. Hand-picked variety from organically certified regions. 40% - 50% water extraction.

ELDERFLOWER

Hand-picked flowers in the beginning of summer



ELDERBERRY

Extremely powerful boost for the immune system



MOUNTAIN TEA

From the Sideritis Scardica cultivated in the Rhodope Mountains at 1300m above sea level



MINT

Delicious in cocktails, your mojito turns organic

SPREADS



CHOCO GHEE



Grab your spoons! Here comes the healthier alternative to your everyday chocolate spread.

With no palm fat, artificial flavors, or soy lecithin, and almost 1/3 less sugar.



MILK

For the kid inside! Combines gentle cocoa flavor with pure quality ingredients



PROTEIN +

Power up! With added plant protein, to keep you satisfied longer



DARK

For the true chocoholic! A luxury indulgence you can feel good about



Great Taste Jury about us:

“A great, melt in the mouth creamy chocolate flavour and texture.”

“Bitter chocolate flavour that has complex notes and allows the chocolate to sing out”

GHEE & BUTTER



Ghee has been a staple of Indian cuisine for millennia; We jumped on that bandwagon just a bit later. These are the ideal fats for cooking, and **perfect** for those with **Lactose aversions**.

SPREADS



GHEE

Ghee is a clarified butter that combines oil's very high smoke point, butter's rich, nutty flavor and an excellent nutritional profile.

COCONUT GHEE

A 50/50 blend of grass-fed ghee and coconut oil. This is a truly a delicious, powerfully nutritious blend. The perfect foundation for our chocolate ghees.

COCONUT BUTTER

As our refined coconut butter has no aroma and flavor it's the perfect partner to every cooking adventure.

TAHINI



100% seeds. Nothing more, nothing less.
We use a traditional stone grinding method which helps lock in the complete spectrum of nutrients, while bringing out full flavor and taste.

BLACK SESAME

Amazing taste you can add to your dishes, high in plant protein - 21g per 100g. Only unhulled whole black sesame seeds.



WHOLEGRAIN SESAME

This larger staple is made from sesame seeds whose nutritional value is kept intact by preserving in the hull.



WHITE SESAME

We grind the kernels in stone mills for hours, following the recipe from an ancient 13th century Arabic cookbook.

SPREADS



NUT BUTTERS



We promise you'll do a double-take when you get your hands on one of our delicious, energy boosting, nut butters. Most of our nuts are locally produced, which makes for quality you can taste in every spoonful. **Just ask the squirrel!**

ALMOND

Made of 100% roasted Bulgarian almonds, grown in our fertile and clean soil.



SUNFLOWER

Sunshine in a jar! Its unmistakable rich, earthy flavor is perfect for salad dressings, in sauces for vegetables or as finger-licking dips. The cream filling of the harmonica wafers would be nothing, without it.

HAZELNUT

Also known as the "healthier" chocolate spread, hazelnut butter has been the choice of European master bakers over time, lured by its divine taste. A favorite of customers, our hazelnut Butter is made from the finest nuts with excellent aroma, ground to a rich creamy texture.



SMOOTH AND CRUNCHY PEANUT BUTTERS

Did you know? Peanuts are not really nuts, but rather beans. Regardless of allergies, it remains the most popular of all nut butters and spreads. Nutty and slightly sweet, around 540 ground peanuts fill up one 250ml jar. There is nothing more indulgent than licking it off a spoon. And the crunchy version gives you something extra to munch on.

Hidden treasures in dark places for
emergency situations, every respectable
foodie must have.

LARDER



"FAST FOOD"



CHICK PEAS

They have spread their culinary influence across the world. Like other legumes, such as beans and lentils, chickpeas are high in fiber and plant protein. And let's not forget: no chickpeas, no hummus.



ROASTED RED PEPPERS

The juiciest Bulgarian red peppers, slow cooked and carefully peeled. With apple cider vinegar to preserve all the goodness.



HARICOT BEANS

Usually, if you want to prepare these, you have to soak, boil and slow-cook for hours. With harmonica beans you just open the lid and voila!

WILD BY NATURE!

PORCINI

We went ahead and organically certified an entire forest, to enjoy the best nature can give!



CHANTERELLE

These beauties seemed to be worth their weight in gold. They look and taste like gold!

MIX

A fine culinary mushroom quartet – music to your palate.

LARDER



LYUTENITSA



Here comes the harmonica triumvirate! The famous Bulgarian **chutney-like dip** is an infusion of slow cooked tomato, grilled peppers, a selection of different veggies with just the right mix of herbs and spices. Best enjoyed as a **spread on freshly baked bread or as garnish for meat.**

LYUTENITSA HADZHIEVI

The chunkier version of our chutney, perfect on toast!



LYUTENITSA ILIEVI

A smoother, finely ground, version of our traditional dish has a sauce-like consistency.



LYUTENITSA SIMEONOVI

For an added kick, we've mixed Jerusalem artichokes in to this recipe.



OILS & VINEGARS

Amplify the taste of your dishes



LARDER

FLAXSEED OIL

Cold-pressed, loaded with healthy omega-3s and other fatty acids. It is most beneficial in its natural state, drizzle, after cooking.



SUNFLOWER OIL

Our cold-pressed oil is an integral part of a balanced everyday cuisine.



HONEY VINEGAR

NEW

Made entirely from honey, through slow fermentation. With no pasteurization and non-filtered. Top notch!



APPLE CIDER VINEGAR

Unfiltered, hence we flaunt it's murky, cobweb-like appearance!



BALSAMIC VINEGAR

The real deal! We can proudly call it balsamic since it's produced in Modena, Italy.



RED WINE VINEGAR

This is what happens to good red wine when you leave the bottle unfinished! After oxidizing, it is filtered, diluted and bottled

JAMS AND PRESERVES



Mainstream has never been our forte. These alternative delicious tastes have become toast's best friend, with a growing global fan base.

Rosehip jams

Hidden amongst the leaves and thorns of wild bushes are the ornamental rosehip. Considered a delicacy and source of health by many, for us they comprise decades of traditional taste.



ROSEHIP JAM

For old-school fans we offer a traditional recipe with raw cane sugar.

ROSEHIP JAM

For those who like to experiment and are sugar shy – try our jams with beetroot molasses.

PLUM JAM

100% fruit, 1,5 kg packed into each and every jar



Naturally sweet, from plums picked daily, just when ripe enough.

GREEN FIGS PRESERVE

Everything magical happens between the months of June and August and so do our figs.



Whole juicy fruit in thick syrup in search of lost summer days.

DAIRY



SAY "CHEESE"!



Back in 2008 when "organic" was a foreign word in Bulgaria the quest for great taste and quality led us to the only two organic dairy farms in the Troyan mountains. A decade later our dairy products are synonymous with the brand harmonica.



SIRENE

A close relative to the Greek feta. Good sirene is like a good wine: they both need time to mature and ripen. We make 1 kg of sirene from 7 liters of pure and delicious grass-fed cow's milk.

NEW

GOAT CHEESE

Tart, earthy flavor straight from the farm. Did you know goat milk has more vitamins and minerals than cow milk?



KASHKAVAL

In order to make 1 kilogram of Kashkaval we use almost twice as much milk as for the cheese – about 10-11 liters. Depending on the season of production, – Kashkaval requires a different time of period to reach its best taste.



CREAM CHEESE PLAIN

In our recipe less is more - nothing but milk, fresh cream and special live culture. Once you open the pack, you can't stop.



NEW

CREAM CHEESE BASIL AND TOMATO

This classic Mediterranean combo brings a tangy delight to your taste-buds.

KEFIR



Comes from the Turkish word "kef". A word that adequately describes the comfort and pleasure of enjoying this elixir.

Happy to be part of the "gut-friendly" movement, harmonica has developed a range of organic dairy drinks, brimming with a variety of probiotic microorganisms and other vital nutrients that improve digestion and boost the immune system. Small bottle, big promise!

DAIRY



KEFIR 3.6%

It has a creamy consistency, a slightly tangy taste somewhere between yogurt and sour cream, and a mild aroma.



KEFIR 1%

More delicate flavor but with the exact same amount of proteins and probiotics.



KEFIR WITH RED BEET & KEFIR WITH CARROT

Consumers are getting bored of the same fruit flavor profiles and they are seeking something more exciting and exotic. We believe these savory options fill that need.

YOGURT DRINKS



A helpful bunch of tiny little bodyguards live in our cute bottles. Probiotics have become one of the hottest trends in a healthy diet and for good reason. The right kind can help nourish your gut bacteria and boost your physical and mental wellbeing.



RASPBERRY & APRICOT YOGHURT DRINKS

A mighty crowd of good bacteria packed in a bottle. But if that sounds too scientific just focus on the taste! To create our two fruit flavors we use genuine organic jams.

BIOTIC + SYNBIOTIC YOGURT DRINK

The so-called Plain option. But harmonica's plain is not your ordinary plain. It has agave inulin which gives the drink a pleasant sweet taste while keeping calories to a minimum.

LINDEN HONEY YOGURT DRINK

In addition to the army of good bacteria we added raw linden honey.

Product name	net weight	shelf life /months after production/	storage conditions	units in box	number of boxes per EP
SNACKS					
Wafers					
Classic	30 g	12	cool and dry place, no direct sunlight	20	448
Biotic+	30 g	12	cool and dry place, no direct sunlight	20	448
Coconut	30 g	12	cool and dry place, no direct sunlight	20	448
Choconut NEW	30 g	12	cool and dry place, no direct sunlight	16	448
Chocobiotic NEW	40 g	12	cool and dry place, no direct sunlight	16	448
Sticks					
Einkorn wheat sticks	50 g	12	cool and dry place, no direct sunlight	32	140
Wholegrain wheat sticks	60 g	12	cool and dry place, no direct sunlight	30	140
Wheat sticks	60 g	12	cool and dry place, no direct sunlight	30	140
Wheat pretzels	60 g	12	cool and dry place, no direct sunlight	18	140
Smiles					
Smiles with sea salt	50 g	8	cool and dry place, no direct sunlight	12	64
Smiles with coconut butter	50 g	8	cool and dry place, no direct sunlight	12	64
Apple chips	50 g	12	cool and dry place, no direct sunlight	12	81
Prunes	200g	12	cool and dry place, no direct sunlight	6	64
CORDIALS					
Rose cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Raspberry cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Strawberry cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Elderflower cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Elderberry cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Mountain tea cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Mint cordial	500 ml	12	cool and dry place, no direct sunlight	6	76
Sour cherry cordial	750 ml	12	cool and dry place, no direct sunlight	6	76
Lemon cordial with ginger	500 ml	12	cool and dry place, no direct sunlight	6	76
TAHINI & NUT BUTTERS					
White tahini	250 g	24	cool and dry place	12	108
Black tahini	250 g	24	cool and dry place	12	108
Wholegrain tahini	250 g	24	cool and dry place	12	108
Almond butter	250 g	24	cool and dry place	12	108
Hazelnut butter	250 g	24	cool and dry place	12	108
Sunflower butter	250 g	24	cool and dry place	12	108
Peanut butter	250 g	24	cool and dry place	12	108
Crunchy peanut butter	250 g	24	cool and dry place	12	108
LARDER					
Plum jam	300 g	36	cool and dry place	12	108
Rosehip jam	300 g	36	cool and dry place	12	108
Posehip jam with beetroot molasses	300 g	36	cool and dry place	12	108

Product name	net weight	shelf life /months after production/	storage conditions	units in box	number of boxes per EP
Green figs preserve	320 g	36	cool and dry place	12	108
Lyutenitsa Hadzhievi	260 g	36	cool and dry place	12	108
Lyutenitsa Ilievi	260 g	36	cool and dry place	12	108
Lyutenitsa Simeonovi	260 g	36	cool and dry place	12	108
Chick peas	570 g	36	cool and dry place	6	133
Haricot beans	570 g	36	cool and dry place	6	133
Roasted red peppers	550 g	24	cool and dry place	6	133
Sunflower oil	500 ml	9	cool and dry place, no direct sunlight	12	56
Flaxseed oil	500 ml	12	cool and dry place, no direct sunlight	12	56
Apple cider vinegar	500 ml	18	cool and dry place, no direct sunlight	12	56
Balsamic vinegar	500 ml	24	cool and dry place, no direct sunlight	12	56
Red wine vinegar	500 ml	24	cool and dry place, no direct sunlight	12	56
Honey vinegar	500 ml	24	cool and dry place, no direct sunlight	12	56
Porcini mushrooms	25 g	24	cool and dry place, washing and heat treatment are needed before consumption	8	252
Chanterelle mushrooms	25 g	24	cool and dry place, washing and heat treatment are needed before consumption	8	252
Mushroom mix	25 g	24	cool and dry place, washing and heat treatment are needed before consumption	8	252
DAIRY					
Sirene	400 g	6	2 - 6 °C	4	140
Goat cheese	400 g	6	2 - 6 °C	4	140
Kashkaval	300 g	8	2 - 6 °C	8	144
Cream cheese	125 g	45 days	2 - 4 °C	16	240
Cream cheese with tomato and basil	125 g	45 days	2 - 4 °C	16	240
Kefir 3.6%	500 ml	20 days	2 - 6 °C	12	75
Kefir 1%	500 ml	20 days	2 - 6 °C	12	75
Kefir with red beet	250 ml	20 days	2 - 6 °C	12	120
Kefir with carrot	250 ml	20 days	2 - 6 °C	12	120
Raspberry yogurt drink	250 ml	20 days	2 - 6 °C	12	120
Apricot yogurt drink	250 ml	20 days	2 - 6 °C	12	120
Biotic + Synbiotic yogurt drink	250 ml	20 days	2 - 6 °C	12	120
Linden honey yogurt drink	250 ml	20 days	2 - 6 °C	12	120
GHEE COLLECTION					
Ghee	215 g	12	cool and dry place, no direct sunlight	12	108
Coconut ghee	215 g	12	cool and dry place, no direct sunlight	12	108
Coconut butter	240 g	12	cool and dry place, no direct sunlight	12	108
Choco Ghee Dark chocolate	250 g	12	cool and dry place, no direct sunlight	12	108
Choco Ghee Protein + chocolate	250 g	12	cool and dry place, no direct sunlight	12	108
Choco Ghee Milk chocolate	250 g	12	cool and dry place, no direct sunlight	12	108

“In the next 10 years, **harmonica** will stay focused on our reason to be in business: to develop and promote the values of the organic movement and environmentalism, in our communities. Today’s agriculture is responsible for many planetary crises.

Which is why, we are committed to being an example, that sustainable food production can actually bring solutions and change. We want our success to resonate with the community that business can be a force for good in our common goal to save this planet.”

Maggie, Lubo and Meto



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