#freesofiatour

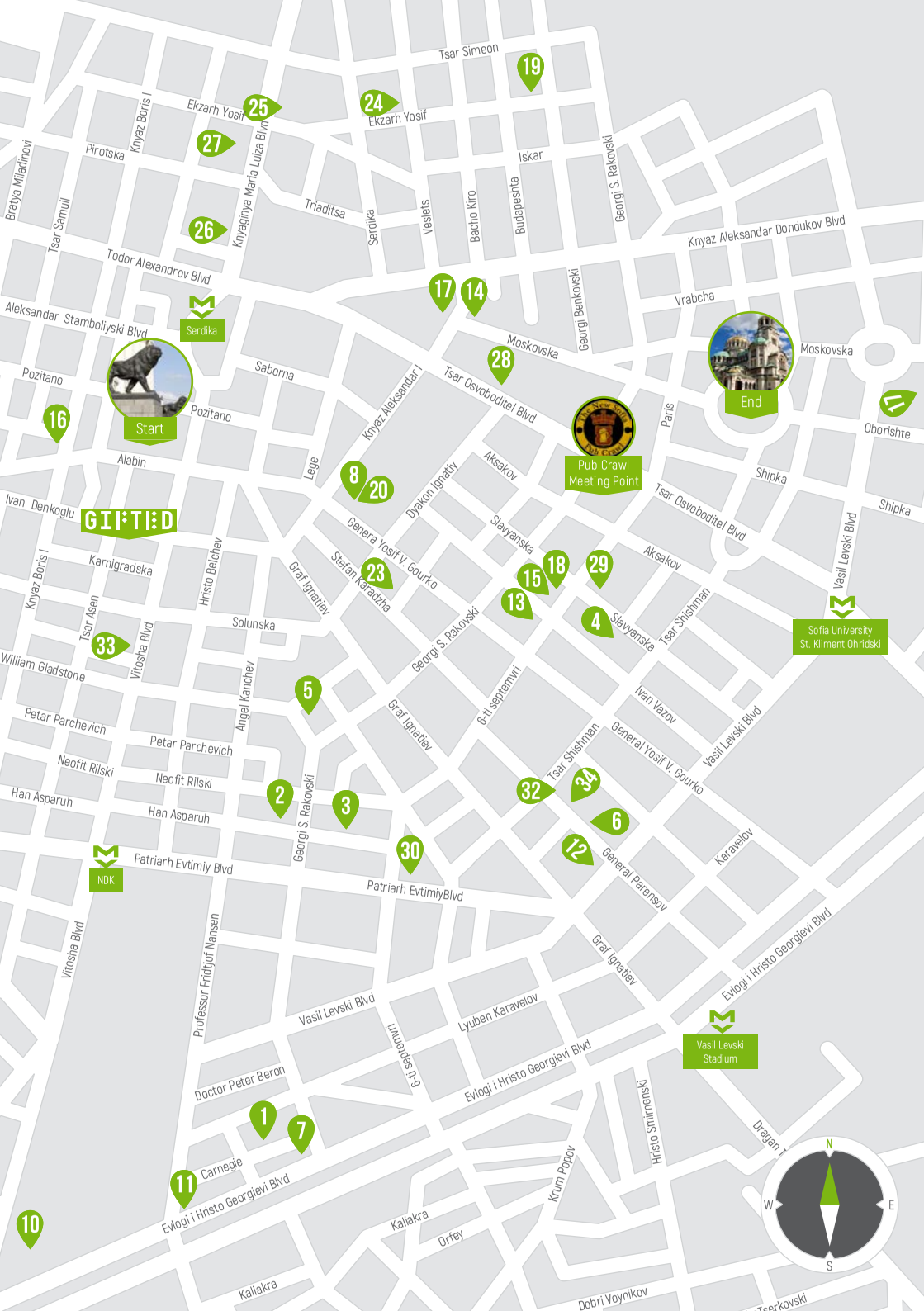
To book a private tour with us, contact us at:
groups@365association.org
www.freesofiatour.com

Scan the QR and leave us a review

FREE SOFIA TOUR

recommends

www.freesofiatour.com


Start
End
Pub Crawl Meeting Point
Serdika
Sofia University St. Kliment Ohridski
Vasil Levski Stadium
NDK
GIFTED
Tsar Simeon
Ekzarh Yosif
Pirotska
Knyaz Boris I
Bratya Miladinovi
Tsar Samuil
Knyaginya Maria Luiza Blvd
Triaditsa
Serdika
Veslets
Bacho Kiro
Budapeshta
Iskar
Georgi S. Rakovski
Knyaz Aleksandar Dondukov Blvd
Todor Alexandrov Blvd
Aleksandar Stamboliyski Blvd
Pozitano
Saborna
Alabin
Lege
Knyaz Aleksandar I
Tsar Osvoboditel Blvd
Moskovska
Georgi Benkovski
Vrabcha
Paris
Oborishte
Shipka
Aksakov
Dyakon Ignatiy
Slavyanska
Genera Yosif V. Gourko
Stefan Karadzha
Graf Ignatiev
Hristo Belchev
Karnigradska
Ivan Denkoglu
Tsar Asen
Knyaz Boris I
Solunska
Vitosha Blvd
William Gladstone
Petar Parchevich
Neofit Rilski
Han Asparuh
Angel Kanchev
Georgi S. Rakovski
6-ti septemvri
Tsar Shishman
Ivan Vazov
General Yosif V. Gourko
Vasil Levski Blvd
Karavelov
General Parensov
Patriarh Evtimiy Blvd
Patriarh EvtimiyBlvd
Professor Fridtjof Nansen
Vasil Levski Blvd
Lyuben Karavelov
6-ti septemvri
Evlogi i Hristo Georgievi Blvd
Doctor Peter Beron
Carnegie
Hristo Smirnenski
Dragan Tsankov
Krum Popov
Orfey
Kaliakra
Dobri Voynikov
Tsarkovski
N
W
E
S

# Hello, dear guest!

We are so glad you chose Bulgaria as your travel destination! We are also delighted that you decided to join the Free Sofia Tour in order to experience our beautiful city!

Now that you got acquainted with our history, we hope you feel more connected to this place! Even though you are now an expert in the history of Sofia, in order to become a true local you need to follow a couple of more steps…

In the next few pages, we have carefully selected local recommendations about the treasures of our city and some practical advice regarding questions we tend to get quite often. Hopefully, you will find the advice here useful, in order to have an even more memorable stay! The booklet is also designed to help you in your quest to become a local in disguise :)

**Let's begin!**



## Here is our bucket list of things to do while in Sofia, in order to become a local:

- ☐ Try typical Bulgarian food: banitsa, kebapcheta, bob, shopska salad, tarator, lyutenitsa – the choice is yours
- ☐ Taste some local drinks. Nonalcoholic options are ayran and boza, which we usually consume with banitsa. Be aware that most tourists give a very poor rating to the boza drink, since it is quite specific. In terms of alcohol you must try rakia, Bulgarian Mavrud red wine or some of the locally produced beers like Zagorka, Burgasko or Pirinsko.
- ☐ Go and party at a local club with pleasure and measure of course! If you still end up with a hangover, you can cure it with ayran or the traditional soup called "Shkembe Chorba".
- ☐ Explore more of Bulgarian nature – visit Vitosha Mountain or go even further and explore Rila – the Rila Monastery and the 7 Rila Lakes are great options!
- ☐ Dig deeper into Bulgarian cultural habits by learning how to write your name in the Cyrillic alphabet and dancing the traditional "Horo" dance!
- ☐ Visit a local exhibition and buy a locally produced Bulgarian souvenir as a gift! The best place for this in Sofia is Gifted Urban Culture hub!
- ☐ Learn more about how communism affected the country to understand the present day political mindset. The Communist Tour and The Red Flat are perfect options when in Sofia!
- ☐ Go outside of your comfort zone – visit the local Women's market, go dine in full darkness in Tenebris restaurant, visit the best cinema in town – The Cinema House, get a tattoo, or try to find your way out of an escape room. We have many interesting options here in the following pages.

**Above all, have fun, discover Sofia and come back soon!**



# COMMUNIST TOUR

Starting time: 4PM
Palace of Justice, Sofia

18 EUR / 35,20 BGN per person
freesofiatour.com/tour/communist-tour

Find out what it was like on the eastern side of the Iron Curtain by joining our Communist tour. The tour lasts around 2.5 to 3 hours and covers a 45-year-long period of Bulgarian history (1944 – 1989), including the factors that led to it, its aftermath, and how it affects present-day Bulgaria. Our main goal is to present this controversial period of history in an objective and informative way.

**Starting point:** Sofia City Court (Palace of Justice)

**Starting time:** January - March 14th: Every Mon, Thu, Fri, Sat & Sun at 4PM;

March 15th - December: Every day at 4PM

**Tickets on the spot:** 18 EUR / 35,20 BGN per person

Make sure to check our website: freesofiatour.com for the most up-to-date information and schedule.





# THE NEW SOFIA PUB CRAWL

Join the night walk of Sofia and explore the city's exciting bar scene. Sofia Pub Crawl is all about spending **a night full of surprises**, cool people and awesome places. We'll take you to Sofia's most interesting **hidden underground bars**, where you'll hear **curious stories** about what Sofia is like at night. If you are looking for a fun night out in the city and want to spend an evening with people from all over the world, then we've got you covered! Don't forget your ID!

**Meeting point:** Crystal Garden - in front of the statue of Stefan Stambolov

**Starting time:** Pub Crawl in English: Jan-Feb: Every Mon, Thu, Fri, Sat & Sun at 9 pm; Mar-Dec: Every day at 9 pm

Pub Crawl in Spanish: Every Fri and Sat at 9 pm

**Tickets on the spot:** 22 EUR / 43,03 BGN per person

Make sure to check our website: freesofiatour.com for the most up-to-date information and schedule.








(+359) 896 707 748
thenewsofiapubcrawl
www.thenewsofiapubcrawl.com





# DRINKS OF BULGARIA

Scan for more info

Experience Bulgaria in a glass through its **traditional drinks**. This isn't just a tasting. It's an invitation into a warm, cozy atmosphere where **history comes alive**.

On this 2-hour journey into Bulgarian culture, you'll explore over 3,000 years of wine and rakia-making traditions. A local host will guide you through **five local wine varieties** and **the Balkans' most iconic drink - rakia** - perfectly paired with traditional bites.

We promise you'll leave feeling like a true local expert!

**Meeting point:** BeWiner Wine Shop, Gurko Street

**Starting time:** Every Saturday and Sunday at 5:00 PM; Available daily on request, subject to guide availability

**Tickets on the spot:** €35 / 68.09 BGN per person (drinks included)

Feel free to message us on **WhatsApp** or email us if you have any questions.

You get a 10 EU discount when presenting this booklet.



(+359) 896 707 748
drinksofbulgaria@gmail.com
Drinks of Bulgaria




365 AUDIO GUIDES

Scan & start walking

**Discover Sofia & Plovdiv at your own time, schedule, and pace with our audio guides.**

Created by the team behind Free Sofia Tour and Free Plovdiv Tour, these audio guides let you explore the city whenever it suits you - no groups, no fixed start times, no rush.

**What's included**

- Fascinating stories, local legends, and surprising facts
- Famous landmarks, hidden gems, and themed stops for curious explorers
- Practical tips, local recommendations, and insights gained from years of guiding experience

**Easy to use**

- No apps, downloads, or installations required
- Simply open the link and start exploring
- Works offline once your tour is downloaded
- Available in English and Spanish

**Tours from €6**
Including bonus stops and extra stories along the way.

**Special offer: 50% off for a limited time!**

**Start here: www.365audioguides.com**






# THE RED FLAT

EVERYDAY LIFE IN COMMUNIST BULGARIA

Enter the Red Flat and travel back in time to Communist Bulgaria of the 1980's. Visit the home of an average family and discover what everyday life was like for ordinary Bulgarians during the Cold War. Work and leisure, school and vacation, eating, drinking, watching TV, partying and doing the chores – how did these things happen in the days of Reagan and Gorbachev? Enter the Red Flat and find out for yourselves!

Audio guide available in English, Spanish, French, Italian and Bulgarian.

9,20 EUR / 18 BGN per person








## THE RED FLAT

GIFTED / 24 Ivan Denkoglu Str.

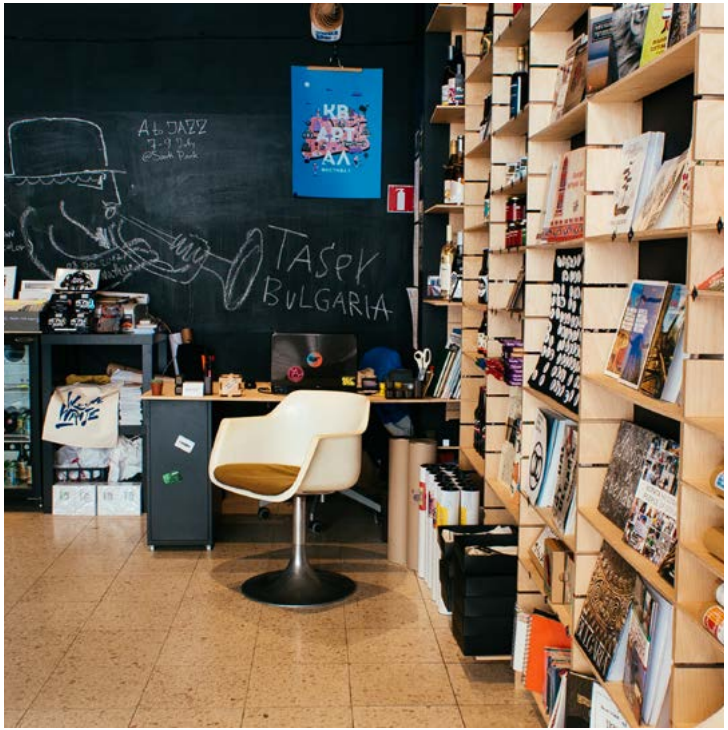
Every day, 10:30 – 19:30
(18:00 last admission)

*Opening times may vary. Please check our website redflatsofia.com.*

(+359) 988 252 032

redflatsofia

www.redflatsofia.com




# GIFTED URBAN CULTURE HUB

GIFTED urban culture hub is a one of a kind space, developed in collaboration with the 365 Association / Free Sofia Tour and dedicated to travelers and urban art explorers. Situated right next to the pedestrian zone, we have a modern gift shop with locally designed and produced items only, and a cozy gallery showing contemporary Bulgarian art and design.

Furthermore, we provide tourist information, free maps, guides and information about other tours and cultural activities in the region.

For your comfort we have luggage lockers in four different sizes. At Gifted you can also try new experiences like riding a halfbike for example. In our lost and found section you can discover intriguing objects from the past.

Gifted is the place you need to be if you want to enter The Red Flat.







24 Ivan Denkoglu Str.
Every day, 10:30 - 12:30 — 13:30 - 19:30
(+359) 988 252 032

GiftedSofia
www.giftedsofia.com



# The Vitosha Mountain

Sofia is one of the very few European capitals with such a massive mountain so close to the city center. Its highest peak is the Black Peak (Cherni Vrah), soaring to 2290m. Getting to Vitosha takes anywhere between 30min and 1hr 30min, depending on the transportation you choose.

## How to get there?

**Bus 61** is the fastest and easiest way to Vitosha from Sofia's city center. It leaves every 10 minutes under Lover's Bridge (behind the National Palace of Culture) and takes you straight to the Golden Bridges.

Other buses run from Hladilnika/Vitosha Metro Station. To get to the Hladilnika bus station from the city center, catch the second line of the Sofia metro and go to the last stop (Vitosha). Trams number 10 or number 15 can also take you to the same spot, directly from the city center. Then, you can catch one of the following - to Aleko (Bus 66), Boyana Church (Bus 64), Jeleznica (Bus 98), and Dragalevtsi (Bus 68).

**By Taxi:** A ride to Vitosha should cost you not more than 18-23 EUR.

**Unfortunately, none of the Vitosha lifts are currently working.**



# The Rila Monastery

Just 100 km outside of Sofia you will find one of the nine UNESCO World Heritage Sites in Bulgaria: the Rila Monastery. It is named after one of the country's most revered saints, St. John of Rila (Sveti Ivan Rilski), who was the first Bulgarian hermit, living in the 10th c. and was revered as a saint while still alive.

The Rila Monastery is the largest and most famous monastery in Bulgaria and one of the most significant cultural, historical and architectural monuments in the country. The beautiful murals and icons, genuine historical architecture and scenic nature attract almost a million visitors a year.

## How to get there?

We recommend booking a trip to the Rila Monastery and Boyana Church (both UNESCO World Heritage sites) with our partners at **City Tour (you'll find them three pages to the right)**.

To Rila Monastery by BUS:
Ever since the pandemic started the public bus to the Rila Monastary has not been operating. Please call Ovcha Kupel bus station for the most up to date information on the current schedules.

To Rila monastery by CAR:
The most convenient way to travel in Bulgaria in general. If you can use a car (rented or borrowed), do not hesitate. This would give you much more speed, freedom and chance to stop by less obvious but as interesting tourist attractions. For example, you can see the unofficial 'junk' museum just outside of Kocherinovo. Retro cars, old TV sets, photos of Lenin and hundreds of other old items.



# Plovdiv

You must not leave Bulgaria before visiting at least one other place. Our best recommendation is the ancient city of Plovdiv with its own unique spirit and character. Located just about 120 km away from Sofia on the banks of the Maritsa river, the hilly city will strike you with its history and its fast (re) establishment as a cultural center. A city, bearing the motto 'Ancient and Eternal', and former European Capital of Culture, surely has a lot to offer. Once in Plovdiv, the Free Plovdiv Tour will introduce you to the city and its millennia-long history.

## How to get there?

Check the schedule of busexpress.bg where you can easily buy your bus ticket online.

Check the train schedule at bdz.bg

## Free Plovdiv Tour

Liked the idea of the Free Sofia Tour? Planning to visit the second biggest city in Bulgaria? Take the Free Plovdiv Tour run by local guides and organized by the 365 Association. The tour of Plovdiv is the perfect introduction to the city and its millennia-long history. In about 2 and a half hours you will discover all the different faces of this remarkable city.

Starts in front of the Plovdiv City Hall on the main street, right next to the fountain.

**Contact info:**

www.freeplovdivtour.com / +359 886 993 977

Every Day at 11AM

Additional tours offered in the summer period. Check our website for the most up-to-date info.

No reservation required. Just show up!

# Sofia Museums

## Museum of Socialist Art
7 Lachezar Stanchev Str.

Opening Hours: Tuesday — Sunday 10:00 — 17:30
Contacts: (+359) 2 980 00 93
Directions: by buses 67, 280, 294, 413 & by metro (G. M. Dimitrov station)

## National Archaeology Museum
2 Saborna Str.

Opening Hours: November — April 10.00 — 17.00 (Every day except Monday)
May — October 10:00 — 18:00 (every day)
Contacts: (+359) 2 988 24 06
Website: www.naim.bg
Free visits every last Sunday of each month.

## National Museum of Military History
92 Cherkovna Str.

Opening Hours: Wednesday — Sunday 10:00 — 18:00
Contacts: (+359) 2 946 18 05
Website: www.militarymuseum.bg
Directions: by buses 9, 72, 120, 305, 413 & by trams 20 & 23
Free visits every last Wednesday of each month.

## Museum of Dolls & Bulgarian folklore
34 Tsar Samuil Str., fl. 1-2

Opening Hours: Monday — Friday 12:00 — 18:00 / Saturday with booking
Contacts: (+359) 888 106 961; (+359) 888 860 934
Website: www.arthouse-kuklite.com

## Sofia History Museum
1 Banski Sq.

Opening Hours: Tuesday - Sunday 10 am - 6 pm
Contacts: (+359) 2 985 44 55
Website: www.sofiahistorymuseum.bg

## National Museum of History
16 Vitoshko lale Str.

Opening Hours: November — March 9:00 — 17:30 / April — October 9:30 — 18:00
Every day except national holidays
Contacts: (+359) 2 955 76 04
Website: www.historymuseum.org
Directions: by buses 63, 111 & by trolleybus 2
Free visits every last Monday of each month.

## National Art Gallery
1 Alexander I Sq., Located in the city center
1 “19-ti fevruari” Str · Kvadrat 500 (Square 500)

Opening Hours: Tuesday — Saturday 10:00 — 18:00
Website: www.nationalartgallerybg.org

## Sofia City Art Gallery
1 Gen. Gurko Str., Located in the city center

Opening Hours: Tuesday — Saturday 10:00 — 19:00 / Sunday 11:00 — 18:00
Contacts: (+359) 2 987 21 81
Website: www.sghg.bg
Free visits every Thursday.





# CITY TOUR – GUIDED DAY TOURS

## DISCOVER BULGARIA BEYOND SOFIA

Scan the QR code below to see all tours, check availability, and book your next Bulgarian adventure:

Discover Bulgaria like never before with City Tour. From ancient Bulgarian towns and UNESCO World Heritage sites to crystal-clear lakes and healing mineral springs, they'll take you to the country's most iconic destinations. Since 2002, City Tour has welcomed thousands of travelers with expert guides and modern comfort. Whether you're a history enthusiast, a nature lover, or simply looking for something extraordinary, their tours are crafted to reveal the very best of Bulgaria - in style, with ease, and with a personal touch you'll remember.

Choose from their private or small-group tours, each led by passionate local guides who bring Bulgaria's stories to life. Travel in comfort with eco-friendly vehicles, convenient hotel pickups, and carefully designed itineraries that blend culture, nature, and relaxation.

### Top tours include:

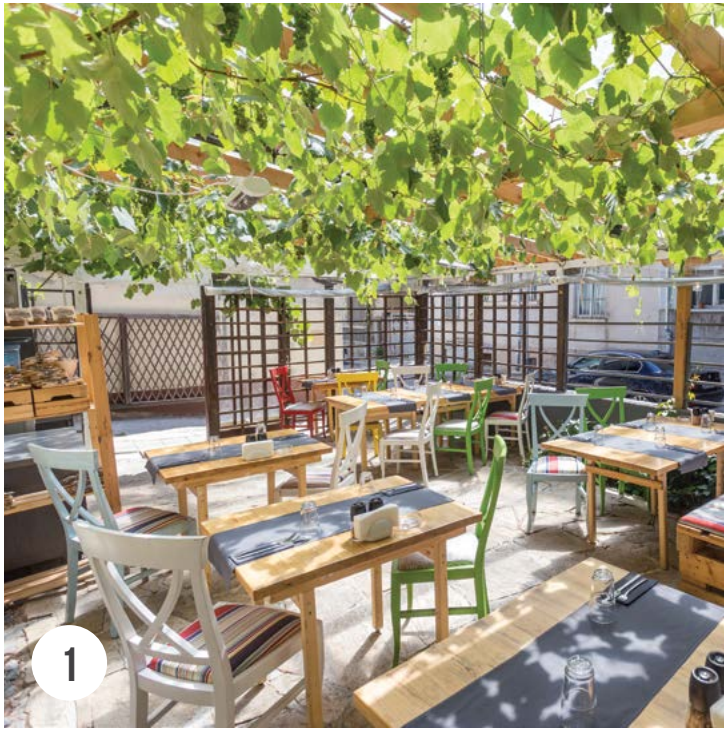
- Rila Monastery Day Trip
- Plovdiv Old Town & Roman Ruins
- Seven Rila Lakes Hike
- Sapareva Banya Thermal Spa Escape
- Zemen Monastery & History Museum
- Asen's Fortress & Bachkovo Monastery

### Why travel with City Tour?

- 20+ years of expert experience
- Handpicked routes, real local insight
- Professional guides who feel like friends
- Trusted by thousands of happy travellers








# AUBERGINE RESTAURANT

## CRAFT BEER. CRAFT FOOD.

11 Carnegie Str.
(+359) 889 991 867
www.aubergine.bg
AubergineSofia
Aubergine Sofia

Aubergine – Craft beer. Craft food. is the only restaurant in Sofia, pairing local craft beers with its meals. Located on a small and quiet street in the heart of the city (right next to the National Palace of Culture), the place offers peace and tranquility, as well as high quality meals and memorable tastes.

Aubergine's very talented and experienced young chefs use their imagination in order to create astonishing dishes, inspired from the local traditions, as well as the international gastronomy. Accommodated in an old house, the restaurant has a cozy and warm atmosphere, stylish touch of interior, and peaceful garden.

**Present this booklet after dining and you get a special gift – a jar with homemade Aubergine (eggplant) jam!**












# MANASTIRSKA MAGERNITSA

Traditional Bulgarian food is a must try! Here you will find authentic cuisine with recipes gathered from monasteries around the country, hence the name that means „monastery canteen“. This culinary journey will take place in a beautiful ethnic house from the last century, with rural and “old Sofia” interior. As per tradition and our slogan “Before the bread we are all equal”, guests are welcomed with free homemade bread and Bulgarian hospitality!

67 Han Asparuh Str.
@manastirska.magernitsa.restaurant
+359 89 994 9400
Manastirska Magernitsa Restaurant
Tuesday – Sunday , 12:00 – 22:00





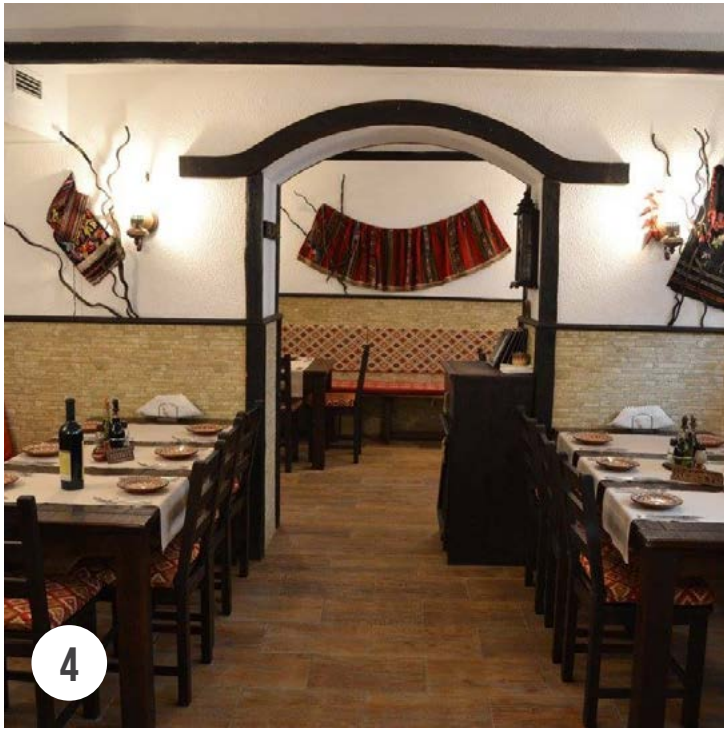

# TENEBRIS DARK RESTAURANT

A unique experience for the adventure seeking foodies.

Imagine letting go of the visual and immerse yourself in a completely different world, one full of taste, texture, sound and real human interaction. You will spend a few hours with your friends in pitch-black darkness, trying to guess what you are actually eating. A visually impaired host will be your guide on this culinary journey, while giving you interesting insights. Now add exquisite wine and craft beer selection to accompany your 5-course, state-of-the-art menu and you have a full involvement of your senses. Bring a pinch of courage, some adventurous spirit and allow yourself to truly see, because sometimes we need darkness to see the light!

You get a 5% discount by presenting this booklet!

65 Han Asparuh Str.
(+359) 889 717 708
www.tenebris.bg/en
@TenebrisDarkRestaurant
Wed-Sun, 18:00 – 22:00



4

# TAVERN “IZBATA”

18 Slavyanska Str.
(+359) 2 989 55 33; (+359) 88 989 55 33
Every day, 11:00 – 00:00
www.izbata.bg

Eighteen years ago part of the team of the “Izbata” Tavern crisscrossed various parts of Bulgaria in search of forgotten and authentic national culinary recipes. They managed to assemble a traditional menu, that has treasured the customs, which our ancestors had bequeathed to us. For more than a decade they have been welcoming well-known Bulgarian public figures, actors, painters, musicians, as well as guests from all over the world. The magic of the so-called “native” taste, enriched with the comfort and warmth of Bulgarian hospitality, and with the typical interior and traditions, that are kept in this small nook of the modern capital, will welcome you and see you off with a smile.

You get a 5% discount by presenting this booklet!











5

IZBATA
TAVERN

# “IZBATA” TAVERN SECOND LOCATION

1 Racho Dimchev Str.
(+359) 2 444 33 55
Every day, 11:30 – 23:30
www.izbata.bg

We, the team of IZBATA TAVERN, have fulfilled a dream: to open a new restaurant in the heart of Sofia!

You are kindly invited to come and enjoy the traditional Bulgarian cuisine.

To feel the Bulgarian coziness and hospitality! To experience the jovial Balkan atmosphere!

You get a 5% discount by presenting this booklet!












# LYUBIMOTO

How did we come up with the idea?

From the beginning, we wanted to make a place which to become your favorite!

Today Bistro Lyubimoto has a very simple promise for you - great moments in a homey atmosphere and delicious food! If you are in Sofia, don't miss to visit us!

25 General Parensov Str.
(+359) 884 872 972
Monday - Sunday, 11:30 – 23:30
liubimoto






# LE SOLEIL
## French Crêpes & Specialty Coffee

Hidden under the shadow of the green trees you will find a little French heaven called Le Soleil. Situated right in the heart of Sofia, Le Soleil holds the secret to happiness - delicious freshly made crêpes and the best specialty coffee in town. Now that is a combination, which is hard to resist.

Crêpe lovers can satisfy their sweet tooth with various variations, such as Bonne Maman confiture, or the finest Belgian chocolate - Callebaut. For those who prefer something savory Le Soleil will treat you with delicious veggie, cheese or meat options. They also offer a gluten-free option with buckwheat.

GET A FREE SPECIALTY COFFEE WITH YOUR BREAKFAST!

186 Georgi S. Rakovski str.
www.lesoleilcafe.com
(+359) 892 030 219
Mon - Fri: 08:00 – 20:00;
Sat - Sun: 09:00 – 20:00;
LeSoleilCrepesAndCoffee
lesoleilcreperie



8

# SHADES OF RED

Shades of Red Restaurant invites you to enjoy a sophisticated culinary experience in one of Sofia's most elegant dining venues. Known for its intimate atmosphere and striking décor, it offers a perfect blend of luxury, comfort, and impeccable service.

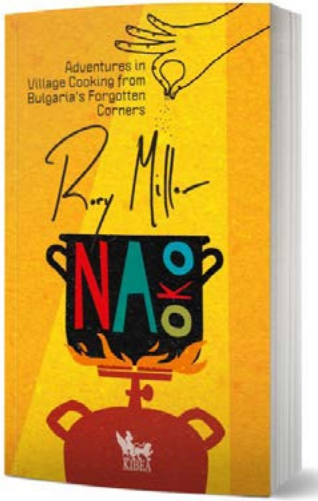
A highlight of the menu is the exclusive Royal dinner experience, featuring authentic dishes inspired by those once served in the court of Tsar Ferdinand I of Bulgaria, paired with a carefully selected collection of Bulgarian and international wines chosen by expert sommeliers.

Whether for a romantic dinner, business lunch, or special celebration, Shades of Red promises an unforgettable dining experience in the heart of Sofia.

Guests who present this booklet receive a **10% discount** on their bill.

1 Gurko Str. (Grand Hotel Sofia)
Mon - Sun 012:00 - 23:00
(+359) 2 811 0941
www.grandhotelsofia.bg
Shades of Red Restaurant
@grandhotelsofia






9

# NA OKO

## Adventures in Village Cooking from Bulgaria's Forgotten Corners

Ever wondered what Bulgarians actually cook at home? Not the restaurant version — the real thing, made by grandmothers in village kitchens who measure nothing and know everything.

Na Oko is a book by American author Rory Miller, who spent years travelling to seven vanishing Bulgarian villages to cook alongside the families who still live there. The title means "by eye" in Bulgarian — and that's exactly how every dish in this book gets made. No recipes. No measurements. Just food as it has always been made here, by people the cities forgot to notice.

Equal parts travel memoir, culinary record, and love letter to rural Bulgaria — it's the book to get and read if you want to understand what this country actually tastes like.

Find it at: Gifted Urban Culture Hub (24 Ivan Denkoglu Str.); Holy Smokes BBQ (55 Vasil Levski Blvd.); Elephant Bookstore (31 Tsar Shishman Str.)

VsichkoNaOko
@naoko.bg



# OZONE SKYBAR & LOUNGE

89B Vitosha Blvd.,
Grand Hotel Millennium Sofia, floor 29
Mon - Thu: 18:00 - 02:00
Fri - Sun: 11:00 - 02:00

(+359) 883 253 600
ozoneskybar
ozone.skybar
ozone@ghms.bg

Ozone Skybar & Lounge offers a sleek, modern sky-high experience with breath-taking panoramic views over the city. The menu, crafted by Chef Vladimir Hristov, impresses with bold and elegant flavors inspired by global culinary journeys. It is complemented by a wide selection of drinks including signature cocktails, premium spirits and an excellent choice of sushi and a variety of elegant shareable appetizers.

Ozone Skybar & Lounge is the perfect spot for a romantic date, a stylish night out with friends under the stars on one of the two panoramic terraces, or a relaxing weekend brunch with an unforgettable view.

Every Thursday, Friday, and Saturday night, the venue transforms into a hot party destination where talented DJs keep the energy high until late hours. From Friday to Sunday, Ozone also opens its doors during the day, welcoming brunch lovers to enjoy the skyline in style with a stylish menu and mocktails that perfectly suit the weekend atmosphere.

Enjoy a 5% discount when you present this booklet to your waiter!










# DÖNERSTAG

Dönerstag is your little portal to Berlin street food, tucked away underneath the Lovers Bridge. This is where the classic döner gets a quality-conscious twist - juicy meat, crisp fresh vegetables, Bulgarian white cheese and instead of the usual fries you can taste the perfectly fried zucchini, eggplant, and carrots.

Whatever you do, don't miss the beef pide - their best seller. Think of a fluffy flatbread, generously stuffed with marinated beef with a great char that strikes the perfect balance between comfortingly familiar and excitingly different.

If you love street food but want it to actually mean something, this is your place.

Bonus tip: don't skip the homemade chimichurri - a small but essential secret weapon.





1 "Cherni Vrah" Blvd.




12

# HOLY SMOKES BBQ

55 Vasil Levski Blvd.
(+359) 879 325 000
Everyday, 11:11 - 23:23
www.holysmokesbbq.eu
@theholysmokesbbq
@theholysmokesbbq

"Holy Smokes BAR-B-Q – Where American Flavor Meets Balkan Soul!
In the heart of Sofia, Holy Angels bring you a BBQ experience like no other. From low and slow smoked brisket, juicy burgers that melt in your mouth and tender ribs that fall off the bone to our crispy, addictive fries that can even be spiced up with a kick of jalapeños! If you feel adventurous you can try our tender pork ears.
While you indulge in our delicious BBQ you can enjoy some of our regular live stage performances.
Pair your meal with cold craft beer and Balkan wines. Taste the flavor of perfection.
Come hungry, leave changed.
Holy Smokes BAR-B-Q – where the smoke rises, and flavors soar to the heavens!"








# BAR PETAK

Welcome to the heart of Sofia's nightlife. Every day is Friday here, and everyone who has ever set foot in it knows that! We've got something going on every night of the week—DJ parties, live concerts, exhibitions and more. Whether you're looking for a laid-back evening with friends or the perfect party spot, Friday is the place you want to be!

21 General Yosif V. Gourko Str.
(+359) 893 624 062
Monday till Sunday — 21:00 – 06:00
www.barfriday.bg
@barfridaybg
@barpetak




# BAR COBA

"COBA" is a sanctuary and adventure where whispers and laughter merge. Here, souls unite, conversations and friendships are born. Whether you're here for a romantic date, a night out with friends, or simply to relax after a long day, BAR COBA promises to be your oasis of taste and tranquility. Enjoy the selection of alcoholic offerings, and allow the bartenders to take you on a journey through flavors. Cheers to the perfect combination of taste, atmosphere, and enjoyment! And so, dear travelers, step through the door of BAR COBA and let the bartenders melt away your worries. This is the place where everyone will find their perfect drink.

3A Moskovska Str.
@barcoba.sofia
Mon - Thu: 16:00 - 00:30
Fri - Sat: 16:00 - 02:30
Sun: 16:00 - 00:30



# THE GOAT SPORTS BAR

4 6-ti Septemvri
Mon - Fri: 17:00 - 01:00
Sat - Sun: 12:00 - 01:00
(+359) 877 333 471

thegoatsportsbarbg
thegoatsportsbarbg
www.thegoat.bg

The GOAT is the biggest sports bar in Sofia. Located in the ideal center of the city, the venue combines live sports, homemade dishes, quality drinks, live music and one of the best viewing experiences in Bulgaria.

With over 200 seats, 20 large TVs and a giant 100" main-event screen, guests can enjoy every sporting moment from anywhere in the venue with zero TV lag, ensuring perfectly synchronized live action throughout the bar.

Centrally located, Sports Bar The GOAT also offers delicious cuisine, 12 tap beers including lager, weiss, IPA, dark and red beers, plus live music and a vibrant atmosphere.

Present this booklet at the bar and enjoy a free beer!








16

# MENTAL SYNDICATE

Mental Syndicate is not just a place, it is a space for collecting ideas.
The concept store is a blend of three different components. First, you can find all of the limited handcrafted products like backpacks, bags, aprons, travel accessories, and other cool stuff made from raw denim, leather and canvas.
Second you can personalize them in the denim atelier where you can take part in the design process.
And last but not least, there's our Espresso Atelier, where they serve Italian espresso, specialty coffee drinks and signature cocktails.
With every purchase from these guys, you get a special present at the shop! Just show them the booklet!

1 Tri Ushi Str.
Mon - Fri – 09:00 to 18:00
(+359) 878 717 351
www.mentalsyndicate.com
Mental Syndicate
@mentalsyndicate



17



# COFFEE SYNDICATE

If you are looking for the best coffee in town, look no further. Coffee Syndicate has its doors open every day to prepare your favorite cup of coffee which you can enjoy in the company of nice music and something sweet.

Specialty Coffee and Eclairs are the main, yet not the only thing you can try there. There is a nice selection of refreshing drinks and cocktails which you cannot go wrong with.

The best thing about this place is that it is designed with a lot of love and the owners really try to implement a culture they love and value to their customers.

3 Moskovska str.
70 Yanko Sakazov blvd.
Mon - Fri – 08:00 to 20:00
Sat - Sun – 10:00 to 20:00
(+359) 877 325 743
Coffee Syndicate
@coffeesyndicate



18

# GEVREK – THE BAGEL SHOP

6 Georgi Benkovski Str.
Weekdays: 10:00 – 17:00
Weekends: 10:00 – 16:00
(+359) 884 411 419

Gevrek Bagels
@gevrek.bagels
Gevrek Bagels
info@gevrek.bg

**Gevrek – The Bagel Shop** is the first dedicated bagel bakery in Sofia. It is situated in the very heart of Sofia center along the "yellow road", next to the Theater Ivan Vazov Park and the Russian Church.

The offering includes freshly baked hand rolled and boiled artisan New York style bagels, bagel sandwiches, coffee specialties, tea varieties, home made lemonades, signature cream cheese spreads and seasonal sweets. Gevrek is working with local farmers and producers and includes only highest quality ingredients in all offered goods. There are vegetarian and vegan options available, as well a catering menu with mini bagels.

The staff is friendly and ready to satisfy any desire of its customers. Look for seasonal offerings and special collaborations.










# &BREAD

&bread is the only place in Sofia where you can try a canelé — a thick caramelised crusty shell hiding a soft, mushy, custardy vanilla heart.
They also do proper croissants from scratch — make sure to try their signature cube one which boasts extravagant fillings. Daily offerings might include a focaccia topped with seasonal produce, Basque-style cheesecake with Camembert and poached apricots. Saturdays come with specials such as a croque monsieur assembled in a croissant and one-off pastries made with whatever is in season. And, as the name suggests, proper sourdough bread is the daily staple.
There's always specialty coffee in the grinder and on the shelves, and only during the autumn and winter seasons, a selection of some of the best lyutenitsa [liu'tenit'sa] the country has to offer. Best enjoyed on a piece of crusty sourdough bread with some white cheese on top.
They're not cheap, but certainly not expensive and above all — totally worth it.

69 Ekzarh Yosif Str.
@and.bread
Tue - Fri 9:00 -19:00
Sat 9:00 -17:00






# GRAND CAFE

Grand Cafe is a legendary destination where Sofia's history meets modern sophistication. Situated in the heart of the city with a stunning view of the lush City Garden and the majestic National Theatre, this elegant venue offers an atmosphere of refined tranquility. Whether you are looking for a quiet morning espresso or a leisurely afternoon, they feature a brunch menu served whole day, every day, specifically for those who love breakfast favorites at any hour. Our master pastry chefs craft exquisite treats daily, including our highly anticipated "Dessert of the Month," which showcases unique seasonal flavors and artistic culinary flair. Beyond sweets, the menu offers a curated selection of premium international cuisine and light bites, all prepared with the finest ingredients. The sun-drenched Grand Garden remains the ideal spot to relax after a long walk through Sofia's historic center and soak in the vibrant urban energy.
With every visit, guests who present this booklet receive a 10% discount on their bill!

1 Gurko Str. (Grand Hotel Sofia)
Mon - Sun 08:00 - 20:00
(+359) 2 811 0940
www.grandhotelsofia.bg
Grand Hotel Sofia
@grandhotelsofia





# LEARN BULGARIAN FOR FOREIGNERS WITH KRISTINA PROGRESS

Kristina Progress is a leading language center, established in 2018, specialized in teaching Bulgarian as a foreign language. We work with individual learners, small and large groups, as well as corporate clients, offering a variety of online and in-person programs. In 2025 alone, more than 340 students from 48 countries studied with us.
Kristina Progress is a company built on the creativity and discipline of its team. As a natural extension of our mission, we develop our own teaching materials tailored to the needs of our students, and we organize language immersion trips across Bulgaria that combine real-life language practice with cultural exploration and everyday experience.
We teach Bulgarian with care and love, real speaking and immersion in the culture.

contact@kristinaprogress.com
www.kristinaprogress.com
@kristinaprogress
@bulgarian_for_foreigners

EDUCATION



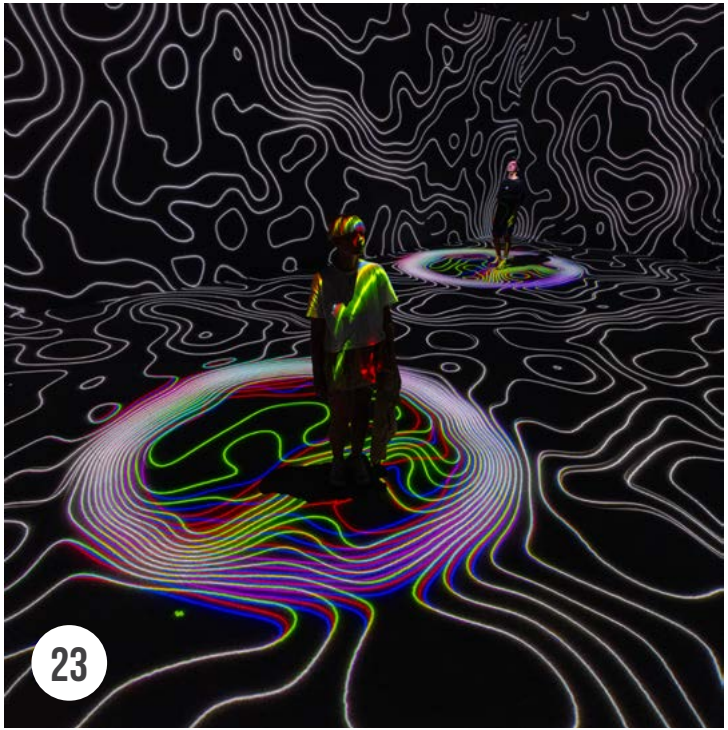
# SEPTEMVRI HUT

Septemvri Hut is a cozy and welcoming place located at 1,495 meters above sea level, nestled in the mixed forests of Vitosha Mountain. It is easily accessible by car or bus via the Golden Bridges area, offering a convenient escape from the city.
Inside, a wood-burning stove creates a warm and inviting atmosphere in the spacious dining room, where music plays and a piano adds a home-like touch.The hut's kitchen serves delicious homemade meals, irresistible desserts, aromatic coffee and herbal teas, cold draft beer, prosecco, wine, signature cocktails, as well as house-made brandy – rakia.

For those working remotely, the hut offers a quiet environment and reliable WiFi, making it suitable for a productive midweek work-from-nature experience. The Hut also hosts a wide range of events like stand-up comedy shows and running competitions. Children can enjoy an exciting rope course, designed for fun and adventure in nature, or spend happy moments in the indoor playroom equipped with toys and books.

"Belovodski pat" Str.
(+359) 877 066 812
www.septemvrihut.bg
@septemvrihut

FREE TIME




# VIDENIE

videnie

9 Kuzman Shapkarev Str.

Mon: closed
Tue - Fri: 12:00 - 21:00
Sat - Sun: 10:00 - 21:00

(+359) 876 600 640
videnie.space
www.videnie.space

Step into Videnie – Bulgaria's first immersive art space, where technology, light, and sound come together to create unforgettable experiences. Located in the heart of Sofia, Videnie invites you to explore a world of digital art, VR, and 360° projections that go beyond the screen and surround you completely. From interactive exhibitions and audiovisual concerts to futuristic dinners and AI-powered installations, every visit is a journey into the art of tomorrow. A must-see for anyone curious about what's next in culture.

Price: 18-30 BGN (€9-13) per person.

How to use this voucher to get 20% discount?

After you pick a date, time slot and type of ticket - add the experience to your cart.

At checkout, click on: "**Have a coupon? Click here to enter your code.**"

Enter the code: "Freetour20" and click "**Apply coupon**" to receive a 20% discount.










24

# ART.E

17 Veslets Str.
(+359) 888 288119
handmadebyarte
@handmadebyarte

A lovely gift shop for handmade ceramics and porcelain in the heart of the city. Come have a cup of tea with them! Their names are Ivan and Stoyko and they embarked on the Art.E adventure more than 10 years ago. They are constantly experimenting with different styles from all over the world, crafting porcelain items that can be great unconventional gifts far from the cliché, but also devise elaborated glasses, ceramic tiles, jewelry and other items. Ivan and Stoyko are running away from the mediocre, because not everything can be mass-produced and that is why we like them so much!

If you want to make someone feel special, come over and they will help you succeed, because they are always on track to make your escape from the monotonous possible.









# MUSEUM OF ILLUSIONS

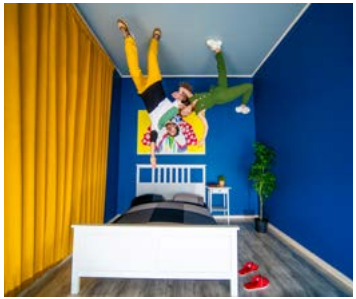
16 Maria Louisa Blvd.
Every day, 10:00 – 20:00
(+359) 887 979 279
info@museumofillusions.bg
www.museumofillusions.bg

Museum exhibition is a 400 m2 space where illusions meet scientific inventions and arts: physics and optics are displayed together with mysterious artworks and classical riddles. The exceptional educational experience is enriched by interactive entertainment — drawing with a light, creating shadows and unforgettable moments in the world upside down.

Have any doubts how one or another invention works? Want to hear incredible stories about art and history? Want to deepen scientific knowledge or take a picture? The museum team is always around! Smiling assistants are ready to reveal the secrets of the incredible world of illusions.

Museum exhibition is changing a little: every year several new exhibits are added to the collection. Museum team is constantly researching the world of science and art and looking for new artistic solutions.

You get a 10% discount by presenting this booklet!











# PHENOMENA

## Interactive Museum of Science & Art

11 Maria Louisa Blvd.
Every day, 10:00 – 20:00
(+359) 877 615 152
phenomenaoffice@gmail.com
www.phenomenamuseum.eu
phenomenamuseum
@phenomena.museum

What if reality was more magical than fiction?

PHENOMENA is an interactive museum where science, art and imagination reveal the hidden wonders of the world. Here, knowledge is something you touch, hear, control, question and feel.

With more than 100 hands-on exhibits, PHENOMENA brings together the spirit of STEAM — Science, Technology, Engineering, Art and Mathematics — but transforms it into an emotional, playful and unforgettable experience for all ages.

Only at PHENOMENA can you meet a real robot dog that responds to your commands, control lightning trapped in glass, manipulate colours and make artworks come alive. Stand before a wind-powered mechanical creature, create your own floating painting with an ancient Japanese technique, play mystical musical instruments, look into infinity and discover invisibility. Challenge yourself with logic puzzles, meet Bulgaria's biggest teddy bear, and uncover the secret beauty hidden in crystals, butterfly wings and feathers.

Perfect for curious travellers, couples, families, students and anyone looking for something truly different in Sofia.

Tickets: €8–13 per person

Show this booklet at reception and get 20% discount!










# THE CENTRAL HALL

"The Central Hall" (also called "Halite" for short) is a crossing point between layers of history, and the first covered market in Bulgaria. The building in neo-secession style was recently renovated by Kaufland Bulgaria giving back the commercial function of the market and creating a special historical, archeological and cultural space in the -1 floor. The market is open every day from 07:30 till 23:00, and the cultural space -every day from 10:00 till 23:00.

The Cultural scene "Central Hall" offers a monthly cultural program with education events, lectures, seminars, expositions, concerts, workshops and multiple kids activities in combination with the revealed archeological ruins from Ancient Serdica, a VR experience showing the life and history of the antique city, expositions and of course the stunning architecture and interior of the market offering plenty of local products and places for work, food, coffee and rest.

25 Maria Luisa blvd.

The.Central.Hall

the.central.hall






# NATIONAL ETHNOGRAPHIC MUSEUM

The mission of the National Ethnographic Museum is to preserve and present the cultural heritage of the people who lived in the Bulgarian lands, but also to build bridges between the present and the past, preserved in traditions, customs and memories. Located in the East Wing of the Royal Palace on Knyaz Alexander I Square, the museum offers its visitors an intriguing walk through the cultural heritage of the country, combined with the atmosphere of the royal estate.

1 "Knyaz Alexander I" Sq.

Mon: closed
Tue - Sun: 10:00 - 18:00
(Last admission at 17:30)

(+359) 876 600 640

www.nembg.com
Tickets: www.nembg.com/visit/#ceni




29

# STINKY SOCKS

**Born In Bulgaria And Raised In The World By The Stinky Family.**

Stinky Socks is an independent Bulgarian brand founded by brothers Risto & Dimo Petkov, inspired by their passion for skateboarding, snowboarding, and creative culture. What started in Eastern Europe grew into a global brand and today, Stinky Socks is distributed in over 16 countries worldwide. New in-store experience in Sofia: you can now customize your own Stinky Socks by choosing from a wide selection of patches and designs — creating a one-of-a-kind, wearable souvenir from Sofia.

Every participant of the Sofia Free Tour receives 10% off.

Claim your 10% discount with this bar code

7 Slavyanska Str.

Everyday, 12:00 - 20:00

www.stinkyfamily.com

@stinky_socks






30

# RAKIA MUSEUM

Come taste the spirit of Bulgara! In the heart of Sofia!

Dive into our captivating exhibits and indulge in a unique Rakia tasting experience, expertly paired with tasty local appetizers. Whether you're a history fan, a foodie, or an avid explorer, Rakia museum offers a memorable journey through time and flavor. Come discover the cultural tapestry of Bulgaria with us – plan your visit today! Try museum favourite safran rakia like never in the world!

You will get a 2 EU discount when presenting this booklet.

22 Patriarch Evtimiy Blvd.

(+359) 888 373 096

www.rakiamuseum.bg




31

# SPORTS MUSEUM - HALL OF FAME "HRISTO STOITCHKOV"

2 Srebarna Str.
*(near Paradise Center)*
(+359) 882 363 312

Every day, 10:00 – 19:00
www.8hristo.com/halloffame
hall@8hristo.com

This is the only sports museum in Bulgaria dedicated to the most famous Bulgarian footballer, Hristo Stoichkov, and his international friends.

Inside, you can see Hristo Stoichkov's most valuable team and individual awards, as well as exhibits belonging to legendary figures such as Leo Messi, Diego Maradona, Johan Cruyff, Pelé, Michael Jordan, Carl Lewis, Mohamed Salah, and many more.

The museum is not just for reading you can play the funniest Soccer Under the Table, take photos, solve a quiz, and watch football.

At the end, you will reach the Fan shop to buy souvenirs.









# ELEPHANT BOOKSTORE

31 Tsar Shishman Str.
(+359) 886 420 954
Every day, 09:00 – 22:00
www.elephantbookstore.com
ElephantBookstoreSofia
elephantbookstoresofia

This vintage-style English bookstore is the Temple of Harry Potter in Bulgaria and one of the most popular gift stores in Sofia. Eclectic assortment, limited signed memorabilia, thousands of comics, quality licensed merchandise, authentic atmosphere and, no doubt, — the friendliest crew ever!

It's a place where the customers or visitors are celebrities like David Harbour from Stranger Things, Robert Sheehan from The Umbrella Academy, Elijah Wood from Lord of the Rings and many others. Perhaps you will meet someone else as well.






33

# TOP GIFTS

Welcome to "Top Gifts", where tradition meets quality – right in the heart of Sofia! Located at 28 Vitosha Blvd, on the city's charming main pedestrian street, you can find the perfect stop to take home a meaningful and authentic memory from Bulgaria, such as:

- Traditional Bulgarian souvenirs – beautifully crafted ceramics, wood carvings, embroidery, and other handmade items that tell the story of our rich heritage;
- Bulgarian rose products – cosmetics, essential oils, and gourmet delights made from the iconic Bulgarian rose;
- Icons, amulets & cultural symbols – thoughtfully selected gifts representing Bulgaria's spirit and traditions;
- Fun gifts & accessories – magnets, T-shirts, bags, and many more items for all tastes and ages.

28 Vitosha Blvd.
Every day 10:00 – 21:00
(+359) 887 627 772
www.topgifts.bg





34

# CENTERSIDE TATTOO COLLECTIVE

Located in the heart of Sofia, this brand new tattoo studio brings together artists with over a decade of tattooing experience.

A diverse team of artists covering Fine Line, Traditional, Neo-traditional, Blackwork, Dotwork, Illustrative, Anime & Manga, Realism and more – so every idea can find its perfect artist.

If you visit at the right time, you might even catch one of their art events, pop-ups, exhibitions or workshops.

A tattoo is the best souvenir you can take from Sofia.

17 General Parensov Str.
(+359) 89 781 6399
Mon–Sun: 11:00–18:00
Centerside Tattoo Collective
www.centersidetattoo.com




# SMART TRANS - DAY TRIPS

Visit Plovdiv, Rila Monastery, The 7 Rila Lakes and other beautiful places around Bulgaria. We can even organise the trip on the same day, same afternoon!

Book now at: www.SmartTrans.bg

+359 888 160 100 (WhatsApp)

+359 888 862 222 (WhatsApp)

Use promo code "freesofiatour" for 10% discount!

(+359) 888 160 100 *(WhatsApp)*;

SmartTrans.bg

www.smarttrans.bg



We offer trips and transfers to anywhere and everywhere. We have trips that start in the morning and trips that start in the afternoon. So if you want to visit Vitosha, Rila Monastery, Mineral Baths or other places on the same day in the afternoon - check our website.

If you are looking for a transfer to Bansko, Borovets, Sunny Beach, Burgas, Skopje, Belgrade, Thessaloniki and many other places, we will be happy to take you there.

Feel free to book directly on our website www.SmartTrans.bg or text us on WhatsApp to +359888160100 and ask us anything!

Scan this QR code and come explore the beauties of Bulgaria with us!

