

## VISCRI 38: WHEN LEADER FUNDS SUPPORT THE CREATION OF A LOCAL GASTRONOMY POINT

*In Viscri, a low-mountain village in Brasov County, Romania, LEADER funds have supported the creation of a Local Gastronomy Point. This new catering service promotes local products and traditional know-how and contributes to the revitalisation of this remote village.*

### "Viscri 38": a new local and traditional dining experience

In the small village of Viscri, 422 inhabitants, support from the Common Agricultural Policy through the [Local Action Group Transylvanian Association Brasov North](#) has enabled the creation of the Local Gastronomic Point "[Viscri 38](#)".

[Local Gastronomic Points](#) were created in 2019 by the Romanian Ministry of Agriculture and Rural Development, with the aim of promoting rural tourism and regional gastronomy as part of the country's cultural heritage. They respond to the growing demand for the promotion of gastronomic heritage and are a complementary offer to conventional restaurants; while they must comply with the same hygiene standards, Local Gastronomic Points must offer a more limited choice of dishes, focusing on the quality of ingredients and the traditional features of products and recipes.

MORE INFO



Credits Viscri 38



Credits Viscri 38



Credits Viscri 38

Thanks to the financial support received, the project owner has completed the renovation of a former barn and converted it into a catering facility for 40 people. The funding also enabled the Local Gastronomic Point to be fitted out with the necessary equipment for its operation, including dining room furniture and kitchen equipment.

This included the purchase of more than 50 chairs, 10 tables, two cookers and solar panels to power the water heater. In addition, part of the funding was used for communication purposes to raise awareness of the Local Gastronomy Point, including the production of business cards and around one hundred promotional flyers.



## Promoting heritage and rural revitalisation

The creation of this new Local Gastronomic Point is an asset for the village of Viscri. It helps to promote local products and traditional know-how. In addition, the installation of solar panels adds a sustainable energy dimension to the concept.

While the village of Viscri is committed to restoring and promoting its cultural heritage, in particular its UNESCO-listed fortified church, the creation of the Local Gastronomic Point "Viscri 38" contributes to improving the offer for visitors. Located in a rural area with few catering facilities, this new offer also contributes to the revitalisation of the neighbouring municipalities covered by the Local Action Group.



## Governance and resources

LEADER funding has made a significant contribution to the [project](#), which was implemented between 2018 and 2021. 50,000 euros have been allocated to the project through the Local Action Group Transylvanian Association Brasov North.

This funding is part of the 2014-2020 programming of the rural development funds and the sub-measure 19.2 "Support for the implementation of actions as part of local development strategies".

### Innovative aspect

This initiative illustrates the diversity of solutions funded by the European Agricultural Fund for Rural Development. By focusing on local development by local actors, the LEADER programme allows for the funding of measures tailored to each specific area, such as the specific legal framework of Local Gastronomy Points in Romania. This new dining offer contributes to the promotion of Romania's gastronomic cultural heritage, to the enhancement of local agricultural products and to the development of this low mountain rural area. This has helped to create a new service at a lower investment cost in an area where tourism is developing but where there are few catering facilities.