

Stara Zagora & Beroe



There is a city in the heart of Bulgaria, ancient in origin and with a bright and prosperous present. It's known as The Pearl of Thrace and for a reason. It's the city of lime trees, poets, straight streets... It's the sixth largest city in the country. This is Stara Zagora.

But there's one most important thing you should know – it's also the city of football. And in Stara Zagora football has only one meaning – Beroe. This is the club that is, has been and will always be the symbol of the city. Stara Zagora lives, breathes, celebrates and agonizes to the rhythm of the club's ups and downs. Therefore, it's not a coincidence, that the most popular chant of Beroe's fans, which is the hallmark of the club and recognizable throughout Bulgaria, goes on to say "Няма мое, няма твое – светът е Берое!". This roughly translates to "Everything else is irrelevant, Beroe means the world to us!"

And the boys in green, sometimes also called the Crazy Gang, with their glorious and rich history, one of integrity and sportsmanship, of endurance in the face of all kind of hardships that fate confronted them with; one full of famous victories and great players; wearing the shirts of a club with proud past and undoubtedly bright future are constantly making sure that Beroe remains in the hearts and minds of the people of Stara Zagora.

For them Beroe will always be much more than a football club – it's their identity, devotion, love, hope and religion. That's why the club prides itself with some of the most numerous, vocal, ardent and competent supporters in the country.

This is our team and we are proud with it!



### The records

- Seasons played in "A" Grupa (highest level of Bulgarian professional football): 1954, 1958/1959, from 1960/1961 to 1969/1970, from 1971/1972 to 1973/1974, from 1975/1976 to 1981/1982, from 1983/1984 to 1994/1995, from 1999/2000 to 2001/2002, from 2004/2005 to 2007/08 and from 2009/10 up to now (in total 37 seasons in "A" Grupa).
- Most appearances for the club in "A" football group: Evgeni Yanchovski – 341
- Most goals for the club in "A" football group: Petko D. Petkov – 144
- Biggest win in terms of goal margin: 8:0 against Minyor Pernik (1973/1974)



### The honours

- Cup of Bulgaria winners: season 2009/2010
- Bulgarian champions: season 1985/1986
- Bronze medals: 1971/1972
- "A" Group top-six finishers: 1965 – 5th place, 1966 – 6th place, 1978 – 6th place, 1979 – 6th place, 1980 – 4th place, 1984 – 5th place, 1988 – 6th place, 1989 – 5th place
- Balkan Cup winners: 1968, 1969, 1982, 1984 (a competition record!)
- Quarter-finalists in the Cup Winners Cup competition – 1973/1974
- Round of 16 in the UEFA Cup Winners' Cup competition – 1979/1980
- Round of 16 in the UEFA Cup competition – 1972/1973
- Four times finalists in the Bulgarian Cup competition – 1962, 1965, 1967 and 1977
- One of the three Bulgarian clubs (Beroe, Litex and CSKA) with positive balance in the European cups competitions: 22 games, 10 wins - 3 draws - 9 losses, goal difference 39:21
- Highest attended games: Beroe – Levski in front of 42 000 spectators in 1972, Beroe – Slavia in front of 40 000 spectators in 1986.
- Greatest match: Beroe – Juventus (with 8! world champions in the team) 1:0 on 24.09.1979.
- Bulgarian top goalscorers who played in Beroe: Petar Zhekov – 1967, 1968 (1969, 1970, 1972, 1973), Petko D. Petkov – 1974, 1976, Stoycho Mladenov- 1978.
  - Beroe is the only team relegated from "A" football group with positive goal difference and having the group's top goalscorer in its ranks (1973/1974), when we had recorded wins such as: 8-0, 8-1, 6-2, 4-0, with a total balance of 7 wins, 7 draws and 16 losses, a goal difference 50-46 and 21 points earned!
- Holding the record of all times in "B" group for goals scored in one football year – 38 games played with 26 won, 8 drawn and 4 lost with a goal difference 113-32 and 60 points earned.
- Top topscorer of all times in "B" group (with a still unbeaten record of 53 goals): Petko Petkov in 1974/75.

### History of football in Stara Zagora

Football was played in Stara Zagora as early as 1916. With no organized championship in Bulgaria until the late twenties of the twentieth century, numerous clubs enjoyed regional success in those early years for the game in both the city and Bulgaria itself. Beroe can trace its roots back to the 4th of May 1924, when it is founded as Beroya, after the merger of two other clubs – Borislav and Rekord.

The club manages to withstand the almost constant chaos and strife of the times, often caused by numerous shifts in the political regimes of Bulgaria, and despite many mergers and name changes throughout the first four decades of its history, it is constantly among the top 3 clubs in the city. It has also often been the platform for attempts to unite all the clubs in Stara Zagora, which foreshadowed its role and meaning for the city in the years to come.

The establishment of an organized league to determine the champion of Bulgaria in the late 40s coincides with the consolidation of football in Stara Zagora, the city finally seeing a one single strong club emerge to represent it at the highest level of Bulgarian football. Of course, that club was Beroe, at first bearing the names of Udarnik and Botev, before finally restoring its old name in 1959.

The advent of democracy in Bulgaria ushered a new period of chaos and economical hardship for the country, and that didn't pass by Beroe. Nevertheless despite several seasons of crisis the club again withstood the test of time, and despite needing a helpful merger with another team – Olimpik (Teteven) – managed to remain a key player on the Bulgarian football scene.

Throughout all this time since the establishment of the football league, Beroe was always among the top Bulgarian teams, being present at the top flight – the "A" group – in 42 of its 61 seasons to date, and playing more than 1200 matches there. This ranks Beroe 8th in the all-time ranking table of the "A" group, with only teams from the three biggest cities in Bulgaria – Sofia, Plovdiv and Varna surpassing it. Beroe's presence at the top level however has always been not only lasting, but memorable – this culminated with the winning of the championship title in 1985/86 –making at the time Beroe only the third team outside Sofia to win the championship since the founding of the "A" group – a feat that only three other non-Sofia teams have managed to emulate since then. The Greens were also four-time finalists for the Cup of Bulgaria competition and are to-date one of the most successful Bulgarian clubs in the international football scene, having won a whopping four Balkan Club Cup championships, and reached the 1/4 finals of the UEFA Cup Winners' Cup.



Current club

In the autumn of 2007 the actual majority shareholder of Professional Football Club Beroe JSCo Nikolay Banev gave up the financial support of the team. In spite of that, the team demonstrated good football in most of the games. On the 10th of January, 2008 23 players and 3 coaches terminated their contracts with the club after a planned sale of the shares had failed.

Beroe got out of trouble on the 3rd of February 2008, when the Beroe veterans' club and the national fanclub, assisted by lawyers, managed to initiate, through related firms, insolvency proceedings in respect of the club in the Regional Court of Stara Zagora. The appointed administrator Elka Petrova transferred all the assets and liabilities of the club to a newly established joint-stock company Professional Football Club Beroe Stara Zagora JSCo.

The new entity succeeded Professional Football Club Beroe JSCo as regard of the license, the membership in the Bulgarian Football Union and the running of the football team itself.

In the summer of 2009 due to the world economic crisis most of the shareholders left the club due to financial problems. The club's main sponsor Brikel JSCo transferred it's shares to the Beroe veterans' club and the national fanclub, who appointed a new Board of Directors, which was running the team up to the end of this season. At the beginning of July the club got a new owner - a financial trust called "The Business for Beroe" took over the shares of the Joint-Stock Company. Members of the NGO are 15 of the most successful companies in Stara Zagora. The new Board of Directors consists of Plamen Genchev - co-owner and CEO of the first and biggest Bulgarian DTH digital television operator, Mihail Rakadzhiev - Managing Director of Link Ltd. - a company dealing with aluminium window frames and Mihail Boendrukov - representative of the supporter's trust "Beroe Forever". Chief Executive Officer of the team is the former Beroe player Vasil Dragolov. He scored the winning goal in the match against Slavia in season 1985/86 after which the team won the Bulgarian championship.





### The Supporters of Beroe

The fans of Beroe are amongst the largest and most loyal crowds in the country. Being the sixth largest city of Bulgaria by number of inhabitants, Stara Zagora has many times earned recognition as the highest attendance during the season, irrespective of the team's performance.

Just about everybody in Stara Zagora and the region supports Beroe - be it men or women, kids or aged people; politicians, businessmen, common people – civil servants or employees, policemen or stadium's security guards, the youth, the players and the veterans of the team. All of them just can't wait for the next game of the favorite team to come.

### In the past

Beroe's supporters are also among the most requiring and are constantly putting high standards to the players. The eyes of the elderly fans have seen a myriad of football masters and at the same time Beroe legends play the game, the list of those including but far from being limited to: Petko Petkov, Petar Zhekov, the brothers Evgeni and Petko Yanchovski, Tenyo Botev, Yancho Dimitrov, Ivan Tanev, Boris Kirov, Georgi Belchev, Todor Krastev, Hristo Todorov, Ivan Vutov, Dimitar Dimitrov, Georgi Stoyanov, Tenyo Minchev, Stoycho Mladenov, the brothers Georgi and Dinko Dimitrov, Vassil Dragolov, Yordan Mitev and many many others... They have all set highest criteria for sporting skills and mastership, which makes the task of the forthcoming ones much more difficult.



### Nowadays

The fans of Beroe are tolerant and patient in respect of any new players, coaches and managers of the club. They give a chance to everybody to deploy their skills and abilities, although any such newcomers' attempt whatsoever to humiliate the green shirt and club's integrity are booed to death and hated forever.

The supporters of Beroe can watch their favorites at the municipal stadium "Beroe", which is called by some the "Temple". It is unique with the biggest grandstand roof in Bulgaria and a relatively high grandstand, but also with its system for check-in and control. Any trainee from the youth formations of the clubs dreams for at least one match played in the home stadium, and where dreams come true it's always an unforgettable experience.

There are Beroe fans everywhere in Bulgaria, but also thousands of miles away from the beloved hometown and stadium. The main fanforce live and support our team in Stara Zagora. They support the team in the home town by participating in the activity of the fans association called "National Fan Club Beroe Stara Zagora". There is significant Beroe fans' presence in the capital city. The "Sofia Fan Club Beroe 1916" is a standalone association in Sofia unifying the Beroe supporters living there. Members are mainly students and residents of the capital with origins from Stara Zagora.

The other places where "colonies" of Beroe fans may be found are Varna, Svishtov, Veliko Tarnovo, Plovdiv, Gabrovo, Burgas. Those are predominantly students from Stara Zagora, who study in the universities located in the said places. There are Beroe supporters in the neighboring towns of Stara Zagora, such as Galabovo, Radnevo, Kazanlak, Nova Zagora, Chirpan, Dimitrograd, too, as well as in the rural areas of the Region Stara Zagora. The Beroe fans are all over the world – in the USA, England, Germany, Spain, Austria, Greece, Iraq and other countries. Thus, there is a reason why the chant says: "There is no mine and no yours – the world is Beroe!" ("Няма мое, няма твое – светът е Берое!" in Bulgarian).

### Youth academy

Beroe's youth academy is one of the leading in the country. Many of the players have been playing in the U19, U21 and A national teams. Among others are Petko Petkov, Petar Zhekov, the brothers Evgeni and Petko Yanchovski, Tenyo Botev, Yancho Dimitrov, Ivan Tanev, Boris Kirov, Georgi Belchev, Todor Krastev, Hristo Todorov, Ivan Vutov, Dimitar Dimitrov, Georgi Stoyanov, Tenyo Minchev, Stoycho Mladenov, the brothers Georgi and Dinko Dimitrov, Vasil Dragolov, Yordan Mitev and many many others... During the last years the bad state of the municipalities' sporting facilities combined with the lack of financial investments in the academy have limited the possibilities for the development of young talents. The new artificial grass field has been a great success during the last years. It was built at the end of 2008 with government funding. All official matches of the youth academy are played there. The teams use also two natural grass fields in the district Kolyo Ganchev.

In the past few years Zhivko Zhelev and Ivo Ivanov are the most known players, product of the Beroe youth academy.

Since July 2008 Blagomir Mitrev has been appointed head of Beroe's youth academy. He is a former player of Beroe's academy and has a long and very successful career in the Bulgarian 'A' grupa. Before taking on his current job Mitrev was part of one of the most promising Bulgarian youth academies - Naftex (Burgas). He has left the academy in January 2010 in order to take a high managing position at the newly formed Neftohimik (Burgas). He was succeeded by another former player of Beroe - Steliyan Popchev.

More than 250 children are currently enrolled in the youth academy of Beroe. 7 teams are participating in the youth championships this year. The U19 team is led by Todor Stanev (former Beroe player) and are currently placed first in the Burgas zone. This team consists of players born 1991 and 1992. Beroe's U17 team (players born 1993 and 1994) is participating in the Elite Bulgarian Youth Championship together with 14 other top rated youth academies. Coach of this team is Venelin Sivriev (Champion with Beroe in 1986). The U16 team is lead by Kosta Kostov and is part of the city championship. There are also U15 and U14 formations, which are part of the Stara Zagora championship. Their coaches are Sider Dimitrov and Dimitar Mitev. The U15 team is unbeaten till now, U14 has been defeated only once - by Beroe's U15 team.

There are also two groups for kids aged between 12 and 13 years. They are led by two of Beroe's most successful youth coaches - Nikola Kordov and Boris Kirov. In April 2009 Boris Kirov's former team (consisting of players born 1989) won the bronze medal in Bulgaria's national youth championship. Many of his players are now part of Beroe's reserve team. The smallest youth academy team (U11) is trained by Stoyan Stoyanov and is not participating in any championship, yet.

### Coaches in the Youth Academy

Boris Kirov - UEFA A  
 Nikola Kordov - UEFA A  
 Todor Stanev - UEFA A  
 Stoyan Stoyanov - UEFA A  
 Kosta Kostov - UEFA A  
 Kolyo Hristov - UEFA A  
 Sider Dimitrov - UEFA B  
 Dimitar Mitev - UEFA B

## Official Kits

Beroe's traditional colors are green and white.

**Home Kit**

The home shirt is in green and white vertical stripes. The shorts are white in color. Socks are green and white horizontal stripes.

**Away Kit**

The away shirt is black with green strips at both sides. The short are black with green stripes at both sides. The socks are also black.

The equipment's brand is GUPA, which is a registered trademark of Natalia JSCo., Bulgaria's only textile enterprise with a closed cycle of production: starting from production of knitted fabric to the production of any type of knitted wear.



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