This paper focuses on the creation of the town of Tatar Bazari (Pazardzhik) at the turn of the 14th century. Revisiting the existing theories, which discuss the founders and the establishment of the town, the author argues that the claims of Tatar Bazari’s creation in 1480s or 1410s cannot be confirmed by the sources and should be regarded as groundless. Based on Ottoman archival sources and Byzantine and Ottoman narratives the article puts forward a new suggestion according to which the town was established around 1398 by a group of Crimean Tatars.