

# Vranac®



## Market

The Montenegro Vranac is an autochthonous sort wine parentage, which has for generations raised in Montenegro. In the area in which it is dominant, it covering a belt from the Skadar Lake toward the Adriatic Sea, at up to 500 meters above sea level. Today Vranac is the leading sort in Podgorica vineyards of the top quality, and a harmonic ratio of sugar and acidity.

Vranac produces "13. jul Plantaže" a.d., the most notable wine company in Montenegro. The company deals in more trades: producing grapes and peaches, processes and distributes wine and parentages of Rakia, raises fish, has a catering industry and retail sales. The most important segment of business in the company is absolutely grapes and wine. This company owns the largest vineyard in one complex in Southeastern Europe and is one of largest in the world. The "13. jul Plantaže" company is the market leader in the region, and their products are exported to more than 30 countries in the world. The company is today, the largest producer of vine and grapes in Montenegro, with yearly production of about 22 million kilograms of grapes. On the market yearly are placed around 17 million bottles. Just in 2009, on the Bosnia and

Herzegovina market over 3,300,000 single various products were placed, of which 2,500,000, or 74.5 percent belong to wines Vranac and Vranac Pro Corde.

For 2009, the company has planned an increase of sales by ten percent and the demand for smaller packaging of the wines is increasing from year to year. Momentarily, the market share of small packaging of Vranac and Vranac Pro Corde wines on the overall small packaging of wines market in Bosnia and Herzegovina totals more than 86 percent in relations to other producers.

Marketing research in Bosnia and Herzegovina show that consumers are very loyal to the "13. jul Plantaže" company, being that the aforementioned products have been known to them for more decades. The demand for good wines has significantly grown in relations to earlier periods, taking a part of the market that was dominated by strong spirited drinks.

Today Vranac is the best selling wine in Bosnia and Herzegovina.

## Achievements

From the first grapevines parentage and first litre of produced wine "13. jul Plantaže" endeavoured to ensure the best quality of its products. Today this company is known around the world for its products and is the authorised user of the wine origin symbol, as well as a protective seal for wine and Rakia. The top red wine Vranac represents the brand for which Montenegro is known for in the international surroundings. Numerous recognitions and awards at domestic and foreign exhibits, fairs and vineyard Olympics confirm its quality as the best. The company and its products have more than 500 medals. Back in 1991, a group of experts from the Milan magazine "Il Mondo" categorised Vranac wine among the top 100

red wines in Europe. Among others, Vranac was awarded gold medals from Mond Selection competitions held in Brussels, Rome, Madrid, Paris, Geneva and Lisbon. Also, receiving the gold European award for

quality and commercial prestige in Geneva, like the award from the international society from Brussels "Oskar", named "They marked the 20<sup>th</sup> century". There are also championship titles from Ljubljana, Sarajevo, Novi Sad, and Belgrade. Vranac in 2006 received a silver medal at Mundusvini, the most notable German wine competition. In 2008 the wines received the Great champion goblet for quality of wine in Novi Sad, a gold medal in Split and trophy "Citadello" at the prestigious international wine tasting held in Bordeaux in France, held by OIV (Office International de la Vigne et du Vin). In this year alone, 2009, the Vranac wine received more than ten medals and various international acknowledgments, including gold medals at the MundusVini competition in Germany, the biggest international competition in the world which was organised by OIV, as well as having taken part in a prestigious wine festival in Merano, Italy, and winning an award entitled "International top selection", which confirms the unfaltering quality of this brand.

## History

Many Montenegrin myths and legends speak about wine and grapes. The first preserved written documents from the 14<sup>th</sup> century contain information about grapes, wine and vineyards. They were found in the archives in Kotor. After a declaration by King Nikola in the 19<sup>th</sup> century, Montenegrin vineyards went through considerable improvements and expansions. Then viticulture was based at the Skadar Lake became the most notable view of agricultural production. Viticulture already from then was implied to principles, but also to life style.

By the first fifty years of the 20<sup>th</sup> century they



formed the first small agricultural property, which in 1963 they integrated to 'Agrokombinat 13. jul'. In the frame was created Plantations, which in the vineyards began the organization of producing grapes and wine. Fruitless and waterless Čemovski field of the 1970's converted into one of the largest heritage of the Balkans. In the course of the past forty-six years they have constantly been enriching with new assortments, with constant technological advancements.

Today on land of 2,310 hectares it grows over 11,000,000 of wines parentage with dominating autochthonous cultivator Vranac.

## Product

The Montenegro wine Vranac is a powerful and strong wine from the south, produced from autochthonous sorts of vine parentages like vranac, which have been grown in the Skadar Lake valley since the 14<sup>th</sup> century. The company "13. jul Plantaže" has for longer than 46 years grown vranac on the Čemovski field. This plain, situated between mountains, is merged with the Skadar Lake. Čemovski field from the 1970's of the last century was wilderness, a rocky wasteland, which today, with the exceptional fruit of vranac, is a symbol of triumph of man over rocky earth. Together with vine parentage an agricultural giant "13. jul Plantaže" developed. Vineyards were raised on shallow, skeletal land, bathed with sun with over 2,500 hours of sun a year, giving the wonderful quality of grapes which with the most modern technology transfuse into the best wine.

Vranac is the top red wine, of intense ruby red colour. The taste is full, characteristic and light with tannins. That is the temperamental wine of the southern type, warm and rich with extracts, which makes it very recognisable and highly regarded. The smell and taste reminds of ripe cherries and wild berries with tones of vanilla, which leaves a taste of fullness and warmth. It has an agreeable bitterness which is given to it by the ability of ageing and maturing. The content of alcohol in Vranac wines begins is between 12 to 13.5-vol% and accompanying natural fruity acids from 5.5 to 6.5 g/l. The content of the extract is 25-30 g/l. Montenegro Vranac is found in the category of dry wines with a remainder of residual sugar of about 2g/l.

Vranac is made in several varieties, but "13. jul Plantaže" mostly boasts the following products: Montenegro Vranac-top wine, Montenegro Vranac-quality wine, Vranac Pro Corde-top wine, Vranac special reserve-top wine and Vranac barrique-top wine. In all five products the dominating sort of grape is Vranac.

Montenegro vranac-top wine is a temperamental wine, of intensive ruby red colour with a hue of purple, with a high content of extract and alcohol. It is served at temperatures from 16-18 degrees Celsius. Recommended with prosciutto, red meat, game, spicy food and bold cheeses.

Montenegro Vranac-quality wine is a harmonic red wine, of intensive ruby red colour, with a lower content of alcohol and extract compared to the top Vranac. It is served at temperatures from 16-18 degrees Celsius. It is recommended with lightly smoked meats, game



meats, strongly seasoned foods with red meats and with food from the grill.

Vranac Pro Corde is a top wine of a dark red colour, full, extractive. Its taste is stronger in tannin, but harmonic with notes of wild berries. A special technological process increases the concentration of proanthocyanidins which are the natural contents of grapes, and which have the power of, by bonding free radicals, benefit the human body. Vranac Pro Corde has not only nutritional, also pharmaceutical values, as much as it is used daily in moderate amounts as part of a meal. It is served at temperatures of 17-19 degrees Celsius. Recommended with all meals with red meat, spicy and fatter, with all game meats, also with all bold cheeses of strong scent.

Vranac-special reserve is the top dry wine, dark red colour with a purple hue. It is extractive, full of taste, tannin smooth, with the smell of wine and a slightly recognisable note of wild berries. From especially good years, small amounts of wine are separated which are preserved in dark places at a constant temperature of 15 degrees Celsius, where it ages in special basins. Then later it is filled into bottles where it stays for at least one year. It is recommended that the bottle be opened at least half an hour before use with lightly pouring it into a decanter. Only then do the best characteristics come to expression. The wine is served at temperatures from 18 to 20 degrees Celsius. It can be used during the entire meal. It is especially recommended with good cheeses and all types of cake.

Vranac barrique is a top dry wine, dark red in colour with a purple hue and the presence of aroma of ripe olives and sweet cranberries. There is also an aroma of burnt oak, and at the finish notes of caramel and smoke. This wine aged a year in barrels of oak, and after that in bottles in strictly controlled conditions. It is recommended with all meals of red meat, spicy and fatty, with dry game, prosciutto, also with all bold cheeses. It is served at a temperature from 18 to 20 degrees Celsius.

Vranac premire is a top dry wine, dark ruby red colour, chosen grapes of the best reserves of vranac. It is a full, extractive wine, with the smell and taste reminiscent of black currant and prunes with notes of vanilla, which in leave a taste

of fullness and warmth in the mouth. By aging, it developed an additional complexity and elegance. Before serving at temperatures from 18 to 20 degrees Celsius the wine must decanter at least a half an hour early, so that its best characteristics come their full expression. It is best with spicy cheeses and desserts made of chocolate and nuts.

## Recent Developments

They introduced new technologies, expanded its assortments and modernised their equipment. A new underground cellar was made for aging and maturing of the wine in barrels and other wooden containers, as well as in bottles, with a total capacity of 2,000,000 litres. The value of investments in the past five years totalled to over 30,000,000 Euros.

## Promotion

In its promotional campaigns, Vranac always strived to keep the Mediterranean spirit of Montenegro, a country of mountains and sea, a country of wild beauty. "13. jul Plantaže" organises wine tours for their customers, with the name "The wine path". By leading their guests through the impressive vineyard, the company shows its processing capacities with the most modern equipment for production of wine, restaurants with fresh fish from their own ponds, finishing the unique experience in one of their three impressive wine where the guests are introduced to the magic of these exceptional wines by sampling them.

## Brand Values

The company "13. jul Plantaže" offers a hand of long-term friendship to its consumers based on the high quality of its products. The company operates in accordance with international standards of quality ISO 9001, 14001 and HACCP. It regularly introduces new products and follows global trends in wine production.

The specificity of the company is its strategy based on autochthonous wine assortments, Vranac and Krstač. These wines are a sign of recognition and symbol of long-term tradition in viticulture in the area of Montenegro. A confirmation of correct focus on autochthonous sorts is provided by many international researches which emphasise the part of original wine cultures in today's and future trends on the wine market.

Nature is the most valuable richness of a region, followed by its history, tradition and culture. The secret of the Podgorica vineyards and the secret of the company "13. jul. Plantaže" are anchored here. This company never has strived to be a stereotype or romance and fake happiness. It created an island and centre of fruitful land on the Čemovski field, gained the area of security of existence and accumulated layers of knowledge and skill.

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## THINGS YOU DIDN'T KNOW ABOUT...

### Vranac

- Danish studies from 1995, which tracked 12 years of questioned 13,000 men and women from 30-70 years, showed that those that have drunk red wine have a 50 percent lesser risk of heart disease compared to those that have never have drank it.
- The nutritional materials in 100 g of wine are: vitamin A, vitamin D3, vitamin B1, vitamin B2, vitamin B6, sodium, calcium, phosphorus, magnesium, iron, fructose, glycerine, ethanol, and extractive materials.
- Simon Patrick, the top taster of wine in Great Britain, graded Vranac as a world wine with excellent prospects.
- An old national saying says: Wine is older than bread, redder than blood, tamer than roses.

