



BADEL 1862

Market

Badel 1862 is the largest and oldest producer of wine and alcoholic beverages in Croatia, which with the quality of its products continues improving the rich tradition and heritage from the renowned companies Pokorny, Patria, Arko, Badel Vinoproduct and Apatovačka kiselica.

Badel 1862 is a synonym for alcoholic drinks in Croatia and a broader region. In the category of strong alcoholic drinks Badel 1862 traditionally holds the leader position, also in the exporting side of the market. Badel's wine offer is in many ways unique; from 7 wine-cellar in its own incorporations all together abundantly in the wine-rich area of Croatia, from aromatic white wines from the north to strong and full from the south, from North to South Badel 1862 makes up the wine map of Croatia.

Although the tradition is connected to wine and alcoholic drinks, Badel 1862 recognizes the trends on the market, invested in installing a modern factory of "Kalnik water Bio Natural" where they fill the spring water Unique and mineral water Kapljica. Wanting to round off, Badel created "Eurobey" which entered the market of carbonated, non-carbonated and non-alcohol drinks.

The products of Badel 1862 are present in more than twenty or so countries across the globe, with continuing growth and significant export.

Achievements

Hundreds of years of tradition invested into the top quality products secured Badel 1862 brands by keeping their position on the market, fought for longevity with its quality.

With the rarely high confidence of the consumer, Badel 1862 can be commended with many earned recognitions and to relevant world assessments, where products of Badel 1862 have mainly won gold and silver medals.

A number of the most important are: Monde selection Bruxelles; ISW (International Spirituosen Wettbewerb) Germany; Vinalies Internationales Paris; Concours Mondial De Bruxelles; Mundusvini Germany; Vinitaly Verona; Decanter World Wine



Awards London, Grand Prix Du Vin Salzburg; Vinoforum Znovin Czech, Vino Ljubljana. By winning the award at the assessment in Vinalies Internationales in Paris, the Badel 1862 wines were presented in an eminent publication "1000 best wines of the world".

History

Badel 1862 is proud with its tradition that is permanently woven in its title, and didn't only betray the plague to their ancestors, but unambiguously fixed it like a house of another tradition.

Franjo Pokorny in 1862 established the foundation for production of alcoholic drinks. At the beginning he entirely alone produced strong alcoholic beverages, packaged and distributed them to stores. Rarely seen persistence quickly began to spring fruits: from its production during the time created the largest export force in branches. Quickly expanded its market to numerous mid-European countries, and with its liquors, except for notable European metropolises supplied the Imperial French courts of Napoleon III.

Mijo Arko, one of the first Croatian experts of cellars, in 1867 established a store of wine and Brandy. His son Vladimir succeeded and developed the industrial production of stronger liquors and with his merit the factory "Arko" became an admirable name in

production of cognac, sparkling wine, rum, brandy, liquor and other drinks.

The factory Patria, established in 1886, getting its own distillery excelled with a rich offer of tested alcoholic drinks. The main product of Patria was Patria brandy medicinal, with its popularity held the market. By the end of World War II came a considerable change and established a factory of liquor and alcohol refinery "Marijan Badel". In a fourth of a century later joined with a company "Vinoproduct" which had owned most of the wine-cellar across Croatia, and began the tradition of wine production in Badel.

Coming into the 21st century Badel 1862 released a working filling station of spring and mineral water in Apatovac, under Kalnik. Resources of mineral water are indicated in documents since 1841. Apatovačka kiselica, today's Kapljica, from the beginning earned worthy recognitions and at international expert exhibits: Madrid and Trieste 1882, Barcelona and Bologna 1887, Berlin, Paris, Strasbourg 1900, Hamburg 1901.

Product

In the Badel 1862 portfolio are found hundreds of products (strong alcoholic drinks, wine, spring and mineral water; and non-alcoholic carbonated and non-carbonated drinks). It is enough to say that only some of them Badel 1862 recognizes: Badel Prima Brandy, Badel Pelinkovac Sour, Lavov, Badel homemade Rum, Scatovski Kruskovac, Cherry Brandy, Badel Stara Šljivovica, Glembay, Vigor, Dingač, Postup, Ivan Dolac, Plavac, Pelješac, Sauvignon Daruvar, Graševina Daruvar, Graševina Križevci, Benkovački rose, Unique, Kapljice, Vočko, Inka, Nara... Badel 1862 is exclusively a representative of popular world brands for the Croatian market in the category of strong alcoholic beverages.

Recent Developments

The philosophy deeply woven into the foundation of business of Badel 1862 is based on the constant direction to the future, products which earn new places on the market. The present Badel 1862 is in fine balance among traditional and new, among European criteria and authenticity of Croatian value.





Recently released on the market is a new line of Badel Rakia and liquor (Special Rakia potion, Fruit liquor Orahovac, Rakia from grape vines Komovica), in the original packaging with the symbol of seal as a recognizable symbol of Croatian products.

On the market again is the Glembay cognac with five stars, which continues the tradition in production of cognac in Zagreb (the first renowned cognac factory made in 1886 the Patria society with the bases grew to Badel 1862). Anent 145 years Badel Pelinkovac and of Badel 1862 presented Badel Antique Pelinkovac, which is the oldest found receipt in the Badel 1862 archive occasionally produced as a limited series.

So that it would be contributed as an affirmation of Croatia on the world winery scene, Badel 1862 directed its strategy of winery to intensive development. One of the most notable projects is to nurture the vineyard on location in Korlat near Benkovac. In the stone macchia was raised a vineyard

covering an area of 103 hectares of world recognized syrah, cabernet sauvignon and merlot. The first wine korlat Kapljica with its taste, color and fullness, presented a real joy for the palate.

The offer of spring water Unique was expanded with gallon packaging for cooler dispensers, which in a short period was established as the segment leader on the Croatian market of water dispensers.

Promotion

Leading brands of Badel 1862 are presenting a uniquely promotional concept adapted to the consumer and market. Presentations, events, tastings, promotional packaging, prize games, advertising, PR, combined with all promotional actions, are creating an original mix for every product or group.

"Vigor Wild Thing", "Vigor Barmen cup" events are promoting cocktails and affirm the brand to the specialized public, "Plants

for watering" is the comic promotional campaign for Badel's Pelinkovac which switched the attention to the consumer to the plant ingredients of the best selling Croatian strong alcoholic drink. "Wine Ship Street" was introduced to customers of Badel 1862 with wine-cellar along the entire Adriatic Coast, "Diplomatic wine" is the specially packaged wine under the sponsorship of popular diplomatic representatives in Croatia who sell in a humanitarian project, "Clear gold of Croatian tradition" the promotion of the Badel Stare Šljivovice on educational of tourist project for consumers from western Europe. "High quality is necessary for high protection" following the campaign Badel Prima Brandy was introduced its additional protection for originality, "Dalmatian squared" this humanitarian project purposed and sponsored by Unique bottled water with the goal to develop and improve sport programs in elementary schools, "Gold is its name" the series is advertisement which communicates the most awarded wine Sauvignon Winery Daruvar: "With an evening on the way" a prize game for consumers.

Brand Values

"Drink a little, drink well!" is the well known slogan which best mirrors the mission of Badel 1862. The pawn for responsible behavior and cultural living, the promotion of cultured drinking, nurturing tradition, continual high quality all are the values which characterize Badel 1862.

www.badel1862.hr



THINGS YOU DIDN'T KNOW ABOUT...

Badel 1862

- > Dingac is the first Croatian highly protected wine (protected since 1961 in Geneva).
- > The natural spring water Unique carries the symbol of Croatian quality (HGK) for products of prominent quality, possess the NSF certificate (National Science Foundation), and received the seal Kosher and Halal.
- > From the vintage 2003 Ivan Dolac Barrique displays the symbol "Ecoproduct", as the first certified plavac grapes, because it satisfied all the requirements for ecoproduction.
- > Dingac is probably the only world wine that has a donkey on the label (because of a large slanted terrain, grapes are "hauled" from the vineyard on donkeys).
- > The legend goes that as the first recognition of the Kalnik water's efficiency for a "certain attraction" to the prettier gender which was spoken from the mouth of Marija Teresa. Before her romantic date with the baron Trenk, she spent hours drinking Apatovačka kiselica. After that, she directed that the water be brought to Vienna court in buckets.
- > Sauvignon Daruvar, in recent time, is the most internationally awarded Croatian wine.
- > Inka and Nara continually are in production since 1971, and Vočko juices since 1987 as the first Croatian, original brands of non-carbonated drinks and juices.
- > If you could align all the grapevines of Daruvar vineyards one to another, the first would be in Daruvar, and the last would be in Vienna.
- > Badel's Pelinkovac gorki (then Pokorny) was consumed in the Imperial French courts of Napoleon III.
- > One bottle of mineral water Kapljice 0.75 contains 2,420 drops.