

# VRANAC®

## PRO CORDE

### Market

The trend of wine consumptions in the world is receiving increasing importance. Production and use of wine in different countries experience it like principles of lifestyle. More present care is given to connection of wine with gastronomy, tourism, and specific life styles.

Vranac Pro Corde falls into the class of most represented product of company "13. jul Plantaže" and one of the largest exported products from Montenegro. The company "13. jul Plantaže" is largest producer of wine and grapes on the market in Montenegro with yearly production of about 22 million kilograms.

Vranac Pro Corde is a high quality Montenegro wine of strongly controlled origin. The wine is unique in the technological process of production, which naturally enriches it with proanthocyanidins and tannin. Proanthocyanidins are natural components of grapes that have the ability to act beneficially on the human body.

Because of the specifics of production, yearly are produced about a million and two hundred thousand litres of Vranac Pro Corde. This top wine exports to all world markets.

Just in the year 2008, the company "13. jul Plantaže" sold on the market in Bosnia and Herzegovina over 3,300,000 single different products, from which 2,500,000, or 74.5 percent fall under wine Vranac and Vranac Pro Corde.

In plans for 2009, the company planned to increase sales by 10 percent and the demand research for smaller packaging of the wine is increasing from year to year. Currently, the market share of small wine packages Vranac and Vranac Pro Corde, on the entire market of small wine packages in Bosnia and Herzegovina, is more than 86 percent in relation to other producers.

Marketing research in Bosnia and Herzegovina show that consumers are highly loyal to the company "13. jul Plantaže" being that its products have been known for many decades. The demand for good wine has significantly increased in relation to earlier periods, taking a part of the market that was dominated by strong spirited drinks.

Vranac Pro Corde is the market leader in Bosnia and Herzegovina in the category of top red wines.

### Achievements

The company "13. jul. Plantaže" and its products have more than 500 medals for quality. Back in 1991, a



group of experts from the Milan magazine "Il Mondo" categorised Vranac wine among the top 100 red wines in Europe.

The Vranac Pro Corde won the silver medal at the 15th Festival of wine in Budapest. In 2008 the wine 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 2009, Vranac Pro Corde confirmed its quality, winning ten international awards,

including a gold medal at the MundusVini competition in Germany, the biggest international competition in the world which was organised by OIV.

### History

Production of wine is dated back to ancient times; from historic records, in ancient Egypt around 3500 B.C. presses and filters for wine were around. The numerous mentioning of wine in the Old Testament show its early origins and significance. It is presumed that the skills of preparing wine come from Asia Minor, from where together with viticulture it gradually expanded through Europe around the Mediterranean Sea.

It is presumed that the vine parentage was brought to our region by the Romans and that the importance of wine in Christian ceremonies helped the development of wine and viticulture. The first written documents that speak about grapes, viticulture and wine, are dated back from the 14th century and they are protected in an archive in Kotor. By a decree from King Nikola, in the 19th century, vineyards in Montenegro were considerably expanded and advanced. At that time the viticulture around the Skadar Lake became the most incredible sight of agricultural production. The viticulture was then an important principle, and style of life.

At the beginning of the 1950s the first small farms were established, which in 1963 integrated in to "Agrokombinat 13. jul". Within its framework Plantations were created, which in the vineyards near Podgorica began the organised production of grapes and wine. The barren and and waterless Čemovsko field of the 1970s was converted into one of the largest gardens of the Balkans. In the course of the past forty-five it has constantly been enriched by new types of grapes, with constant technological advancements. Today on land of 2,250 hectares grows over 10,000,000 of wines with the autochthonous Vranac being dominant.

Production of Vranac Pro Corde wine began in 1988. Vranac Pro Corde is a product of scientific cooperation with the company "13. jul Plantaže", with the Faculty of Technology of Novi Sad and the National French institute for wine in Narbonne.

### Product

Vranac Pro Corde is a full, extract top wine of dark red colour. It is produced from the sunniest chosen grapes of the autochthonous vranac sort. The process of







maturing this wine is at the least two years. Its taste is strong tannins, but harmonic, lightly grassy with a mix of wild berries. The smell is typical of its sort, the pleasure with developing the bouquet with blueberries, cherries and dark chocolate. The wine is strong and harmonic, containing alcohol proof of 12.5-13%, along with total acid level of 5.5-6.5%. With the special technologic process it has increased the concentration of proanthocyanidins which are the natural ingredients of grapes, and which have the power that ties free radicals that are beneficial for the human body. Vranac Pro Corde has got not just nutritional, but also pharmacological values, as long as it is made a part of a meal in moderate daily amounts.

Vranac Pro Corde, Vranac for the heart, it is the top wine which, due to the increased content of proanthocyanidins, along with its effects on the heart and blood vessels, has benefits on changes in the stomach, as well as on lowering bad cholesterol in the blood. It can be used not only as a prophylaxis, but also as a therapeutic and medical agent.

Vranac Pro Corde in its organoleptic sense sustained all of its beauty, charm and harmony. It is recommended with all food with red meat, spicy and fattier, with all game, prosciutto, as will all fattier cheeses of more intense flavours.

### 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 Pro Corde

- Vranac Pro Corde has carries the name Pro Corde long, and it could be translated as an exclamation "For the healthy heart". However, consumers asked that the name be changed, thinking that it was a grammatical error.
- "The French paradox" is a name of scientific research that indicated that the beneficial effects of wine are the reason why the French, alongside their specific nutrition, have the least percentage of cardiac diseases.
- In France and Italy, where there is a greatest consumption of wine by adults, the mortality rate related to myocardial infarction is three to five times less compared with Scotland and Ireland.

