

B BADEL 1862

Market

Badel 1862 is the largest and oldest wine and spirit drinks producer in Croatia, and with the quality of its products it carries on and refines the rich tradition inherited from renowned companies Pokorny, Patria, Arko, Badel Vinoprodukt and Apatovačka kiselica (Apatovac mineral water).

Badel 1862 is a synonym for spirit drinks in Croatia and the wider region. In the category of spirit drinks Badel 1862 traditionally maintains its leader position, as well as in the segment of export to foreign markets. Badel's wine offer is unique in many ways, within its seven wineries it combines the overall richness of the wine-growing areas in Croatia, from aromatic white wines from the north to strong and full-tasting ones in the south consequently Badel 1862 today defines Croatia's wine list.

Although traditionally associated with wines and spirit drinks taking account of market trends Badel 1862 built a modern factory, Kalnik water (Bio Natura, which bottles spring water Unique and mineral water Kapljice. In order to fully complete and integrate its product range, Badel acquired the Eurobox, soft drinks producer thus entering the market of soft drinks. Badel 1862 products are present in more than twenty countries across the globe, while the importance of export continues to grow.

Achievements

Centuries-long tradition of investment into supreme product quality, systematically controlled and confirmed with certificates HACCP and ISO 9001:2008, provided Badel 1862 with brands that secured their constant quality and leading market position.

With an exceptionally high level of consumer loyalty, Badel 1862 may take pride in many acknowledgements and awards won at world-level competitions, where Badel 1862 products mostly won



gold and silver medals.

Some most important are: Monde selection Bruxelles; ISW (International Spirituosen Wettbewerb) Germany; Vinales Internationales Paris; Concours Mondial De Bruxelles; Mundusvini Germany; Vinitaly Wrona; Decanter World Wine Awards London; Grand Prix Du Vin Salzburg; Vinorum Znovin, the Czech Republic; Vino Ljubljana. Having won the award at the Vinales Internationales evaluation competition in Paris, Badel 1862 wines were presented in an eminent publication "1000 Vins du Monde".

History

Badel 1862 takes pride in its tradition, permanently reflected in its name, thus honouring its ancestors on one hand, and undoubtedly establishing itself as a company with long tradition on the other.

Franjo Pokorny, who laid the foundations for manufacture of spirit drinks, started a small family business in 1862, producing the spirit drinks packaging them and distributing to stores. Such rare persistence soon started yielding results: from his initial production, in time he built the greatest export power in this line of business. Soon he expanded his markets to numerous Central-European countries, and in addition to important European capitals he supplied the French emperor's Court of Napoleon III with his liqueurs.

Mijo Arko, one of the first Croatian experts in winemaking industry, established a wine and brandy store in 1867. His son Vladimir inherited and developed the industrial production of spirits and liqueurs, and thanks to him the Arko factory became a reputable name in the production of cognac, champagne, rum, brandy, liqueur and other drinks.

Patria factory, founded in 1886 with its own distillery, distinguished itself with a rich offer of selected spirit drinks. Patria's main product was Patria Brandy Medicinal, whose popularity outlived the company.

Significant changes took place following the end of the Second World War, so Marijan Badel factory of liqueurs and alcohol refinery was opened. Quarter of a century later it merged with the company Vinoprodukt, which owned most of the wineries throughout Croatia, thus marking the start of winery tradition in Badel.

Having entered the 21st century, Badel 1862 launched a modern bottling plant for spring and mineral water in Apatovac, at the base of Kalnik. Mineral water springs are mentioned in documents dating back to 1841. From the beginning, the Apatovac mineral water, today's Kapljica, received valuable awards and recognitions at international professional exhibitions: Madrid and Trieste in 1882, Barcelona and Bologna in 1887, Berlin, Paris, Strasbourg in 1990, and Hamburg in 1901.

Product

Badel 1862 portfolio includes around one hundred products (spirit drinks, wines, spring and mineral waters and non-alcoholic, non-carbonated and carbonated beverages). It is enough to mention only a few and recognise the Badel 1862 brand in their: Badel Prima Brandy, Badel Pelinkovac, Gorki, Lavov, Badel Domaći Rum, Svatoški Kruškovac, Cherry Brandy, Badel Stara Šljivovica (old plum brandy), Glembay, Vjgor, Dingač, Postup, Ivan Dobac, Plavac, Pelješac, Sauvignon Daruvar, Graševina, Daruvar, Graševina Križevci, Rose Benkovac, Unique, Kapljice, Vocka, Inka, Nara etc.

Badel 1862 is an exclusive distributor of world-renowned brands for the market of Croatia and Bosnia and Herzegovina in the category of spirit drinks.

Recent Developments

The philosophy deeply rooted in the very foundations of Badel 1862 business operations is





A redesign of the entire wine assortment has just been completed, highlighting the quality of Badel 1862 wines, their uniqueness and individuality as well as modernity blended with many years of tradition, in line with global trends.

constant supreme quality – these are all values that signify Badel 1862.

www.badel1862.hr

THINGS YOU DIDN'T KNOW ABOUT...

Badel 1862

- Dingač is the first protected Croatian top quality wine (protected since 1961 in Geneva).
- Natural spring water Unique bears the sign of Croatian Quality (HGK) for products of distinguished quality, it owns the NSF certificate (National Science Foundation), and it also received Kosher and Halal marks.
- Since the 2003 harvest, Ivan Dolac Barrique has been designated with Ekoproizvod mark (eco-product) as the first certified Plavac wine, because all the requirements for ecological production have been met.
- Dingač is probably the only wine across the globe with a donkey on its label (because of the very steep terrain, donkeys were carrying the grapes to the vineyards).
- Legend has it that the first recognition of efficiency of Kalnica water on "certain moods" among the fairer sex came from Maria Theresa, who drank the Apatovac mineral water before her romantic encounters with baron Trenk, and ordered that the water be delivered to the Vienna Court.
- Sauvignon Daruvar has lately been the most awarded Croatian wine at international events: Silver medal - MUNDUSvini 2009, Silver medal - Vinales Internationales 2007 and 2008 in Paris, Gold medal - MUNDUSvini 2007, Grand Gold medal - Vinitaly 2008, Gold medal - Concours mondial de Bruxelles 2008, Bronze medal - Decanter world wine awards - London 2007.
- Inka and Nara have been produced without interruption since 1971, and Vođko juices since 1987, as the first original Croatian brands of non-carbonated beverages, i.e. juices.
- If all vine plants from the Daruvar vineyard were lined up next to one another, the first one would be in Daruvar, and the last one in Vienna.
- Badel's Peštinovac goriki (Peškomu back then) was drunk on the French emperor's court of Napoleon III.
- One 0.75 l bottle of mineral water Kapljice contains 2,420 drops.

based on constant focus on the future, and products with which it conquers new markets.

The present time of Badel 1862 is finely balanced between tradition and novelty, between European criteria and authentic Croatian values.

Badel product range of brandies and liqueurs was recently completed (Travanica – special herbal brandy, Orahovac – fruit walnut liqueur, Komovica – grape brandy, Medica – honey-based liqueur, Cherry Brandy – fruit liqueur), in original packaging bearing the mark of the Early Croatian three-stand pattern (Hrvatski pleter) as a recognisable symbol of Croatian products.

By redesigning the Vigor Cocktails programme this sub-brand focused more clearly on the final consumer, thereby providing it with mechanisms for a better struggle in a very demanding competitive environment, as well as a possibility for more prominent shelf display.

In order to contribute to Croatia's affirmation at the world wine scene, Badel 1862 directed its winery strategy towards intensive development. One of the important projects was setting up a vineyard at the Korlat location, near Benkovač. A vineyard with surface of 103 hectares was set up in a rocky macchia – thick evergreen underbrush, producing the world-renowned assortment of syrah, cabernet sauvignon and merlot. The first drops of the Korlat wine, with their taste, colour and fullness, represent a true pleasure for the palate.

Promotion

A unique promotional concept is conceived and designed for Badel 1862 leading brands, adjusted to the consumer and market. Presentations, events, tasting opportunities, promotional packaging, prize games, advertising, and PR are combined in all promotional activities, and an original mix is used for each product or group.

In recent times a number of promotional and educational activities were held, among them: "Badel Prima Brandy Fan Club", "Lawov Fan Club", "Vigor Barman Training", "Clear Gold of Croatian Tradition" – 1st promotion of the Badel Stara Šljivovica, "Gold is in its name" – a series of advertisements communicating the most awarded Daruvar winery Sauvignon, "With Večernjak on Track" – a prize game for its consumers, "Pepsi Christmas Prize Game 2009", Pepsi "Back to School" promotion, TV campaign for presenting the rebranded Vođko.

A number of educational and promotional visits to Badel wineries were organised, and in the pleasant atmosphere of the "Badel tent" the awareness of wine culture was raised.

Brand Values

"Drink less, but of the Best" is a familiar slogan that best reflects the mission of Badel 1862. Advocating for responsible behaviour and culture of living, promoting the culture of drinking, fostering tradition,

