



Lionello Stock

who was born in Split, asked himself why quality Italian grapes are exported when they could be used to make top-quality Italian brandy. Lionello had a solid foundation for his idea – vast vineyards abundant in the exquisite grape sort Ugni de Blanc, with which the production of brandy began, and the same sort used by Stock 84 brandy to this very day. The exceptional grape sort; the fine aging process of distillate wine; and pure faith and hard work that young Lionello put into his investment, all have created a special brandy, with excellent taste and amber colour – which soon became a big hit. The same year, he founded the company Caris & Stock in Trieste, and produced his first product: the Cognac Medicinal, a name that was in accord with the times when people thought such beverages had medicinal qualities. In 1935 the 1884 Cognac Fine Champagne was produced, which in 1955 was renamed Stock 84 brandy.

In 1925 Lionello moved the business from the outskirts to the centre of Trieste and established a factory which operates even today. At this time Stock experienced a real expansion, and in the following years, factories opened in Austria, Poland, Hungary and the now former Czechoslovakia and Yugoslavia – while Stock 84 brandy became a very popular beverage and experienced excellent sales.

During World War II, every Stock factory was

Market

Stock 84 brandy is the most sold Italian brandy in the world. It is a leader on the Croatian market in the category of imported brandies, which had a sales volume of 600,000 litres in 2008. The production of Stock 84 brandy began in 1884, and today Stock 84 is present on 125 world markets, with a yearly production of 10 million bottles.

In 2007 the Oaktree Capital Management company founded the Stock Spirits Group, which bought the production and all Eddes Stock company's market brands, and at the same time joined them with the other companies of its portfolio, of which Polmos Lubin is the most famous. The group's goal is to become the leading producer of spirits in Central

Europe, controlling major parts of each of the key markets and strengthen the group's position on a wider global market. In Croatia, Stock 84 brandy, as well as other worldly renowned brands like Keglevich vodkas or Limonice liquors, Gala Cafe and Fernet, are distributed by the company Stock d.o.o. The licensed production of Stock in Croatia already began in 1976.

History

When at the end of the 19th century the phylloxera parasite was came to Europe from America, it quickly destroyed almost every vineyard. France was especially devastated and even had to import grapes from Italy in order to continue producing their Cognacs. In 1884, eighteen-year-old Lionello Stock,



either destroyed or nationalized. Everything Lionello had built throughout his lifetime had crumbled. Nevertheless, he persevered and at age 79 again decided to re-establish the company Stock. Two years later he passed away and left the business to his relatives, who continued where he left off, and soon after that Stock was doing business at the same capacity as before the war.

Product

Brandy is made from grapes through the process of distillation of fermented grape juice, wine or wine sediment. The production process of Stock 84 brandy begins with the traditional heating of wine in copper boilers. Because of the high temperature, alcohol evaporates before water and other dissolved liquids have a chance to build up. Alcohol vapours condense after cooling and produce pure distillate. Then special secret ingredients are added to the distillate, after which the aging process begins. Oak barrels are used for storage during the aging process. The advantage of using wooden barrels is that rough wood has pores which enable oxygen to seep through allowing the distillate to "breathe." The wine distillate absorbs the extracts from the wood and gets its characteristic aroma, amber colour and smooth taste. The distillate is then diluted to have an alcohol content of 38%. After this the brandy goes through an aging process of four years, which is why Stock 84 brandy has the VSOP certificate of quality, giving it the Very Special Old Pale product status. As from the very beginning, Stock 84 brandy is still bottled in Trieste.

In Croatia Stock 84 brandy is available in four volumes: 0.1l, 0.375l, 0.7l and 1.0l. Besides the product itself, three gift packages are available: a tin holder for the 0.7l bottle, and a cardboard holder for the 0.375l and 0.7l bottles.

Recent Developments

Because of Stock 84 brandy's popularity in Croatia and the importance of the market to the group, Stock Spirits Group has decided to establish its very own company for the distribution, promotion and development of the market brand on the Croatian



market. The company is focused on sales, marketing and servicing its sales and distribution infrastructure on the domestic market; and for this reason has 12 employees, of which 7 comprise the field sales team.

Promotion

Stock is promoted to its current and potential consumers on locations of sales and consumption all in accordance with the law and regulation concerned with the limitation of alcohol consumption. Stock d.o.o. and Stock Spirits Group encourage and promote temperance in the consumption of alcoholic beverages, and are exceptionally against the consumption of alcohol by minors, and especially stress the negative effects of alcohol consumption by pregnant women.

The company organises over 300 promotional activities with Stock hostesses, attractive awards and special guests at popular bars and clubs in Croatia. In 2009 Stock introduced their new tin can packaging with a volume of 0.7l in two colours, their new gift packaging in cardboard holders for the 0.7l bottle, and their special Stock 0.7l that comes with two glasses.

Even though Stock-Cola (brandy-cola) is one of the most popular cocktails made from Stock 84 brandy, we present four recipes that will surely hype-up every party or special occasion.

ALEXANDER

- 1 part Stock 84 brandy
- 1 part coco-liquor
- 1 part whipped cream

Mix the brandy, liquor and whipped cream in a shaker with ice. Shake and pour into a cocktail glass.

ORIENTAL

- 3 parts Stock 84 brandy
- 3 parts espresso coffee (cold and sweetened)
- 3 parts Amaretta
- Liquid whipped cream

Mix the ingredients with ice in a shaker, mix and pour into a shot glass. Add the whipped cream on top.

TWIST

- 1 part Stock 84 brandy
- 2 parts extra dry Vermouth
- 1 part orange juice

Shake the ingredients together with ice and pour into a cocktail glass.

SIDECAR

- 2 parts Stock 84 brandy
- 1 part Triple Sec
- 1 part lemon juice

Fill a shaker half way with ice then add all the ingredients. Shake well and pour into a cocktail glass.

Brand Values

Stock brand to this very day is one of the most famous alcoholic beverages in Croatia, where Stock d.o.o., starting 1 June 2009 is the exclusive representative and distributor.

www.stock.hr

THINGS YOU DIDN'T KNOW ABOUT...

Stock 84 brandy

➤ Croatia is Stock 84 brandy's most important market in the world, with the greatest share in total export. Stock is the second biggest importer of alcohol products in Croatia – and they're planning on becoming #1.

➤ Besides their exceptional quality and tradition, Stock owes its popularity to numerous artists, painters, film directors and famous individuals in general, which participated in promotional campaigns. For instance, in 1966 Orson Welles directed a commercial for Stock, while the supporting actor, who at the end of the film orders Stock, later became a media mogul and Italian Premier, Silvio Berlusconi.

