



COUNTRY OF ORIGIN

Welcome to the land that celebrates its tradition
but follows modern trends at the same time.

The land of authentic and genuine people, of an
independent and positive spirit, widely known for
their hospitality. People who are confident,
persistent, committed, courageous; people with
good team spirit; people who work hard and
always strive for more, but enjoy every moment of
their life with their friends and family. Welcome to
the land of world-renowned scientists, athletes,
and artists.

Welcome to our world of high quality
double-distilled rakias that capture the essence of
the strong Serbian spirit.





WHAT is RAKIA
ABOUT

WHY RAKIA?

01

Rakia is purely natural, a premium quality spirits made of high quality handpicked Serbian fruits.

02

Ingredients used to make rakia are 7 seven times more expensive than those for making whiskey, and 15 fifteen times more expensive than the ingredients for producing vodka.

03

It Rakia is produced through a double distillation process - the same as French cognac.

04

Matured in handcrafted oak barrels, which adds yet another layer of distinctiveness.

05

It is the best hidden treasure in the spirits world.

06

The most valuable resource for further potential partner's growth.



The Country of Fruit and Rakia

Because of its' geographical position, the climate and rich soil, Serbia is ideal and famous for fruit growing. Serbia is the number one producer of raspberries and the third largest producer of plums (after China and India) in the world. Almost 70% of the its' plum production goes to into the production of rakia.





RAKIA IS A NATIONAL PRIDE.
IT IS DEEPLY CONNECTED TO
OUR TRADITION
AND **CULTURE**



RAKIA IS AN INTEGRAL
PART OF OUR
EVERYDAY LIFE

EXCEPTIONALLY OURS...



RAKIA IS A PART
OF EVERY **SUCCESS**
S T O R Y



A SHORT DRINK
FOR
A LONG LIFE





RAKIA IS A NATIONAL PRIDE

SERBIA IS THE WORLD'S LARGEST RAKIA PRODUCER

No 1: Serbia is the world's largest rakia producer, and Serbs drink more rakia per person than any other nation in the world.

Every Serb either makes their own Rakia, has a cousin who makes it, or just knows somebody who makes it does.

When you meet people from Serbia, the first thing they ask you is: "Where are you from?". But, the second question would most certainly be:

"Have you tried rakia yet?"



EMBEDDED IN OUR GENES

IT IS DEEPLY CONNECTED WITH OUR TRADITION AND CULTURE

Traditionally we welcome our guests with bread, salt and... of course, rakia.

The wealth of a household is often measured by the quality of rakia they welcome their guests with. It doesn't matter if the guests arrive early in the morning, or late in the evening. It is simply a matter of prestige.

Giving someone a bottle of premium rakia shows great appreciation and respect.



**RAKIA IS AN INTEGRAL PART OF OUR
EVERYDAY LIFE**

DRINKING OCCASIONS:

In the morning, in the afternoon, or in the evening.
To successfully start the day, to boost our energy, or to relax.
Before, during, or after meals ... as an apéritif, digestif or for pure enjoyment.
At home, at a friend's house, in a kafana, splav, bar, or a club.
At slavas, weddings, baby welcoming parties, birthdays, and other celebrations.
With friends or business partners.
As a someone's guest, you will immediately be offered some rakia, no matter what time of the day it is.

It's always a good time for drinking rakia.



**RAKIA IS A PART OF EVERY SUCCESS
STORY**

RAKIA ENHANCES THE STRONG SERBIAN SPIRIT

Before important events in life, to lift up our spirits and keep us moving forward.
When we drink rakia, we often say: "Samo da podmazem grlo!" It literally means "Just to make my throat smooth!", but it actually means "just to consolidate my skills and knowledge, so I can be even more successful, both in life and work".
Rakia enhances the strong Serbian spirit.

...Rakia is a drink that will make you forget all other drinks.

**RAKIA IS
A DRINK THAT
WILL MAKE
YOU FORGET
ALL OTHER
DRINKS.**





RAKIA TASTE



RAKIA DRINKING RITUAL

RAKIA'S DISTINCTIVENESS ...

RAKIA MIXOLOGY



PARTYING WITH

RAKIA





**“A Strong Drink
With
A Good Spirit .”**

Each rakia has its own subtle and a particular fruity flavour taste lying just beneath the initial strong flavor taste, its depth supplemented by the aroma imparted by the oak barrels. You should feel equally taste of fruits and barrel aroma.

The initial strong whiff will soar through your nose, but the subtle fruity flavour that lies beneath will develop gradually. It will captivate you with its softness, perfectly balancing both of its components – the distinct, intense aroma and the mild taste that succeeds it. The aftertaste imparts an irresistible sweet burn that will leave you wanting for more.

RAKIA TASTE



**STRONG, SMOOTH,
RICH AND COMPLEX**



Rakia calls for a special way of serving and drinking.

If the rakia is colorless, fruity and hasn't aged, it should be served cooled at around 9 degrees Celsius (48 degrees Fahrenheit). If it's aged and matured in oak barrels, it should be served at room temperature at around 17 to 19 degrees Celsius (63 to 66 degrees Fahrenheit).

Although some people enjoy drinking rakia "bottoms up", it's best if you drink it slowly, sip by sip, in order to have the full experience.

In order to accentuate its complex aroma, rakia should be served in an elegant **tulip-shaped glass**, where the wide bowl holds the drink, while the narrow opening concentrates the aroma. This way, each sip turns into pristine pleasure and enjoyment.

Rakia is always complementary to food. It can be consumed as an aperitif, digestif, or... out of pure pleasure! It can be perfectly paired with prosciutto, cheese, kajmak or ajvar, with an appetizer, main course or a dessert. It's up to you to be the inventor of your delicious combination!



According to drinking ritual, every time you start drinking a glass of rakia, you have to make a toast.

You raise your glass, look the people you're drinking with straight in the eyes, cling your glasses, and say: "Živeli" (pronounced [zhée-veh-lee]). "Živeli" is a Serbian version of "Cheers", but it means so much more: to stay healthy and to live in the moment.



RAKIA

MIXOLOGY

If you want to experience this traditional drink with a modern twist, you should try some exciting cocktails made with our rakias. They will offer you well-known flavors with a dash of the unexpected.

“Rakia tea” represents a special type of local drinking curiosity. It's not really tea, but actually hot rakia sweetened with honey or sugar, served mostly during the cold winter months. It is said that this miraculous drink is a very powerful antidepressant and an extraordinary catalyst in making new friendships.

Enjoy our finest selection! (coming soon)



PARTYING WITH RAKIA

There's a good reason for the headlines in some of the most popular international newspapers – the nightlife in Serbia surely is one of a kind.

**We take pride in
always being in the
mood for a good
party.**



There are not many places in the world that offer such a variety of options – kafanas, splavovi, restaurants, bars, clubs, and much more. There's hardly a place that doesn't serve rakia. There's hardly a person that doesn't drink it. And there's certainly no one that doesn't love it!



It's easy to see that tradition always has a way of preserving itself – uplifting music, great company of friends, and a glass of rakia. You just have to be ready to enjoy it the Serbian way.

**This can only happen
with rakia...**

**Rakia is a socializing
icon!**



HOW DO WE MAKE OUR RAKIA?

Serbia is known for its wild nature, hospitable people, and a long tradition of rakia making. Its untouched nature ensures the abundant production of high quality fruits: plums, pears, apples, grapes, peaches, apricots, quinces, raspberries...



HAND-PICKED FRUIT

Following the recipes of our grandfathers, we only use the ripest hand-picked fruit, without the pits. Excluding the pits enhances the taste and quality of our rakia.



FERMENTATION

Purely natural, it is only the fruit that undergoes a lengthy fermentation process.



DOUBLE DISTILLATION

The fermented fruit mash goes through a slow and careful distillation process. But what makes our rakias really stand out is that every drop is distilled not only once, but twice, adding extra strength and character.



MATURED IN OAK BARRELS

In the final stage of the process, our rakias are matured in handcrafted oak barrels, giving them their distinctive colour, taste and aroma.



QUALITY CONTROL

Our best-in-class master distiller carefully tests and controls every step of the production process, so you can enjoy the highest quality rakia.



Our core flavours are plum-based, because Serbia is the world's third largest plum producer (after China and India) and 70% of the plum is used for rakia production.



**FRUIT, ONLY FRUIT,
AND NOTHING BUT
THE FRUIT - THAT'S
OUR MOTTO.**

We invest a lot of time and effort into the production process. Each and every step of it equally contributes to the highest quality and excellence.

The condition of purity of our rakias is met at the very beginning. Only the best fruits are hand-picked. **The pits are excluded**, so nothing but fruit undergoes slow fermentation.



DOUBLE DISTILLATION

Spending more time and recourses...
In order to double the quality, strength,
and character, but also to enhance your
enjoyment and pleasure, **every drop of
our rakia is double-distilled.** Just like
our grandfathers always did.

The fermented fruit mash goes through a slow and
careful distillation process.
After being distilled two times, the vapour condenses
into a liquid, where water is finally added to reduce the
alcohol content to its bottled strength.





**MATURED IN
HANDCRAFTED
OAK BARRELS.**

In the final stage of the process, our rakias are matured in handcrafted five-hundred-litre oak barrels, which adds yet another layer of distinctiveness.



MASTER DISTILLER

THE EXPERT BEHIND THE QUALITY AND TASTE OF OUR RAKIA

In order to make rakia whose quality matches its taste, you need a “rakia wizard” – an expert who can control every aspect and every step of the rakia production. This “rakia wizard” is our Master Distiller Ivan Urošević.

As one of the esteemed experts in the field, both nationally and internationally, Mr. Urošević (pronounced [Uro-she-vich]) skilfully merges science, art and tradition. With a PhD in rakia production technology, he is a distinguished member of numerous national and international commissions for sensory quality control of strong alcoholic beverages, and has a unique family heritage of rakia master distilling.



Mr. IVAN UROŠEVIĆ

OUR MASTER DISTILLER IS TURNING RAKIA PRODUCTION INTO SCIENCE AND ART

His academic background, along with the years of hands-on experience, has enabled Mr. Urošević to unlock the secrets of making rakia that is unrivalled, rakia that is on a par with the world's most famous alcoholic drinks.

In our distillery, Mr. Urošević's role is to actively create the distilling recipes, as well as to oversee the whole process of product development, from fruit quality checking, over fermentation, distillation and maturing, to sensory evaluation and final blending. Combining the old and the new, the tradition and the science of rakia making, and turning it into the art of “rakiology”, he stands as the key element of your rakia drinking enjoyment and pleasure.

**RAKIA MAKING IS
A SOCIAL EVENT
IN SERBIA.
FOR US AS WELL.**

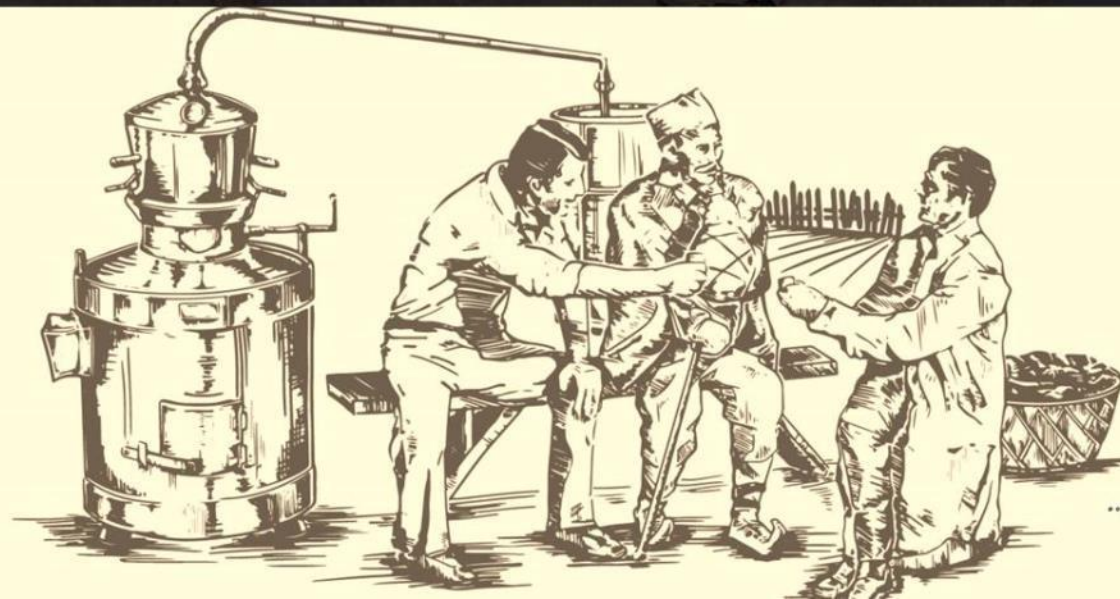
It's the time of year when family, neighbours and friends come together – they bond, share stories, sing songs, and of course ... taste rakia. Like our grandfathers, when we make rakia - we take our time. And with every drop we make, we strive to live up to that heritage and to promote values of hospitality, togetherness, and happiness.

"Love what you do and enjoy every step of the way. That's the only way to perfection." It is what our grandfathers taught us.

Thanks to our high quality rakias, you, too, can strive for excellence, and embrace life at the same time.



*IN THE BOTTLE OF OUR
PREMIUM RAKIA LIES
THE SPIRIT OF OUR
COUNTRY, FULL OF
HISTORY AND
HOSPITALITY...*



... INFUSED WITH PURE JOY .



OUR RAKIAS





YUGOSLAVIA HEROES

When we make rakia, we believe that only the best - is good enough. That's what our legendary Yugoslavia heroes taught us. Our heroes lived their lives with determination, courage and persistence. They fought their way forward.

Following our heritage, when we make our high quality rakia, we use only the ripest hand-picked fruit, without the pits. In order to give it extra strength and character, we distil it twice. It gets another layer of distinctiveness by being matured in five-hundred-litre oak barrels.

With the synergy of the strong, warm and fruity taste and the characteristic aroma acquired by maturing in the noble oak barrels, this rakia will inspire you to go forward in search of new triumphs and new joys in your life.



ALL THE KEY POINTS ARE ON THE BOTTLE

The brand, the fruit and the premium process of production:

- the best hand picked fruit, excluding the pits, infused with sixteen herbs, double distilled, matured in handcrafted oak barrels and quality-controlled.





INTRODUCING THE PORTFOLIO

WHITE RAKIA - PLUM (Bela rakija od šljive), **PLUM RAKIA WITH JUNIPER** (Klekovača) ,
PLUM RAKIA WITH HERBS (Travarica), **PLUM RAKIA BARRIQUE** (Rakija od šljive – barrique),
PEAR RAKIA (Rakija od kruške), **APRICOT RAKIA** (Rakija od kajsije) and **QUINCE RAKIA** (Rakija od dunje)









GIFT BOX

Full Brand and Category Story all around on the Gift Box

“Personalisation” – each consumer will be able to dedicate the gift to their special hero-friend with a personally signed golden plaque, building an even stronger emotional connection with the brand.



THE WHOLE STORY ON THE BOX



INCREASE INCIDENCE AT ON-TRADE OUTLETS



Increase incidence at HORECA outlets via table activation:

- "table coasters" featuring the brand, product and flavours' range



www.rakiasorbila.com

**FORTUNE
★ FAVORS THE BRAVE ★**

WHITE RAKIA PLUM Bela rakija od Kijev	PLUM RAKIA WITH JUNIPER Kiselo crna	PLUM RAKIA WITH HERBS Travnica	PLUM RAKIA BARRIQUE Rakija od Kijev-barrique	RAKIA QUINCE Rakija od dunje	RAKIA APRICOT Rakija od kajsije	RAKIA PEAR Rakija od kruške

WHEN WE MAKE RAKIA, WE BELIEVE THAT ONLY THE BEST - IS GOOD ENOUGH. THAT'S WHAT OUR LEGENDARY YUGOSLAVIA HEROES TAUGHT US. OUR HEROES LIVED THEIR LIVES WITH DETERMINATION, COURAGE AND PERSISTENCE. THEY FOUGHT THEIR WAY FORWARD.

OUR HEROIC HERITAGE HAS HAD A PROFOUND INFLUENCE ON HOW WE MAKE OUR HIGH QUALITY RAKIA. FOLLOWING THE TRADITIONAL RECIPE, ONLY THE RIPEST HAND-PICKED FRUIT ARE USED. IN ORDER TO GIVE IT EXTRA STRENGTH AND CHARACTER, WE DISTILL IT TWICE. WITH ITS SYNERGY OF STRONG, WARM AND FRUITY TASTE, THIS RAKIA WILL INSPIRE YOU TO GO FORWARD IN SEARCH OF NEW TRIUMPHS AND JOYS IN YOUR LIFE.



Our Rakia Brands' Territories



Cafés, restaurants, at home gatherings, clubs.
M/f, groups (3+ people), informal atmosphere.
Dining, drinking, having fun.



...these are ours playgrounds.

Gifting Offers the Biggest Potential for Growth

GIFTING = RECRUITMENT OF NEW CONSUMERS



Gifting is one of the biggest recruiting strategies in the premium alcohol spirits retail.

10% of alcoholic beverage purchasing is made with the intention of gifting, rather than consuming

GIFTING = PREMIUMISING THE MARKET



A gift bottle is more expensive.

Shoppers are less price-sensitive and ready to pay more.

GIFTING = BRAND LOYALTY



Gifts require emotional shopping

Gifting purchasing establishes better understanding of brand values by shoppers.



THE RIGHT

TO S U C C E E D

A NEW CATEGORY AND BRANDS, INFUSED WITH THE AMBITION TO CHANGE THE WORLD OF SPIRITS

Purely Natural

Made of fruit, through a
premium process of
double distillation



An Emerging Category

The most valuable
source for further
potential of partner's
growth.



Have definite provenance

Exceptionally from
Serbia country of fruit
and rakia



Has a Rich Story Behind

Yugoslavia, Slava and
Fire Water Club have
rich stories behind the
brands' names.



THANKS FOR WATCHING

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