



Market

Badel 1862 AD Skopje is a leader on the Macedonian market for alcohol and occupies approximately around 57% from the entire alcohol import in Republic of Macedonia. By dealing with direct distribution and synchronized reaction for consumers needs, this company gained the respect of a "domestic" company because Macedonian residents experience Badel as their own domestic brand.

The fundamental activity of this company is sale and distribution of strong alcoholic drinks, where as the biggest part of the profit and consumption (79%) is realized in the on-trade sector.

"**Drink less, but of the best**" is our famous slogan, which is incorporated in our mission statement and also represents our striving towards responsible conduct and a high level of living culture. The implementation and initiation of the entire lawful efforts for taking responsibility in the culture of alcohol consumption are values which are incorporated in our work

Achievements

The company is committed to continuous enhancement of traditional values and product's quality through acceptance and implementation of the latest ideas and modern principles of management development. The fundamental development direction is aimed at reaching a centuries-old recognition, which is already a

characteristic for our primary brands, permanent growth and implementation of the latest marketing and managerial performance. This means taking care of our relationships with business associates and partners, establishing new relations, promotion and completion of our offer in the function of satisfying the specific needs of every buyer and final consumer. This interactive development also means advancement of wine export and the export of raw materials, support of legal regulations and directives, conduction of the highest licensed work standards and promotion of healthy lifestyle by supporting the sport spirit.

Badel's quality policy aims to reach satisfaction of its clients and business partners. Consumers' desires and needs directly and constantly influence the improvement of the product quality, the quality of the services and their modification according to the Macedonian law, including the regulations of EU and the countries we collaborate with. Product's correctness is continually followed by trained experts, from the input of products and raw materials, through the production and manipulation of the products, and finally placing the product on the shelves. All our products and business processes rely upon the principles of high-quality and proper management.

Our ultimate focus is the buyers' and consumers' satisfaction.

Following the high standards and implementing the HACCP system represents the fundamental

standard of our usual work. In year 2009 Badel 1862 reached 12 years from implementing the managerial system of quality according ISO-9001 the first system for certification. The working responsibility is confirmed through the orientation towards insuring consumers' safety as well as the health safety of the product. The standardization of conditions for an integrated managerial system is accomplished through implementation of HACCP and by constantly following the quality parameters which refer to well defined requests, specifications, regulations and directives in their laboratories, and implementing self-control in the production process.

Badel 1862 AD Skopje pays special attention on implementing positive working principles and latest trends in product development and also on investing in the sport spirit through the women's basketball team "Vigor". This company organizes educational trainings for bartenders in order to teach them the best ways of using Badel products and thus motivating new, modern, inventive ways of preparing cocktails through organizing the event "Vigor Bartender Championship" through which Badel 1862 AD becomes part of the world trends in the development of the alcohol industry.

History

The mother company Badel 1862 was established 150 years ago, with its headquarters in Croatia and as such works on the territory of Macedonia until the establishment of a separate daughter-company. The company Badel 1862 AD is established as Badel trade in 1991 in accordance with the present economic trends, and in 1997 this company was rebranded into Badel DOO Skopje, and then in 2007 was streamlined into Shareholders Company as well as rebranded into Badel 1862 AD Skopje. Badel 1862 AD Skopje works in accordance with the principles of maintaining and constant development. The environment protection represents a precondition for the company development. We take care for the entire community progress and for the territory development on which we work. In Badel 1862AD Skopje we nourish the social responsibility of the company as a tool for positive changes in the working process, which is based on the economic, social and ecological principles. The transparent and correct relation towards the



Badel Pelinkovac



social environment is one of our priorities. Badel 1862 AD Skopje continues its efforts in the battle for permanent enforcement of their competitiveness on the domestic market, top quality and offers the best for their consumers, in that way justifying their image of a real domestic Macedonian brand.

Product

The products distributed by Badel 1862 AD Skopje are important part of the assortment in the stores and trade chains. In their portfolio you can find more than 120 products from world top brands, strong alcoholic beverages, wine, ouzo, natural juices, coffee and tea. Badel Prima Brandy is the most famous drink of Badel 1862. BPB is a product which is attained with a bond between the high quality vinegar distillation and a certain alcohol with top quality. This combination gives the clear, golden brown tone of the color and a recognizable scent and taste. The original recipe, long tradition and continuous high quality result with gaining its loyal consumers. Perhaps the best what is said about the quality is that the good old experts always drink cognac.

The vodka Vigor Classic is the leading brand from the brand Vigor. It is pure vodka and together with all the other cocktail-vodkas Vigor forms the group New Generation; they create the richness and versatility of this brand. The vodka Vigor Classic is pure, clear and with neutral aroma, which is achieved by filtering raw materials with the highest quality and with special measures for softening.

Badel Wormwoodwine (Pelinkovac) is produced in a traditional manner from herbs, among which dominate the wormwood, which is soaked into a liquid and is left in wooden barrels in which with the long-term age the wormwood releases the most valuable characteristics. Its specific taste and therapeutic action allow it to take over the primacy of a drink with the fastest growing trend of consumption.

In its wide range of products Badel 1862 AD Skopje incorporates all the other products of the mother company as: gin Sax, cognac, Cesar, homemade rum, plum brandy and pear brandy (Viljamovka), variety of liqueurs, vermouth, but also the products from the brand Stock, natural juices Pago, sparkling wine Romer, ouzo Magic and champagne for children Roby Bubble.

Recent Developments

The working philosophy of Badel is maintaining positive balance among the tradition and the latest trends, among the highest quality standards and the original taste and also among the specific consumers' needs and their constant change.

In 2012 Badel 1862 celebrates 150 years from its establishment. For its 145 anniversary Badel introduced the liqueur Pelinkovac Antique on the Macedonian market which is produced in limited series according the oldest recipe ever found in Badel's archive and in authentic packaging designed

according to the original version.

Badel 1862 supports its strategy on the intensive development of the exporting component. Having this kind of orientation, Badel 1862 is an active exporter of juniper and vinegar distillate, affirming the Macedonian potential in this field and the possibility to meet the high European requests.

Acting even further from this company's main domain, Badel also promotes the healthy lifestyle and sport spirit, winning many victories and acknowledgements on the state and regional level with its own basketball club Vigor.

Promotion

Badel 1862 AD successfully manages the specifications of its brand and the possibilities of its promotion. The promotion includes different ATL and BTL activities, from presence in specialized magazines with a picture and text up to various

promotional activities in order to improve the sales and the communication with its consumers. With the exception of the traditional methods of promotion in the retail trade, Badel is also present in the on-line mediums, on-trade, through direct marketing, sponsorship and competitions which motivate the spirit of party, socializing, satisfaction and positive mood.

In order to nourish the relations with its partners and buyers, every year on the first Thursday in June, Badel hosts the traditional Badel meeting, every time on a different, new authentic Macedonian ground which has got special traditional landmarks and cultural-historical inheritance. Famous for its originality and authenticity, these meetings are always positively expected from the consumers. Among the most important events, of course, are also included the Vigor Barman Championship; annual competition for preparing cocktails, skills and trainings which are organized for the brands Vigor and Wormwoodwine (Pelinkovac).

Brand Values

150 years of tradition are woven into the Badel brand, will and love towards everything they create and towards the people for whom all of this is created. The brand value surpasses all the elements which are analyzed separately and represents power by itself, and only if the same dedication is invested in this value, it will maintain its healthy and subsisting principles and it will generate future development. The fundamental precondition for gaining the consumers' trust is to invest in this impeccable quality to be correct in the entire relations and to have a constructive vision. The fact that Badel's consumers experience it as if it is a domestic brand, is a first-rate indicator that the buyers' trust determines the brand value.

www.badel1862.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Badel

➤ The first happy hour for any alcoholic drink ever in Macedonia was exactly for Vigor vodka far back in the year 1955.

➤ The recipe which is used to produce Badel Pelinkovac Antique is one of the oldest well-kept recipes in the archive for recipes of Badel 1862. The production process is carried out in the same old, traditional, manner; and the two bottles and labels which are made according the original bottles as a replication are still being kept in the museum in the city of Zagreb.

➤ The Badel Pelinkovac (in that time was known under the name Pokorný) was consumed at the French palace of Napoleon III.

