

An ornate, gold-colored frame with intricate scrollwork and floral patterns surrounds the text. The frame is set against a dark, textured background.

Serbia

FROM HERITAGE. FROM FRUIT.

Six Serbian distilleries,
each with its own philosophy, region, and expression,
come together to present the diversity of premium fruit rakija.

From century-old family recipes to
modern craft interpretations, these producers share a
commitment to authenticity, quality, and respect for fruit.

United by tradition and distinguished by style,
their rakijas reflect Serbia's rich distilling heritage and
its growing presence on the global premium spirits scene.

ProWein Pro**Spirits** Dusseldorf Germany | 15-17 March 2026 | **Hall 5/C52**

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WHAT IS
RAKIJA
ABOUT

Rakija is a premium fruit spirit defined by origin, craftsmanship, and purity. Distilled exclusively from ripe fruit, it captures natural aromas and transforms them into a refined and expressive spirit. In Serbia, rakija represents hospitality and respect, served to mark meaningful moments and to welcome guests. Each bottle reflects a balance of nature and human expertise, offering an authentic tasting experience rooted in place and tradition.

ROOTED IN TRADITION

Rakija production in Serbia is shaped by centuries of inherited knowledge and cultural continuity. Techniques of fruit selection, fermentation, and distillation have been carefully preserved and passed down through generations. This heritage gained international recognition in 2022, when Serbian plum brandy, šljivovica, was inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity. Today, rakija stands as a symbol of authenticity and cultural value, respected both locally and globally.

FROM FRUIT TO SPIRIT

Exceptional rakija begins with exceptional fruit. Plums, quinces, apricots, and pears are sourced from selected orchards and harvested at optimal ripeness. Natural fermentation allows each fruit to fully express its aromatic profile before careful distillation refines it into a clear, elegant spirit. The result is a product defined by purity, balance, and a distinct sense of origin.

TRADITION MEETS QUALITY

Modern rakija combines traditional craftsmanship with contemporary production standards. Advanced control of fermentation, distillation, and maturation ensures consistency, safety, and premium quality. While respecting traditional methods, today's producers meet international regulatory and market expectations. This approach positions rakija as a distinctive premium spirit — authentic, refined, and ready for global distribution.



OUR
SIX
PRODUCERS



STARA SOKOLOVA

starasokolova.com

Stara Sokolova is a premium Serbian fruit brandy producer with more than 30 years of experience in production and export. Founded by Radisav Bogdanović in western Serbia, the distillery preserves a secret family recipe dating back to 1897, passed down through eight generations. Based in Kostojeviči, Stara Sokolova combines traditional methods with carefully selected local fruit. Its portfolio includes plum brandy (šljivovica), apricot, quince, Williams pear, and distinctive plum brandies infused with juniper, honey, and herbs. Today, Stara Sokolova produces over 200,000 bottles annually and exports award-winning rakija to 19 international markets worldwide.



TZUGA

TZUGA

tzuga.rs

Tzuga is a family-owned craft distillery based in Banatsko Novo Selo, Serbia, dedicated to producing premium fruit spirits and liqueurs. Using carefully selected local fruit and modern production standards, Tzuga achieves clean aromas, balanced flavors, and a smooth finish. Each stage of production — from fermentation and distillation to filtration and bottling, is closely monitored to ensure consistency. Alongside classic Serbian fruit brandies, the portfolio includes innovative expressions such as the raspberry liqueur Malinni. Combining generational experience with a contemporary approach to branding and export, Tzuga offers reliable production and flexible cooperation for international partners.





DESTILERIJA BLAGOJEVIĆ

destilerijablagojevic.com

Destilerija Blagojević is a family-owned Serbian distillery focused on producing premium fruit spirits through a balance of tradition and modern expertise. Working exclusively with carefully selected fruit of verified origin, the distillery maintains full control of the production process - from orchard management and fruit selection to fermentation, distillation, and patient aging. Rakijas are produced in limited batches to ensure consistency, purity, and balance. Each bottle expresses the true character of the fruit, offering clean aromas and natural elegance without artificial intervention. Destilerija Blagojević is recognized for its transparent, educational approach and commitment to preserving authentic Serbian rakija culture for contemporary and international markets.



Gorda
PRIRODNA RAKIJA
OD VOĆA

GORDA

gorda.rs

Gorda is a craft family distillery founded in 1994 in the village of Velereč, on the slopes of Mount Rudnik near Gornji Milanovac, Serbia. Established by Veljko Skorić, the distillery is driven by a lasting passion for excellence and authentic fruit character. The name Gorda honors a woman who planted the first plum tree on the family estate, symbolizing deep family roots and tradition. Specializing exclusively in premium fruit brandies, Gorda combines regional terroir, carefully selected fruit, and controlled production to create elegant, balanced spirits. With consistent production volume, Gorda is well positioned for international distribution.





Šurlan

ŠURLAN

rakijesurlan.rs

Šurlan is a family-owned distillery from the Banat region of Serbia, built on decades of fruit growing and continuous development. What began as small-scale local production evolved into a professional distillery through investment in orchards, technology, and distillation knowledge. Today, Šurlan produces premium fruit rakijas defined by careful fruit selection, controlled fermentation, precise distillation, and patient aging. Strongly connected to its regional identity, the distillery combines traditional expertise with modern quality standards. Šurlan represents the strength of family craftsmanship and the potential of Serbian fruit spirits to compete successfully on international premium markets.





podrum pevac

PODRUM PEVAC

podrumpevac.rs

Podrum Pevac is a family-owned Serbian distillery and winery founded in 2008, dedicated to premium fruit brandies, liqueurs, and wines. Rooted in tradition and refined through modern production standards, the portfolio is based on authentic local fruit varieties processed through controlled fermentation, copper distillation, and oak aging. Alongside spirits, Podrum Pevac produces a curated wine range from indigenous and international grape varieties. Led by founder and master distiller Aleksandar Stanković, the brand is distinguished by a strong artistic identity connecting heritage with contemporary aesthetics. Today, Podrum Pevac is present in more than 17 international markets with export-ready, origin-driven products.





Masterclass

SERBIAN RAKIJA CONNECTING PEOPLE

March 17, 2026 | 12:00 PM – 1:00 PM

Hall 6 | N105

Serbian rakija is more than a premium fruit spirit — it is a tradition that brings people together.

Deeply rooted in everyday life, rakija brings people together across generations, regions, and occasions. Crafted exclusively from indigenous fruit varieties, without additives or added sugar, it reflects purity, authenticity, and a strong bond between nature and tradition. For centuries, its production has been perfected within families, preserving the knowledge, skills, and values passed down from one generation to the next.

Rakija has always accompanied life's most meaningful moments, from celebrations and family gatherings to times of reflection and healing. As such, it represents shared experience, hospitality, and respect. In this masterclass, rakija is presented not only as a spirit but as a living cultural practice that continues to connect people today.

The session is led by Ivan Urošević, Ph.D., who will explore how rakija bridges the past and the future, highlighting its craftsmanship, cultural significance, and its growing role as a premium spirit in the global market.

The masterclass is organized by the Development Agency of Serbia (RAS) and the Association of Serbian Rakia Producers, the national umbrella organization representing more than 100 registered producers and committed to the promotion, protection, and international recognition of Serbian rakija.

Speaker:

Ivan Urošević, Ph.D.

Assistant Professor, Faculty of Agriculture in Bijeljina

International evaluator of strong alcoholic beverages

Vice President of the Board of Directors, Association of Serbian Rakia Producers



RAS



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