

Stanić Beverages expands its portfolio in the UAE

The Croatian group signed a contract with MMI for the distribution of one of its world-renowned beverage brands A Masterclass was held with Dubai's bartenders



Dubai, United Arab Emirates Mar 26, 2024 ([IssueWire.com](https://www.issuewire.com)) - Stanić Beverages has been present in the United Arab Emirates market for almost a decade with the [Juicy](#) juice brand, renowned as one of Europe's experts in crafting fruit juices from ripe, healthy fruit. Recently, the group expanded its portfolio in the UAE by introducing the authentic Croatian beverage brand, Maraschino from their [Maraska](#) factory. Stanić Beverages has signed an agreement with Maritime and Mercantile International (MMI) for the distribution of this beverage for the Ho.Re.Ca channel. Additionally, to introduce Maraschino to major food and beverage outlets, a Masterclass was held for Dubai's bartenders.

Stanić Beverages focuses on the production of top-quality beverages, sold in over 30 countries worldwide. With modern production facilities, they have the largest Marasca cherry plantation in the world - 202 hectares, with 100.000 cherry trees, ensuring its position as one of the market leaders in the field.

Prepared according to a proprietary ancient recipe, obtained from the distillation of indigenous Marasca cherries which grow exclusively in a limited Mediterranean area, around the city of Zadar in Croatia, Maraschino is recognizable by its unique aroma and distinctive sweet taste. The beverage is currently exported and distributed across Europe, Russia, Australia, Brazil, and the U.S.A., with the latter being

its largest single export market.

"The first shipment of Maraska's Maraschino arrived in the UAE a few weeks ago, prompting us to immediately organize a Maraschino Masterclass for bartenders in Dubai, aiming to acquaint them with the rich history of our beverage. We have a unique product that has been delighting people worldwide since the 16th century, and now, the time has come to reposition it on the global stage," said Nina Christina Stanić, a member of the Stanić Group Marketing Board.

The first Maraschino Masterclass was held at Soul Kitchen restaurant in Business Bay, where the beverage was presented to bartenders and representatives from the most popular bars, restaurants, and hotels in Dubai, including Twiggy by La Cantine, Atlantis The Royal, Josette, and St. Regis Abu Dhabi. After the Masterclass, a gathering was held with the attendees and the Croatian community in the UAE headed by the Consul General of the Republic of Croatia in Dubai, Jasmin Devlić.

"It is a great success for Stanić Beverages to place another Croatian product in the Middle East, especially Dubai, where the highest quality products are on offer. With its products, the Stanić Group is already present in the UAE, and I hope that Maraska's Maraschino will also become a sought-after drink, not only in the UAE but also throughout the Middle East, as it was in the past, at numerous court parties of the European nobility", said Jasmin Devlić, Consul General of the Republic of Croatia in Dubai.

Maraschino is an indispensable ingredient in world-famous cocktails and is increasingly utilized in modern twists on classic recipes. Slaven Macura, a well-known bartender in Dubai of Croatian origin said *"I think that Maraska's Maraschino fits perfectly into the Dubai scene, which is extremely dynamic and where new boundaries are being set in the world of mixology. This opens up opportunities for us to position Maraschino as the new "must-have" ingredient for cocktails"*.

Maraska's Maraschino is now present in many popular Dubai hotspots, and some of them, like La Mezcaleria and Twiggy by La Cantine, will be introducing their signature cocktails based on Maraschino.

The global strategy of Stanić Beverages is to expand its export markets and elevate the renowned Croatian beverage, Maraschino, to the forefront of the world stage, with a particular focus on the Ho.Re.Ca. segment.



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