



Grappa production

Grappa is a distillate made from grape-based pomace, which is everything left over (seeds, stalks, and stems) from the wine-making process. As opposed to other brandies - such as Cognac, which are wine based distillates, grappa is produced by distilling solid matters, something that adds more complexity to the production process.

Did you know?

That there are different theories around the Grappa name?

Some say that grappa was originally produced in Bassano del Grappa - a town of around 40.000 people in Italy's Northern Veneto region, while others claim that the name derives from the word "grappolus" - a Medieval Latin expression for bunch of grapes.

That Grappa was invented by Italian people? It was conceived in the context of the medical school of Salerno. It was recommended to cure various human ailments and around 1000 AD the rules of alcohol concentration through distillation were codified.

That Grappa is only Italian? By tradition, culture and law it is so. It was conceived in the context of the medical school of Salerno around 1000 AD, where the rules of alcohol concentration through distillation were codified. More recently,



different EU regulations have acknowledged the intrinsic values of the product and reserve the designation of grappa solely for the Italian spirit.

That copper stills play a key role in grappa production? Copper stills are key since they prevent compromising of the organoleptic properties of the distillate and prevent the making of unpleasant odour smell. Besides this, copper is conductor of heat, malleable and ductile, corrosion resistant and 100% recyclable.

That the service temperature is very important? Basically, grappa should be served neither too cold nor too warm. The ideal temperature for young grappas is between 8°C and 12°C while aged

grappas should be served around 17°C. A TIP: if not sure about the right temperature, we recommend serving the grappa a little bit colder as you can always warm it in your hands, if necessary.

product name	ean code bottle	ean code case	% alc.	bottles case	bottle size
JULIA INVECCHIATA	8000440179504	08000440112228	40	6	0,70L
JULIA SUPERIORE	8000440113089	08000440133803	38	6	0,70L



Stock International s.r.o.
 Palirenská 641/2, 326 00, Plzeň - Božkov, Czech Republic
 Tel. +420 378 081 111, Fax +420 377 419 497
 info@stock-international.com, www.stock.cz

Grappa JULIA



Along with wine, grappa is the only beverage that has an important and irreplaceable role in the Italian society, and its presence has been an integral part of the country's tradition for long, ancient years.

Grappa JULIA

Launched in 1969, Grappa JULIA is one of the historical key players in the Italian grappa market, a market characterized by a high level of fragmentation and a huge array of different brands.

Grappa JULIA is listed as 4th brand in the Italian Off Trade and a clear number 1 in the Netherlands, Belgium and Luxembourg. It's also present in more than 30 export markets.

To produce Grappa JULIA, we use a selection of different grape varieties from the North-East of Italy. Batch distillation of the pomace (solid grape leftovers from the wine-making process) takes place in copper stills, followed by a rectification in column stills to refine the spirit. Finally, JULIA Superiore is bottled unaged whilst JULIA Invecchiata matures for 12 months in oak barrels.



Friuli-Venezia
Giulia region



JULIA INVECCHIATA

- Carefully matured and mellowed in oak barrels for 12 months.
- Radiant, golden highlights and an inimitable amber colour.
- Light, elegant aroma as well as a full-bodied aftertaste.
- For both males and females, although mainly preferred by males over 45 years old looking for traditional taste.
- To be sipped neat after a good meal, the perfect digestive. It can also be accompanied with a high percentage cocoa dark chocolate.
- To be served preferably between 15°C and 18°C to fully appreciate it.
- Alcohol by volume: 40%

1980s



1990s



2000s



1970s



History

1969. Stock decides to enter into the grappa market, one of the most important segments in Italy, by launching JULIA Riserva Stravecchia. The name JULIA is a tribute paid to its region of origin - Venezia Giulia.

1970s. JULIA Riserva is advertised on TV and radio by the popular actress Sylva Koscina.

1984. JULIA Bianca is launched.

1990s. Single grape variants are launched.

2001. JULIA Bianca is repacked and renamed as JULIA Nova.

2002. JULIA Riserva becomes JULIA Invecchiata.

2010. Packs are unified under the iconic JULIA bottle and JULIA Nova becomes JULIA Superiore.

Grappa JULIA

JULIA SUPERIORE

- Classic white, young un-aged grappa.
- Perfectly transparent and crystal clear.
- Delicate aroma and a distinctively dry and clean taste.
- For both males and females.
- A more versatile variant that can be enjoyed straight as the typical after-meal digestive, well-chilled as an aperitif or added to a fresh espresso coffee to create the popular caffè corretto (literally "corrected coffee").
- As with all young grappas, it should be served between 8°C and 12°C or even colder.
- Alcohol by volume: 38%

