



**Presentation of Zsindelyes Pálinka Producer Ltd.  
Winner of the  
Hungarian Agricultural Quality Award 2009**

**Market Opportunities for Hungarian Wine and Spirits  
21-06-2009  
Csaba Fehér**



**[www.zsindelyes.hu](http://www.zsindelyes.hu)**



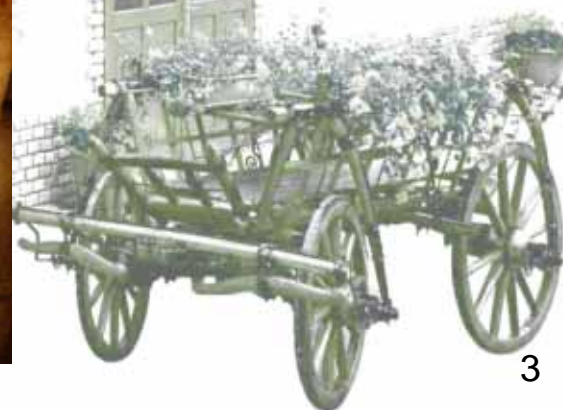
## Historical Background

- **Zsindelyes Pálinkafőzde Ltd. operates as the successor of a private distiller established in 1984 with the seat located in Érpatak**
- **The enterprise released its business with four founding members in a family business for producing and later on bottling fruit palinkas**
- **Spirit bottling was released in 1989 within Kft.'s activities and we have had powerful developments since 1993**
- **Sales of 6 types of import quality spirits started in spring, 1998, by even having exclusive sale right for special Greek and American spirits**
- **Production of palinkas aged in wooden barrel and on fruit bed was released in 2004 additionally to the Zsindelyes product family**



## Historical Background

- Bio palinkas have been produced and continuous distiller is in operation since 2006
- Palinka base liqueurs with honey are produced from 2007
- Production release of Tokaji grape-brandy and hand-over of the new tasting house were in 2008
- Palinkas made of grape are bottled since 2009
- 2009: Development of the plant infrastructure is in progress, the new distilling house is under construction, construction of a new bottling plant and warehouse parts is in progress





## Quality Management

- HACCP Quality Management System was introduced in 2001 for the whole production
- MSZ EN ISO 9000:2001 standard was introduced in 2005
- MSZ EN ISO 22000:2005 Food and Drink Safety System is applied from 2008 and the enterprise obtained the IFS (International Food Standard) Certification as well.





## Definition of Pálinka

- In Hungary Palinkas are the distillates produced from fruit or grape mash using fermentation. No additives are permitted.



## Raw Materials

- Selected fruits with nutritional quality
- Fruits with optimal maturity and good content values
- More than 37 kinds of different fruits and grapes are processed





## Production of Fruits

- Hygienic mashing technology
- Fruit wash
- Correct mashing techniques (seeding, grinding, picking, pressing)





## Fermentation

- Correct fermenting tanks (coolable, mixable, air-proof closure)
- Phosphate feeding for protecting mash pH
- Enzyme treatment, pectin decomposition
- Inoculation with cultured yeast and refilling nutritive for the yeast
- Fermentation duration is 10-14 days in optimal case



## Distillation

- Kisüsti technology:  
Traditional Hungarian procedure with double distillation in maximum 1000 litres red copper vessels.
- Continuous distiller:  
A one-step procedure equipped with amplifier attachment.





## Palinka Treatment

- Adjustment of raw palinka from high alcohol-content with smooth water (40-50V/V%)
- Freezing and filtering fusel-oils from the palinka





## Aging

- In acacia, oak and mulberry barrels (minimum 0,5 year)
- On fruit bed (minimum 3 months)





## Bottling



- Bottle capacities: 0,04 L 0,2 L 0,35 L 0,5 L 1,0 L 1,5 L



## Warehousing and transport

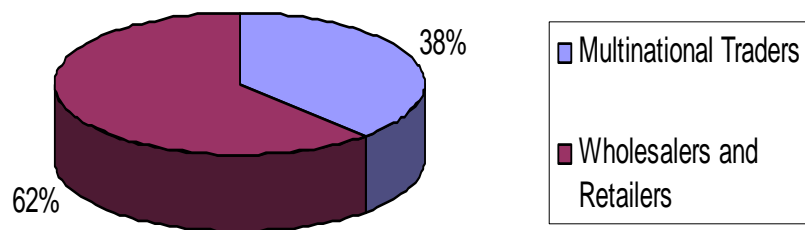
- 75 different products
- Partners in Hungary, partners in abroad



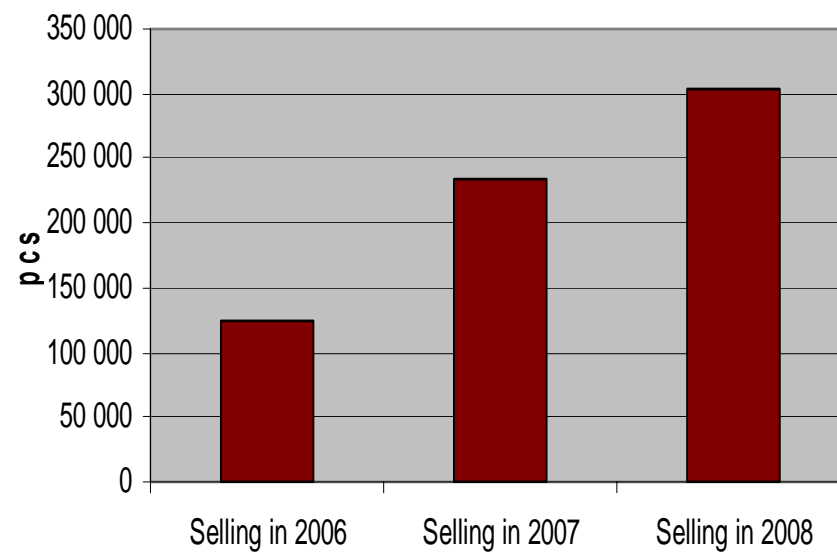


# Selling

### PÁLINKA SELLING IN 2008



### PÁLINKA SELLING

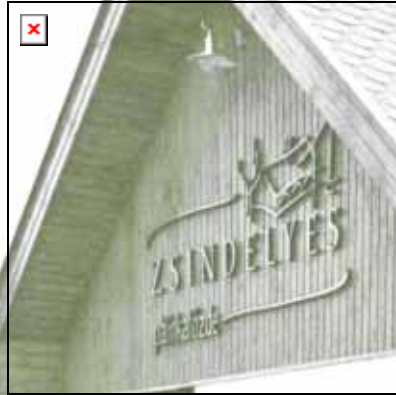


# Acknowledgements, Results



International Wine & Spirit Competition, International Spirituosen Wettbewerb, Destillata, VinAgora, Hundeszt, Pálinka Competition in Gyula

## Acknowledgements, Results







## Sport and entertainment





# Tourism





**Thank you for your attention.**