

Liqueur producer Maraska appoints US distributor

3rd January, 2018 by Melita Kiely

Croatian liqueur producer Maraska has appointed Worldwide Libations as its US distributor, with initial focus on the on-trade.



Maraska's portfolio includes the Slivovitz brandies, and Kruskovac Pear Liqueur, Kirshwasser, Wishniak and a cherry wine.

The brand also produces a bitter liqueur called Pelinkovac, as well as Maraska Maraschino, produced from the 100,000 marasca cherry trees owned by Maraska in Zadar. The company also creates a number of non-alcoholic beverages.

New Jersey-based Worldwide Libations, a national importer of wines and spirits, will promote Maraska's portfolio in the on-trade – with a particular focus on the Adriatic Side Car cocktail using Maraska ingredients.