

# ZABOV

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## HISTORY

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### *Origin*

ZABOV was created in 1946 based on the idea of making a new kind of egg liqueur, richer in its ingredients but with a lighter alcoholic strength (only 15°) and a more modern flavour (an egg liqueur flavoured not with marsala but with brandy). It was registered as ZABOV from the union of the initial letters of the words “ZABaglione” and “OVo”, which in Italian mean ‘zabaglione’ and ‘egg’, respectively.

### *Its distinctive character*

Together with its unique and original formula, it was in the early ‘50s the born of the ZABOV’s main distinguishing feature: the bottle.

In addition to an original shape – today as unique and recognisable as ever and covered by an international patent – the bottle was made of clear glass. This not only set it apart from all the other egg liqueurs at the time, which were sold in opaque enamelled bottles, but also allowed purchasers visually to appreciate ZABOV’s quality.

### *ZABOV goes for sport, and the ZABOV Moccia Trophy*

The union of ZABOV and sport is a recurring theme in the company’s advertising operations. In fact since 1960 Distillerie Moccia has sponsored several years of the Giro d’Italia cycle race and the champions of one of the most popular sport events of the time become ZABOV endorsers, testifying to the liqueur’s huge popularity. Furthermore, in the early 70s ZABOV started sponsoring one of Italy’s most popular song contests, “Il Cantagiro”, which would later turn into the legendary “Festivalbar”. This marked the start of a partnership that lasted almost 20 years, the famous combination “Festivalbar... ZABOV Moccia Trophy”.

### *The “new” entries*

ZABOV became one of the most popular egg liqueurs in Italy; production capacity went from 1,000 to 1,000,000 litres per year. Then in 1980 the “ZABOV family” expanded to include two new specialities, CHOCOLATE ZABOV and COFFEE ZABOV, followed in 2004 by more versions, ZABOV CHUPITO and ZABOV BOMBARDINO. Today these last two are enjoying great success since they are based on rum rather than brandy and have very catchy names, i.e. those of the on-trend Caribbean drinking style, chupito, and the legendary Italian Alpine drink, the Bombardino.

# HOW IS MADE

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## ***Stage 1: quality controls***

The first stage in the process of making ZABOV begins very early in the morning. Fresh milk and egg yolks, prepared by our suppliers during the night, are brought to our production unit in special temperature-controlled tankers. As it arrives, each ingredient is checked in real time in our testing lab. The milk and eggs undergo stringent tests to check their freshness and sensory qualities and to ensure they meet our standards.

## ***Stage 2: mixing***

After routine checks, the milk and egg are immediately poured into large mixing tanks to start the second stage: sugar, alcohol and flavours are added to create ZABOV's unique flavour.

## ***Stage 3: "maturing"***

At the end of the second phase ZABOV is ready for "maturing", and rests for seven days in the mixing tanks. After seven days the product is passed through two systems of filters to ensure it meets our quality and consistency standards. More tests are carried out before the ZABOV is bottled.

## ***Stage 4: bottling***

The last stage, bottling. A fully automated system conveys the product through stainless-steel pipes to the bottling line so it does not come into contact with the outside environment nor with human hand to ensure maximum safety. At the end of the fourth and last phase, quality-controlled ZABOV is at last ready to be sent to shops and supermarkets.