



Press release

FROM THE CRAZY IDEA TO THE ALCOHOL-FREE REVOLUTION *How a Trend is Changing the World of Drinks*

August 25, 2020 (Bonn, Germany) – From the crazy idea to the alcohol-free revolution – the world of spirits is undergoing a radical change, one driven by a consumer demand for choice in drinks. What was once just a novel idea – zero proof spirits – is now a growing, competitive category, one that been with global media attention. And with the arrival of 2020, the trend has only been amplified in lockdown, as consumers have been forced to rethink and explore how to create premium drinks experiences at home at a time when quality non-alcoholic offerings are more accessible and plentiful than ever.

"The demand for choice in drinks – for a variety of different reasons – play a central role in today's society," says **Raphael Vollmar, Managing Director of Rheinland Distillers GmbH**. "Consumers make a conscious choice and above all the growing range of non-alcoholic spirits appeals to new target groups who now have the free choice to enjoy high-quality drinks." **Gerald Koenen, Managing Director of Rheinland Distillers GmbH**, adds: "We have recognised this trend and were the first gin producer in the German-speaking world to act on it, because our motivation is to think the world of spirits in new and wider terms. For us, enjoyment comes first, whether with or without alcohol – and we see a great future in this free choice and fresh wind for the industry.

Six years ago, the Rheinland Distillers became famous in the industry with their **worldwide awarded Siegfried Rheinland Dry Gin** and its signature lime blossom note. Started in 2014 with 4,000 euros start-up capital as a newcomer and out of personal passion for gin, they are now among the top craft gin producers. This was followed in August 2018 by a real innovation in the industry: **Siegfried Wonderleaf, the first non-alcohol alternative from Germany**, was launched on the market under the SIEGFRIED brand. This courageous step was inspired by the positive response of their community to an April Fool's joke in 2016, which was entitled "Siggi light. Now new with 0.0% alcohol at 100% taste" via Facebook and Instagram.

Their professional feeling for trends and markets as well as their close contact to the consumer made Rheinland Distillers one of the leading independent gin producers in 2019¹ but also, with Siegfried Wonderleaf, the pioneer in the field of non-alcoholic spirits in Germany, Austria and Switzerland. **Two years later, on 19 August 2020, the next and to date biggest success story follows:** The Rheinland Distillers from Bonn have received an investment from the global beverage alcohol leader, Diageo, through Distill Ventures. The international company Diageo is delighted that the innovative strength of the Rheinland Distillers joined its well-known Distill Ventures Accelerator Program in August 2020. This is a decisive step for the next stage of

¹ IWSR ranking of independent German gin brands in Germany by retail sales value, 2019

Press Contact | Chérine De Bruijn
debruijn@siegfriedgin.com, Phone +49 228 94496471

Rheinland Distillers GmbH | Mozartstrasse 24, 53115 Bonn
District Court Bonn, HRB 21149 | VAT ID: DE297434939
Managing Directors: Raphael Vollmar and Gerald Koenen
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growth of Siegfried. Through Distill Ventures, Diageo will support the next stage cash investment and experience— in return Diageo now holds a minority stake in Rheinland Distillers GmbH.

Founded in London in 2013, Distill Ventures is the world's first independent drinks accelerator, with the mission to support entrepreneurs on their quest to establish and scale brands for future generations of consumers. The company is active in both traditional spirits categories and emerging drinks categories across Europe, APAC and North America. Siegfried is the brand with both an alcoholic and a non-alcoholic product to join the company's growing portfolio of international non-alcoholic brands, which make up 25 percent of the entire portfolio.

Conclusion: change does not stop at the world of spirits. The future of the industry lies in the variety of products, which gives consumers a conscious and free choice for individual drinking pleasure. This is also the challenge for manufacturers to keep their finger on the pulse of innovation and offer the market attractive alternatives. ***And what do the Rhinelanders say to this?***

"We are ready for the next chapter of our success story and highly motivated to help shape the future of spirits with passion and our know-how in a sustainable way. We are delighted that Diageo/Distill Ventures is supporting us as a partner on our way to internationalization," say **Raphael Vollmar and Gerald Koenen**.

Siegfried Rheinland Dry Gin and Siegfried Wonderleaf are available throughout Germany and Switzerland.

For editorial inquiries, please contact our central press contact Chérine De Bruijn.

About Rheinland Distillers GmbH

Founded at the end of 2014, Rheinland Distillers GmbH is trading its products in 13 countries. After Siegfried Rheinland Dry Gin (2015), which according to a Nielsen study is the German gin with the highest revenue without industrial participation, and encore Vodka (2017), Siegfried Wonderleaf (2018) is the third premium product in the Rheinland Distillers portfolio to be launched. The Bonn-based company is known for its radical ideas and creative co-operations, which provide a breath of fresh air in the bar scene and various industries. These include their first alcohol-free alternative "Siegfried Wonderleaf", the world's first ampoule treatment "Siegfried Hydro Vital Boost Men" for well-groomed men's skin in cooperation with EUBOS® or the "Limited Edition" in cooperation with edding® based on the motto "Paint brightly instead of drinking beautifully".

Thanks to the high quality standards of its founders Raphael Vollmar and Gerald Koenen, Siegfried Rheinland Dry Gin has become the world's most highly decorated gin (www.siegfriedgin.com/awards). Rheinland Distillers GmbH also receives awards for the overall design of its products. Siegfried Rheinland Dry Gin is the 2018 winner of the German Design Award in the Packaging category. For the bottle design of encore Vodka they received an award for product innovation in glass from the Aktionsforum Glasverpackung in 2018. | www.siegfriedgin.com | www.rheinlanddistillers.com

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