



Press release

SIEGFRIED meets graffiti art: Extreme rush on Limited Art-Edition with 1UP sprayer crew shuts down server. | Digital artwork for the action is auctioned via blockchain on the largest NFT marketplace for a good cause.

In May 2021 (Bonn) – On May 01 at 12:00 CET, fans of the globally popular "SIEGFRIED Rheinland Dry Gin" and street art held their breath. In the Rheinland Distillers webshop, the starting signal was given for the sale of their new Limited Art-Edition, which was created in collaboration with the world-famous sprayer crew "OneUnitedPower" (1UP) from Berlin. **The enormous rush that followed not only "blew" the server capacity of the Rhinelanders, but also their imagination.** 1UP is also known for always reaching the next level in their art scene with their actions, while remaining undiscovered. They don't call themselves a brand, but an artist collective. And art is what this "Limited Art-Edition" campaign is all about: each bottle is unique and part of an art installation consisting of 361 sprayed bottles of Siegfried Gin. Another highlight: the art installation was finally destroyed when the bottles were removed. But the digital work of art lives on and is auctioned on the opensea.io platform as an NFT (Non-Fungible Token) within the Ethereum Blockchain for a good cause.

"We are used to many unexpected things and are known for collaborations that are exceptional for the gin sector. But with the best will in the world, we didn't expect our 1UP edition to make such an impact – within our community, but also due to unfair purchase bots, i.e. automated computer programs that paralyzed our servers for more than two hours in order to scare off human buyers so that the operators of the bots could gain a financial advantage through allocation. **Trickery, bots and scam attempts are more familiar from sales launches of world famous fashion brands like Nike, adidas or Supreme.** We seem to have achieved this appeal with this campaign, even if it cost us a lot of nerves," says **Raphael Vollmar** from SIEGFRIED.

What is special about this Limited Art-Edition? What makes this Limited Art-Edition so special is that it was created as a total work of art: 361 bottles of Siegfried Rheinland Dry Gin served as a 1.80 x 3.60 meter canvas for the art installation. 1UP was given the command – at a time kept secret from the public – and sprayed the bottles with their characteristic tag "1UP". Each bottle thus became a unique, hand numbered one-off. The number of bottles is a tribute to the former postal code of the Berlin-Kreuzberg district, home of 1UP. The number 361 corresponds to the combination of the first postal code 36 and the second postal code 61.

How did this collaboration with the sprayer crew 1UP come about? "1UP is almost unreachable. People who are known for remaining unrecognized cannot be found in the phone book," says **Raphael Vollmar** from SIEGFRIED. The founders got in touch with the Berliners through personal contacts and were able to win them over for a collaboration. In addition to the idea, the same wavelength was also decisive –

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because pure commerce was out of the question for both. For this reason, the bottles cost no more than an ordinary bottle of Siegfried Gin (EUR 29.90), despite being strictly limited and hand numbered. "Everyone should be able to afford a piece of art," says **Gerald Koenen** of SIEGFRIED.

What is the crypto auction all about? "We would like our physically destroyed art installation by 1UP to live on in digital form and even do some good in the process. We were looking for an innovative solution for the auction of our pixel artwork – and found an answer in the crypto world," says **Raphael Vollmar**. Art trading via "Non-Fungible Token" (NFT) – as an object on a blockchain, a decently organized database on the Internet – is a big "Hype", among others in the art and media scene.¹ Via the opensea.io platform, the Rhinelanders will auction off the "edition 1/1" as a high-resolution JPG/ProPhoto RGB from May 1 to 8, 2021 – at 12:00 each day. This gives one person the chance to own the pixel artwork – and even does some good: **100 percent of the proceeds from this crypto auction will go to the Bonn Children's Home**. The details including the link to the crypto art action are available at the German landing page www.siegfriedgin.com/info/1up-limited.

Where can I buy the 1UP Limited Art-Edition? Due to the strong limitation and considering a fair solution for the wide distribution network of Rheinland Distillers, the Limited Art-Edition was originally to be sold exclusively through the SIEGFRIED online store (www.siegfriedgin.com/shop, 29.90 euros). However, the huge rush, which was additionally fueled by illegal seller bots, immediately paralyzed the servers and the two founders had to come up with an emergency plan: "We painfully learned on the May holiday what it means to deal with criminal energies. We decided to switch from store sales to a raffle and were able to get rid of unauthorized entries in thousands of participants as best we could. We believe and hope that in the end we could achieve a maximum of fairness for our community and make many of them happy with a coveted bottle. We thank you for your patience and support," says **Gerald Koenen**, co-founder and second managing director of the spirits startup.

Even though Rheinland Distillers has to apologize to some people and has already done so via its digital channels: The 361 bottles then found their way to their lucky buyers after all, along with a numbered print of the total work of art as a memento.

The details of the Limited Art-Edition are available at www.siegfriedgin.com/info/1up-limited. The auction can be accessed directly at <https://opensea.io/assets/1up-x-siegfried>.

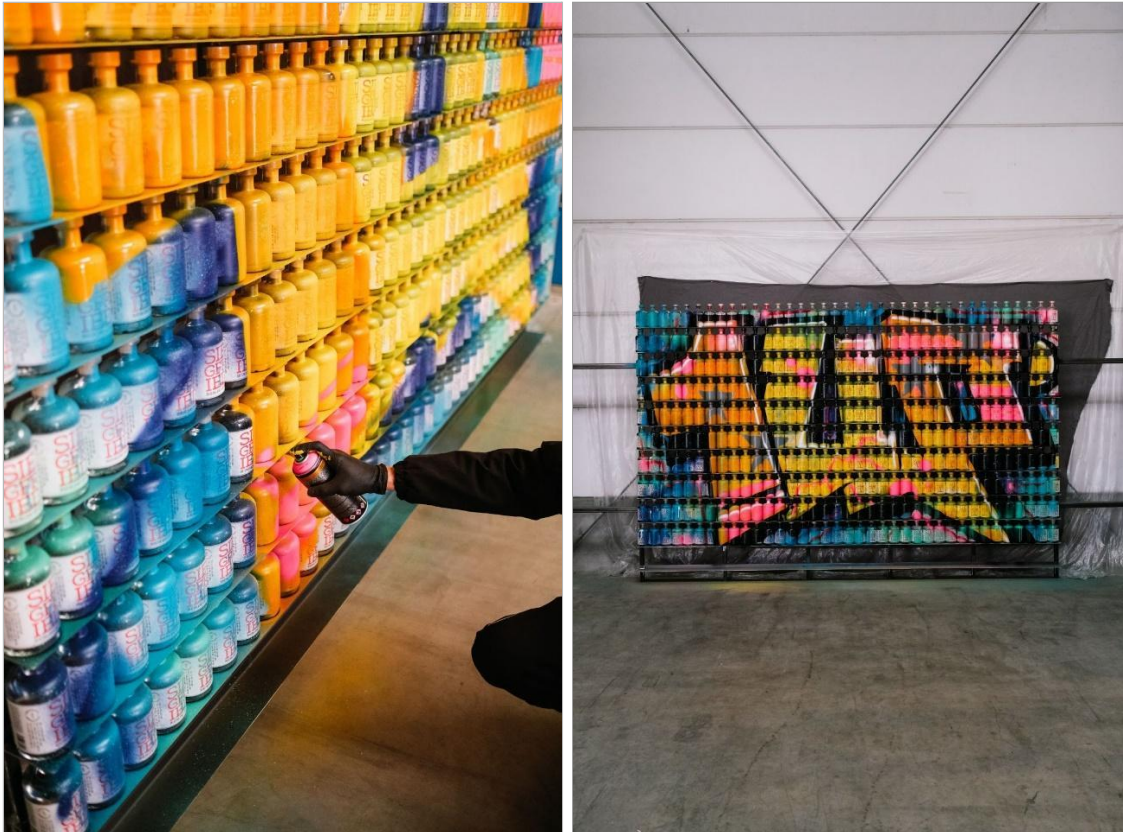
The Rhinelanders are known for their unconventional ideas and creative collaborations. As a spirits producer, they are pioneers and when it comes to street art and especially graffiti, 1UP was undoubtedly the best choice. Examples of other collaborations include the first limited edition of their non-alcoholic alternative "Wonderleaf" together with the world-famous brand edding®. Or the exclusive edition of

¹ NFTs can be used to trade all virtual files on the Internet. The well-known auction house Christie's has auctioned off digital art by the artist Beeple for around 69 million U.S. dollars via tokens; the artist is currently among the top 3 most expensive living artists in the world. In March 2021, a digital copy of Twitter chief Jack Dorsey's first tweet from 2006 was sold for around \$2.9 million.



Siegfried Gin for the movie release of the Warner Brothers/DC blockbuster "Birds of Prey (The Emancipation of Harley Quinn)" in 2020.

This press release and images are available for download at www.siegfriedgin.com/presse. For further editorial inquiries, please contact Chérine De Bruijn.



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Credits: Rheinland Distillers GmbH

About Rheinland Distillers GmbH

Founded at the end of 2014, Rheinland Distillers GmbH and its products are on sale in 13 countries. After Siegfried Rheinland Dry Gin (2015), the top-selling German gin without industrial involvement according to a Nielsen study, and encore Vodka (2017), Siegfried Wonderleaf (2018) is the third premium product in the Rheinland Distillers portfolio to hit the market.

Thanks to the high-quality standards of its founders Raphael Vollmar and Gerald Koenen, Siegfried Rheinland Dry Gin has made it to the highest awarded gin in the world at present (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 at the German Design Award in the Packaging category. For the bottle design of encore Vodka, they received a 2018 Award for Product Innovation in Glass from the Aktionsforum Glasverpackung. | www.siegfriedgin.com | www.rheinlanddistillers.com

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