



Press release

The next evolution for alcohol-free enjoyment: Siegfried launches Wonderoak

Bonn, September 2021 – It is impossible to imagine the field of high-quality spirits without Rheinland Distillers: Their globally awarded SIEGFRIED Rheinland Dry Gin is internationally renowned, and with "Siegfried Wonderleaf" they are pioneers and market leaders in the field of alcohol-free distillates. What began with Wonderleaf in August 2018 as an "alcohol-free revolution" is now being continued as a flavorful "evolution" – its name: "Wonderoak". With this new product, Raphael Vollmar, Gerald Koenen and their team are expanding the portfolio of alcohol-free distillates, which is now available.

"We are now known in the market for being passionate about inventing new products. With Wonderoak, we are taking the next step as a brand and once again expanding our horizons – offering people a new variety to discover the world of non-alcoholic distillates and high-quality drinks," says **Raphael Vollmar** of SIEGFRIED.

The market for non-alcoholic distillates is growing¹ – this can also be seen with a view to Wonderleaf's rapid market development. People are making more and more "conscious" choices – this applies not only to clothing, individual travel or food purchases, but also to the consumption of drinks. The Rhinelanders recognized this years ago and have continuously worked on new product ideas. Thus, after the market launch of Wonderleaf, they were already developing another innovation, which now has a name: Wonderoak. And this one is made for everyone who has realized that enjoyment in a glass does not necessarily have to do with the alcohol content of the drink.

What does Wonderoak taste like? Wonderoak adds a warm, aromatic flavor profile to any long drink or cocktail: tonka bean, nutmeg and oak provide full, round notes. Fenugreek, lime and curaçao for complexity and a touch of the exotic. The alcohol-free distillate stands on its own, but can also be used as a component like rum – either to reduce the alcohol content or to enjoy completely alcohol-free. The flavor goes hand in hand with the color: the darker tone comes from the natural coloring of natural extracts and oak wood. As with all SIEGFRIED products, artificial flavors and colorings are completely avoided.

"We've created a flavor profile that goes in a whole new direction. Not everyone likes the bitter spiky notes that you mix with tonic – as is the case with Wonderleaf or Siegfried Gin. What's more, non-alcoholic distillates are enjoying an ever-growing fan base, and now it's time for us to take the experience we've gained over the past three years and put it into a new product to give precisely these people even more options," adds **Gerald Koenen** of SIEGFRIED.

¹ For example, an average annual growth rate of 9.5 percent is the range of no- and low-alcohol spirits for 2020 to 2024. Source: IWSR No- and Low-Alcohol Strategic Study 2021

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Rheinland Distillers have worked for a long time on the optimal extraction of the aromas. The magic of the recipe is not revealed, but basically the botanicals are distilled and extracted classically, but more potently than in gin. The alcohol content is – as with the previous Wonderleaf – 0.24% vol. and thus contains less alcohol than a ripe banana or naturally cloudy apple juice in comparison. When the bottle is closed, the best-before date is 18 months; after opening, cool storage and rapid consumption are recommended.

As of now, Wonderoak is available in the company's own webshop at siegfriedgin.com/shop and in the next few days in the relevant online trade – of course also in stationary grocery stores, as well as in gastronomies that focus on the guests' desire for conscious drink enjoyment. The RRP is 18.90 euros (0.5 liters).

Details about Wonderoak and further information about the company are available at siegfriedgin.com. Recipes (including images) are available at siegfriedgin.com/recipes and may be used for editorial purposes.



With Wonderoak, SIEGFRIED ignites the next evolutionary stage for alcohol-free enjoyment
| Credit: Rheinland Distillers GmbH

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WONDERLEAF



The press release and images are available for download at siegfriedgin.com/presse.

For editorial inquiries, please contact Chérine De Bruijn (see press contact).

About Rheinland Distillers GmbH

Founded with a starting capital of 4,000 euros in 2014, Rheinland Distillers rapidly developed into one of the world's most successful gin producers. The currently most highly decorated "Siegfried Rheinland Dry Gin" (2015) was followed by the second premium product "Siegfried Wonderleaf" (2018). With this, the Rhinelanders became the world's first spirits brand to launch an alcohol-free alternative under its alcoholic SIEGFRIED label. Then, in 2021, the next milestone: with "Siegfried Wonderoak", the startup's portfolio expands to include a darker non-alcohol variant that enables a novel flavor profile in high-quality drinks.

As the market leader for non-alcoholic distillates in German-speaking countries and with an eye on the legendary gin success story, founders Raphael Vollmar and Gerald Koenen are pioneers in consciously combining both worlds – alcoholic and non-alcoholic enjoyment.
| siegfriedgin.com

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