



Press release

Excellent award comeback! “SIEGFRIED Rheinland Dry Gin” celebrates international success in Hong Kong and UK

Bonn, 11 November 2022 – Rheinland Distillers has already won numerous awards in its corporate history. From the beginning in 2015 to 2018¹, the SIEGFRIED Rheinland Dry Gin has won top rankings in renowned spirits competitions worldwide. But then the Rhinelanders deliberately decided to take a break from competitions in order to concentrate fully on their product innovations – until now: In the summer of 2022, they decided to take part in two renowned competitions in Hong Kong and the UK – and the success story continues.

As of today, it is official: SIEGFRIED Rheinland Dry Gin receives the gold medal at the 14th "Cathay Hong Kong International Wine & Spirit Competition"² and convinced the expert jury with 95 out of 100 points. This award once again underlines the fact that SIEGFRIED also receives great recognition internationally – and in this case in the Asian region – for the quality of its craft.

SIEGFRIED received the second honor at the "Travel Retail Masters 2022"³. Hosted by “The Spirits Business” in August, the annual blind tasting competition aims to identify and recognize the best travel retail spirits brands on the world stage. The Rhinelanders received the "Master" medal from the "Global Spirits Masters" from the UK for their gin – and SIEGFRIED Rheinland Dry Gin was thus chosen as the best gin for the travel retail trade. *What is special about this award?* The award underlines the growing presence of SIEGFRIED in the Travel Value area and is also a motivating appreciation for the Rhinelanders who want to carry the spirit of their homeland into the world:

“For a few years we deliberately took a break from competitions as we focused entirely on developing new products. But now it has tickled us again and the first two participations have shown us again that we are of course still world class,” says **Gerald Koenen, Managing Director of Rheinland Distillers GmbH**. “The awards underline that we, as a premium manufacturer, are still in the top league of the spirits industry and of course motivate us to continue on our way. SIEGFRIED is a fundamentally down-to-earth and honest product that is made with great attention to detail. And it's great that experts around the world see it that way,” adds **Raphael Vollmar, Managing Director of Rheinland Distillers GmbH**.

¹ An overview of the awards is available at <https://www.hellosiegfried.com/siggi/>, 10 November, 2022

² The Cathay Hong Kong International Wine & Spirit Competition website <https://www.hkiwsc.com/>, 10 November, 2022

³ Visit the Travel Retail Masters 2022 website: <https://globalspiritsmasters.com/awards/the-travel-retail-masters-2022/>, 10 November, 2022

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Background information on the press release

- On the current topic of product innovation: “Absolute novelty in Germany: Rheinland Distillers are launching the new low-alcohol product line 'Siegfried Easy' in the variants 'Classic Dry' and 'Juicy Berry’” | Press release of June 28, 2022 ([link to the PDF of the German press release](#))
- On the topic of „Duty Free“: „[Fly away with SIEGFRIED – first gin vending machine opens at Cologne Bonn Airport](#)“ | Press release of September 20, 2022 (link to the PDF of the press release)

An overview of SIEGFRIED awards is available at <https://www.hellosiegfried.com/siggi/>.

Details and further information about the Rheinland Distillers are available at [hellosiegfried.com](https://www.hellosiegfried.com), as well as on Instagram and Facebook under the profile name @hellosiegfried.



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This press release and images for download are available for download at [hellosiegfried.com/presse](https://www.hellosiegfried.com/presse).

For further editorial inquiries please contact our press contact Chérine De Bruijn.

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RHEINLAND DRY GIN

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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: after their globally most decorated "Siegfried Rheinland Dry Gin" (2015), the second product "Siegfried Wonderleaf" (2018) followed. With this, the Rhinelanders became the world's first spirits brand to launch an alcohol-free alternative under an established spirits brand. Then, in 2021, the next milestone: with "Siegfried Wonderoak," the Rhinelanders' portfolio expanded to include a darker non-alc variant that enables a novel flavor profile in high-quality drinks. A year later, to coincide with the start of the 2022 summer season, another innovation will follow with the launch of the new "Siegfried Easy" product line and its two first low-alcohol variants, "Siegfried Easy - Classic Dry" and "Siegfried Easy - Juicy Berry" (both 20% by volume).

As the market leader for non-alcoholic distillates in German-speaking countries and with a view to the legendary gin success story, founders Raphael Vollmar and Gerald Koenen are pioneers in consciously combining both worlds – alcoholic and non-alcoholic enjoyment. And with "Siegfried Easy", the golden middle in the light alcoholic segment is now also supplied with corresponding products. | hellosiegfried.com

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