



Press Kit

January 2016

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1. *Almdudler - a genuine original*

Since 1957, Almdudler has been bottling Austrian-alpine zest-for-life. It's Austria's best-known and best-loved alpine herbal soda and a 100 per cent family-owned company, with tradition and a heart. In a nutshell: it's a genuine original. Almdudler is not only a unique experience for the tastebuds. It's Austria's national drink, always at the centre of life, naturally authentic and surprisingly unconventional.

Almdudler: At the center of life

"With Almdudler, you're always in good company" – true to this motto, since 1957, Almdudler has been part of Austrian culture and the life and soul of the party. Whether in restaurants, outdoor cafes, alpine cabins, or your own home-sweet-home, you'll find Almdudler wherever people get together to enjoy each others' company. With its unique, sweet yet tangy taste, Almdudler fits right in just about anywhere. Straight or as a mixer: perhaps as an Almdudler shandy with beer, an alpine spritzer with wine, an alpine yodeller with vodka, or an alpine sparkler with sparkling wine. Mix and match! That's why Almdudler's perfect for any occasion – you can share it with friends, at family meals, or anytime people get together and enjoy each others' company

Almdudler is naturally authentic

There are good reasons why Almdudler is one of the most popular soft drinks in Austria and the most successful alpine herbal soft drink in the world. Almdudler is made by carefully collecting and processing a variety of alpine herbs. These include coneflower, lemon balm, sage, gentian and elderflower. Together, they create that unmistakable Almdudler aroma, which is complemented by fresh spring water, natural beet sugar and citric acid for a sweet, tangy taste. We've never used artificial preservatives or flavours. Almdudler has been adding alpine sparkle to life since 1957, thanks to an unchanged recipe, which is closely guarded.

Just as truly natural as the drink is the Klein Family – the people who have been behind Almdudler from the very beginning. In fact, the first bottle of Almdudler was produced in 1957, as a wedding present from Erwin Klein to his bride Ingrid. Today, the company is still 100 per cent family-owned and continues to uphold a long-standing soda-making tradition. It happens that Erwin was not the first Klein to have soda running through his veins. At the end of the 19th century, family company A&S Klein had already made a name for producing high-quality lemonade and soda drinks.

Almdudler is surprisingly unconventional

Since Almdudler is a genuine original, long-standing Austrian traditions have always remained close to the company's heart. That said, we're always up for the next bit of fun. That's why Almdudler has continued to reinvent itself. With a wink and a smile, it's surprisingly unconventional. A perfect example is the annual Almdudler Trachtenpärichen Ball which is the craziest ball since the invention of lederhosen. All the lads and lasses dress to impress in their own style, with no folksy frock, no pair of lederhosen like any other, making the whole event refreshingly unique.

2. A company with history and tradition

An original from the start

Almdudler's success story began on Erwin and Ingrid Klein's wedding day. The 17th October 1957 was not only the two sweethearts' wedding, it also marked the birth of Almdudler. That day, Erwin Klein – Almdudler's inventor – filled the first bottle of this unique alpine herbal soda and presented it to Ingrid. Ingrid was not only his bride, but his muse for writing the recipe, which remains unaltered to this day. Inspired by the taste of alpine herbs and the expression "auf der Alm dudeln", or yodelling on the Alpine meadows (dudeln is what the Viennese say to mean yodelling), together, they christened the new alpine herbal soda Almdudler.

Erwin Klein was ahead of his time: he introduced a licensing model into his sales, which was a pioneering concept in the late 1950s. It was his business model which enabled an Austrian-produced soda to be sold nationally and advertised across the country for the first time; thanks to television advertising, Almdudler even began to compete with global brands. Taking Austrians' heart by storm, after just a couple of years, Almdudler had earned its status as the country's national drink.

A family company with tradition – from generation to generation

Erwin Klein was not the first soda manufacturer in his family. His passion for quenching thirst went back a couple of generations: Erwin Klein's grandfather had his own soda water and lemonade production. Today, the Klein family continues to shape Almdudler, not only the alpine herbal soda, but the family company and the brand too. Now into the second generation, this company, which has won national and state honours, is still owned 100 per cent by the Klein family. Although the family have handed over the operational reins, Ingrid, Thomas and Michaela Klein are on the supervisory board and continue to have an active hand in the brand's development.

As an Austrian family company, Almdudler is in favour of being open, being natural and being together – including with its employees. This is why Almdudler was voted the Best Viennese Family Company in 2007 and in 2015, it was honoured as one of the Best Employers in Austria among companies with 50 – 250 employees and the "Best Viennese Employee" at a regional level, by the Great Place to Work® Institut.

A unique headquarters for a unique brand

The 19th district of Vienna has a very special village-in-the-city atmosphere and is therefore the perfect place for the Almdudler headquarters. Even from a distance, you can recognise the silhouette of the shapely Almdudler bottle, making the Almdudler headquarters into an office building like no other. Inside, wildly varying materials are blended together, in traditional and modern styles. Bridges and steps provide interconnections between floors, mezzanines,

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balconies and people. And right on top, right in Vienna, there is an archetypical alpine cabin, with a view over nearby Kahlenberg hill, an open fireplace and benches running around the walls, made of the best larch wood.

At Almdudler we love alpine herbs, so we understand the importance of protecting the environment. That's why the headquarters has been built with environmentally friendly materials. Energy is provided by a geo-thermal system, the roof has been greened and the building has been awarded a GreenBuilding certificate.

Almdudler's headquarters is a hive of activity in more ways than one: for years now, Almdudler has not only been producing delicious alpine herbal soda, but the company's very own organic honey, on the roof of this city-side alpine cabin – a special treat for our friends, partners and other honey-lovers.

From wedding present to Austria's national drink – major milestones

1957	Erwin Klein (born 12.9.1924 in Wien) invents Almdudler. Inspired by the expression "yodelling on the alpine meadows", he found a way to bottle Austrian zest for life and gave the first bottle to roll off the production line to his bride Ingrid on 17 October 1957 – their wedding day.
26.3.1961	their daughter Michaela was born
1.8.1963	their son Thomas was born
1971	Bestowal of the Austrian National Coat of Arms
1983	Erwin Klein passes away Thomas Klein takes over the family company
1984	launch of Almdudler Sugar-free
1989	Almdudler enters the German market
1990	Almdudler enters the Belgium market
1991	Almdudler enters the Swiss market
1996	launch of Almrader
2000	launch of Almdudler G'spritzt
2003	launch of Almdudler Still
2007	50th anniversary celebration in Vienna City Hall and launch of the Almdudler Trachtenpärichen Ball (Country Couple Ball) Award for the Best Family Company in Vienna
2008	Almdudler enters the Luxemburg market
2009	New company headquarters in Vienna, complete with alpine cabin on the roof, which wins the GreenBuilding Award
2010	Almdudler enters the Netherlands market
2012	Almdudler enters the Hungarian market
2015	Almdudler enters the Croatian market

Protecting the Austrian Alps

Inspired by its passion for alpine herbs, Almdudler is dedicated to the protection of the Austrian Alps and alpine meadows. This is why for many years Almdudler has been working in partnership with the Austrian Alpine Association (ÖAV) to protect the mountain landscape. In 2010, they set up a Clean Mountains campaign together. As part of this long-term alpine anti-litter initiative, all of the association's mountain huts are provided with rubbish bag dispensers. These contain environmentally friendly bags made out of compostable corn starch; all hikers and climbers are welcome to help themselves and use them to collect their own rubbish, or any litter left by others to take it down off the mountain. On every Almdudler PET bottle, there is the slogan "Schützt die Alpen" (protect the Alps) to encourage everyone to take responsibility for the environment and protect the alpine landscape together.

And since we'll go to any lengths, not to mention great heights to protect the Alps, pioneering Austrian mountaineer Peter Habeler, who is ambassador for the Clean Mountains Campaign, Almdudler managing director Gerhard Schilling and Austrian Alpine Association President Andreas Ermacora, climbed the highest peak in Austria together. On the Großglockner mountaintop in summer 2015, they signed a Clean Mountain Manifesto to renew their shared and continuing commitment to the environment.

As well as supporting environmental issues, Almdudler has been the main sponsor and soft drink supplier of the Alpine Youth Association for many years. This involvement has led to a strong partnership in particular for school projects, sport experience programmes and the Alpine Youth Association risk'n'fun freeride and climbing training. Recently, Almdudler has lent its support to a new petition from the Austrian Alpine Association for mountain huts and footpaths and appealed to its Facebook friends to sign this petition.

Almdudler wins over international markets

Over the decades, Almdudler has undertaken a successful journey into Austrian hearts. This natural alpine herbal soda has become established as the best-known and best-loved Austria beverage brand. But countless soda fans from neighbouring countries are joining generations of Austrians as they discover the unique taste of Almdudler. This Austrian original has set off to make new friends on international markets, such as Germany, Switzerland, Hungary, Belgium, the Netherlands, Croatia Slovenia, Romania and Turkey. Over recent years, Almdudler has energetically developed its international business and is now recognised well beyond the borders of Austria, as the original, unique, thirst-quenching alpine herbal soda.

3. Almdudler Trachtenpärichen Ball

Throwing effervescent parties is as much a part of Klein family tradition as thirst-quenching alpine herbal soda. Company founder Erwin Klein was known all over Austria for his fantastic parties. So in 2007, Thomas Klein dedicated the 50th anniversary of the Almdudler brand to the tradition of celebrating together, at the same time bringing Austria's country folk costumes to the big city. Since then, the Almdudler Trachtenpärichen Ball (Country Couple Ball) has kicked off the Viennese ball season. It's the craziest ball since the invention of lederhosen, with some 3500 revellers dusting off their lederhosen and folksy frocks and heading to Vienna City Hall. The Almdudler Trachtenpärichen Ball takes Austrian tradition and good cheer, then adds a dash of off-the-wall humour and that wink and a smile which makes Almdudler such good company.

The craziest ball since the invention of lederhosen

In just a few years, the Almdudler Trachtenpärichen Ball has become a highlight of the Viennese calendar and is probably Austria's most popular event with a folk costume dress code. Every year the highly sought-after tickets sell out in just a couple of hours. Every year, more than 3500 lads and lasses turn up in good humour and outfits ranging from the totally traditional to jaw-droppingly unconventional to dance through the night. But the Almdudler Trachtenpärichen Ball is more than a feast of laced bodices and lederhose – it's music to the ears. Besides live DJs and entertainment on seven dance floors, acts such as Otto Waalkes, Nina Hagen, Guildo Horn, Conchita Wurst, Leningrad Cowboys, Russkaya, maschek have fuelled the exuberant party mood in past years.

Party for the environment

Like our alpine herbal soda, the Almdudler Trachtenpärichen Ball is genuinely natural – in 2013, it became the first Austrian ball to be run every year in accordance with the criteria of the Austrian Ecolabel, as a green event and which has been awarded the Austria ecolabel, "österreichischen Umweltzeichen"

www.trachtenpaerchenball.at

4. Our unique products

The Almdudler range

Since 1957, Almdudler fans have been enjoying Almdudler made according to the original recipe, from the shapely glass bottle featuring the good-humoured Trachtenpärchen – the Almdudler Country Couple. Alternatively, it's available in cans or practical PET bottles of various sizes. So what makes each variety of Almdudler special?

Almdudler Original

- A unique experience for the tastebuds
- Made from natural alpine herbs
- No artificial preservatives
- No artificial flavourings
- Less sugar than other sodas



Almdudler Zuckerfrei

- All taste and NO sugar
- Suitable for diabetics
- Made from natural alpine herbs
- Just 1.4 kcal/100 ml
- No artificial preservatives
- No artificial flavourings



Almdudler G'spritzt

- Even more refreshing, less sugar
- That thirst-quenching, bubbly Almdudler taste, with only 23 kcal/100 ml
- Made from natural alpine herbs
- No artificial preservatives
- No artificial flavourings



Almdudler Still

- Made from natural alpine herbs
- Uncarbonated
- Sweetened only with fructose
- No artificial flavourings
- Comes in a child-friendly 0.33L PET bottle with sports cap



Almradler®

The archetypical Austrian shandy – beer mixed with Almdudler – is available ready to drink in practical disposable packaging, under the Almradler® brand. Besides the classic Almradler Original, there are Almradler with lemon and Almradler Alcoholic-free available. Thanks to its unique taste and a successful national marketing campaign, Almradler has become a popular alternative to beer.

Original Almradler

- Light, bubbly, refreshing blend
- 60 % Original Almdudler and 40 % Austrian Märzen beer
- Refreshing and natural, made with great beer, but only 2.0 % alcohol



Almradler mit Zitrone

- Naturally without sweeteners
- Made with real, unfiltered lemon juice
- Refreshing shandy with a hint of lemon and only 2.0 % alcohol
- Shandy made from 40 % Märzen beer, 59 % Almdudler and 1 % lemon juice
- For anyone who wants to squeeze out even more refreshment, with the juice of real lemons



Almradler Alkoholfrei

- Naturally without artificial sweeteners
- Enjoy a refreshing, alcohol-free shandy
- Shandy made from 35 % alcohol-free beer and 65 % Almdudler
- First ever alcohol-free shandy to be sold all over Austria
- Perfect for sports fans or if you're driving
- Naturally without artificial sweeteners



Since 2014, all Almdudler and Almradler products have carried the vegan-friendly logo of the veganen Gesellschaft Österreich (Austrian Vegan Society) and so have been officially approved as vegan products.

5. Almdudler and the company management



The Klein Family – owners

Following the untimely loss of Almdudler's inventor, Erwin Klein in 1983, his son Thomas Klein took over the company; he was just 20 years old at the time. With a new advertising campaign, the young soda producer had soon set a new milestone in the history of the company. In 2004, the family moved to the supervisory board and handed over the reins to managing director, Gerhard Schilling.



Gerhard Schilling –managing director

Gerhard Schilling has been managing director at Almdudler since 2004. His main task is to internationalise the Almdudler brand, with special focus on the German market. A second important project is to ensure that the structure of Almdudler Vertriebs (the sales organisation in Austria) is fit for the future. Before joining Almdudler, his roles including that of marketing manager for a leading Austrian sparkling wine producer and he was managing director of a distillery in Vorarlberg. He was born in Vienna in 1964 and holds a degree in business.

6. The company at a glance

Almdudler Limonade A. & S. Klein GmbH & Co KG
Grinzinger Allee 16, 1190 Vienna

almdudler.com
newsroom.almdudler.com
facebook.com/almdudler
instagram.com/almdudler
youtube.com/almdudlerTV

Owners:

Managing director:

Director marketing:

Director finance and administration:

Export director:

Sales manager retail Austria:

Sales Manager Gastronomy:

Quality Management:

Ingrid, Michaela and Thomas Klein

Gerhard Schilling

Claus Hofmann-Credner

Thomas Seibert

Thomas Horak

Reinhard Korner

Marcus Fürst

Bettina Dworak

Year founded:

1957

Number of employees:

57

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