

Press release

Underberg Group focuses on internationalization

Rheinberg /Düsseldorf, May 11, 2022. Semper idem Underberg AG is underlining its increased international ambitions by presenting its brands at the world's largest trade fair for spirits and wine. At the "ProWein" trade fair in Düsseldorf from May 15 to 17, it will present the latest developments of its brands Underberg, Asbach, PITÚ, XUXU and other brands from its sales portfolio to visitors and trade partners from all over the world.

Traditional brands in a new look on the international stage

The focus of the trade show presentation in Hall 11 is the traditional Underberg brand, which is currently celebrating its 175th anniversary. In its anniversary year, the iconic brand underwent a major relaunch. Underberg's advertising and packaging are presented in a contemporary design that combines tradition and modernity, following the motto "PopArt meets German Romanticism" and referring to the founding year of 1846. From then on, the international success story of the Rheinberger Kräuterbitter began, which is today popular all over the world. This is reflected in the new packaging design, visualizing the new claim "Explore the united world of herbs" with a globe. The presentation at "ProWein" is the starting point for the international rollout of the brands new look.

Also presented is the repositioning of Asbach, which is becoming attractive for new target groups and markets with a new communicative appearance and considerable investment. The focus here is on the theme of "togetherness". With the new claim "Crafted together – enjoyed together", the traditional brand is positioning itself in international markets, where Asbach also focuses on its premium range, particularly high-quality brandies aged for a long time in barrels.

"These brand relaunches clearly illustrate one of the Underberg Group's core competencies: we keep our finger on the pulse of traditional brands while discovering new international brands and continually bringing new products to market, through cooperations and licenses. This makes the Underberg Group a sought-after partner in the global trade," explains Thomas Mempel, member of the Management Board of Semper idem Underberg AG and responsible for international sales. Thus, the Underberg Group not only successfully distributes its products in over 100 countries around the world, but conversely also brings international beverage trends to Germany.

Sense for international trends

A good example of the expertise with which Underberg recognizes and picks up on international trends is PITÚ. The Underberg Group has held the European trademark rights to the Brazilian sugar cane spirit for years and has built it up into the market leader in Germany, where it is used in almost every caipirinha served, with a market share of over 80% in the cachaça sector. PITÚ's product innovations will be presented at ProWein: With the new "PITÚ Passionfruit

Colada", PITÚ is focusing on the trend of "hybrid flavors", in which several flavors are combined. At the same time, PITÚ is heralding the "passion fruit season" with this creation and has announced that it will be launching further articles with this trendy superfruit – which is also ideal for supplementing a classic caipirinha recipe, for example.

New international lineup

The appearance at "ProWein" shows how the Underberg Group is concentrating on driving forward its international growth. It has just launched a dedicated international growth program under the name "New Balance" with a focus on its core markets. It includes the analysis of growth markets and targeted investments. In the US, for example, the distribution company is expanding and six new Brand Ambassadors have been recruited to open up new consumer groups for the company's brands. In addition, the company is seeking new worldwide cooperation partners in Global Travel Retail.

"We are very pleased to welcome international distributors back to the trade fair after the Corona-related break. The response so far has been very positive. In addition to European customers, customers from Asia and Australia have already announced their visit to us," says Udo Bruns, Director International Business of the Underberg Group.

About Underberg: Semper idem Underberg AG, which is based in Rheinberg, Germany, is a manufacturer of premium branded spirits that is as rich in tradition as it is innovative, and also successfully distributes a wide range of sales brands worldwide. In addition to its own brands Underberg, Asbach, PITÚ, XUXU and Grasovka, the group's portfolio includes well-known distribution brands such as Amarula, Southern Comfort, BOLS, Ouzo Plomari and Túnel de Mallorca.

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