



**ETHNIC BRAND MARKETING**

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**BAVARIAN BROCHURE**

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## ABOUT US

Ethnic Brand Marketing (EBM) is a brand development and sales agency focussed on developing a diverse and unique portfolio of craft and premium drink products from across the world and delivered exclusively by EBM to the UK “on” and “off” trade market.

We have assembled a range of drinks that represent the pinnacle of their category in terms of exceptional quality, taste and packaging, whilst respecting the traditions and cultural heritage of their individual origins.

At EBM, we work with the best products to  
“Mix in our World”.

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## ETHNIC

[eth-nik] adjective

1. relating to or characteristic of a people sharing a common, unique culture, language, or the like.
2. from a different culture, or interesting because characteristic of an ethnic group that is dissimilar from those common in western culture.

## BEER COLLECTION



Brewed under a UK License, this range of Bavarian beers has become London's Winter Wonderland best selling beer! It can also be found in various German and Austrian beer halls throughout London.

## BAVARIAN GOLD LAGER

### Bavarian-Styled Lager

A lively yet simple, dry beer which possesses a fresh and pure aroma. On the palate, it is well-balanced with a hint of aromatic German hoppiness. Best served in a large stein glass!



**ABV** 4.2%      **SIZE** 11gl

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## BAVARIAN GOLD DUNKEL

### Finely Crafted German Dunkel Bier

Our Dunkel Bier is brewed to a traditional German recipe. This delightful Dunkel has a dark malt base and mild, roasty flavour with extra lacing of yeast. Full-bodied and velvety with a lively carbonation



**ABV** 5.2%      **SIZE** 500ml

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## BAVARIAN GOLD WEISS

### A Classic Wheat Beer with a Creamy Fullness

Our Weiss Bier is brewed to a traditional German recipe and is mild and aromatic with extra lacing of yeast. Soft maltiness with bread and grain characters. Medium-Light to medium body - perfectly balanced between the various aromas.



**ABV** 5.2%      **SIZE** 500ml

## WINE COLLECTION



The recipe for these sensational tastes have been kept a secret in the family and passed on from generation to generation for over 90 years!

# Hitzkopf Classic Gluhwein

## An Authentic German Mulled Wine

Rich, spicy, and bold! Handcrafted from fresh fruits enhanced with a secret blend of spices. Hitzkopf Gluwein transforms cinnamon, cloves, orange and lemon flavours into a festive winter classic. The special thing about Hitzkopf Mulled Wine is that the base is high-quality fruit wine and not low-grade red wine. No wonder it has taken all the UK Winter Christmas Markets by storm!

**ABV** 5.5%      **SIZE** 375ml, 1L, 10L



# Hitzkopf Baked Apple

## A Bavarian Classic

Take an aromatic leap into the world of time-honoured German cider with Baked Apple. The golden colour is complimented with the soothing flavour of our spices. Hitzkopf Baked Apple breathes a rich smell of freshly baked apples straight out of the oven with aromas of cinnamon and vanilla to give the perfect festive feeling!

**ABV** 5.4%      **SIZE** 375ml, 1L, 10L





From the sourcing of best fruits to up-to-date processes, **Hitzkopf** (Bayernwald) follows the passion for excellent fruit enjoyment as a traditional and nature-conscious family-owned company. Vegan and gluten free!

# Hitzkopf Toffee Apple

## Sweet, Sticky and Seductive

For those who like to indulge. Hitzkopf Toffee Apple cider, made from ripe apples, breathes cinnamon, vanilla and toffee aromas. A modern twist to a Bavarian classic. Spiced, mulled wine for those who have a sweet tooth,

**ABV** 5.4%      **SIZE** 1L, 10L



# Hitzkopf Kinderpunsch



## A Delicious Alcohol-Free Punch

This fruity hot drink combines the juice of apples, currants and elderberries, seasoned with cinnamon and cloves. To be enjoyed by both children and adults, A perfect substitute for an alcohol-free edition of Hitzkopf Classic Gluhwein.

**ABV** 0.0%      **SIZE** 1L, 10L

WINE COLLECTION

# Winter Serrco<sup>®</sup>



# Winter Secco

## A Festive Sparkler

Fresh and Smooth! Our latest addition to our portfolio just in time for Winter!

Winter Secco transforms a secret combination of spices into a festive Winter sparkler! On the palate, you can taste the subtle flavours of wintry spices like cinnamon and cloves to name a few. The basewines and spices are carefully blended to give this seasonal sparkling wine a unique and special taste.

**ABV** 8.4%      **SIZE** 750ml





**Franz Stettner & Sohn** is one of the largest distilleries in Bavaria. Everything began with a bottle of lemon liqueur on 12 July 1949. Since then, the firm has passed into the hands of its third generation. Included in their portfolio, you will find the most diverse fruit brandies and liqueurs.

## STETTNER EIERLIKÖR

### Rich, Creamy Elegance

This delicious eggnog liqueur has a pleasantly aromatic aroma with a creamy, sweet flavour. Goes fantastically with other spirits as well such as bourbon!

**ABV** 20%    **SIZE** 350ml, 500ml, 1L



## STETTNER WALNUSSLIKÖR

### Wonderfully Walnutty

This golden-yellow walnut liqueur with wine distillate possesses a sweet and nutty aroma and flavour. This liqueur is not only great for drinking as a digestif, but also delicious for baking.

**ABV** 30%    **SIZE** 500ml



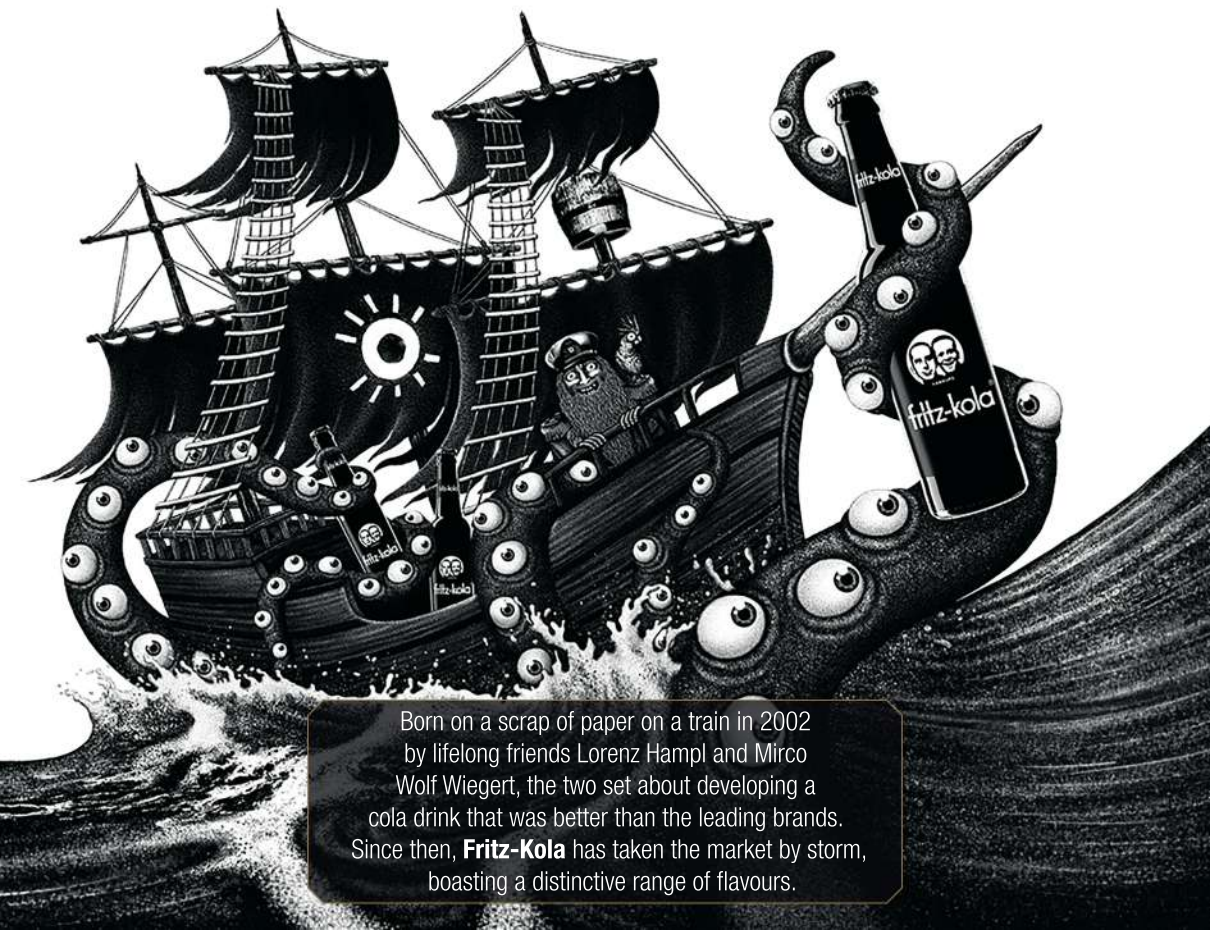
## STETTNER AMARETTO MANDELLIKÖR

### Amazingly Almondy

Light almond brown in colour.  
The taste is fairly sweet with strong almond notes.

**ABV** 20%    **SIZE** 1L





Born on a scrap of paper on a train in 2002 by lifelong friends Lorenz Hampl and Mirco Wolf Wiegert, the two set about developing a cola drink that was better than the leading brands. Since then, **Fritz-Kola** has taken the market by storm, boasting a distinctive range of flavours.

## FRITZ-KOLA

One of the fiercest kolas in the world! With 25mg of natural caffeine per 100ml, it has real kola nuts - an unmistakable get-me-up!

**SIZE** 24x330ml



## FRITZ-KOLA SUGAR FREE



The slimline sister. This Fritz Kola will also keep you wide awake - sugar free but with a full dose of caffeine.

**SIZE** 24x330ml

## FRITZ-LIMO LEMONADE

A sour little devil among their drinks: the lemonade. Less sweetness, more refreshment with 6% lemon juice and 1% orange juice, cloudy and unfiltered.

**SIZE** 24x330ml




## FRITZ-LIMO ORANGEADE



High aroma and fantastic tasting, Fritz Kola's formula for a fruity orangeade is over 10% pure orange juice, enriched with mandarin and lemon juice.

**SIZE** 24x330ml



Since 1953, the **Köhler** company from Hainburg has been producing its popular chocolate kisses every day, using fresh natural products and preserving its little secret in the production of the creamy, light foam.

**Köhlerküsse Advocaat**

Advocaat flavour filling, covered with dark chocolate, sprinkled with yellow sugar pearls

**Köhlerküsse After Eight**

Peppermint flavour, covered with dark chocolate, white mint chips and green dust

**Köhlerküsse Amaretto**

Foam with amaretto flavour, covered with dark chocolate and brown sprinkles

**Köhlerküsse Blueberry**

Blueberry flavour filling, covered with dark chocolate and blueberry fruit chips

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**Köhlerküsse Cappuccino**

Cappuccino flavour filling, covered with dark chocolate, sprinkled with coffee chips

**Köhlerküsse Caramel**

Caramel flavour filling, covered with dark chocolate and caramel tasty crunch

**Köhlerküsse Champagne**

Foam with champagne aroma, covered with dark chocolate and gold coloured sugar

**Köhlerküsse Cinnamon**

Cinnamon flavour, covered with dark chocolate, sprinkled with cinnamon and sugar

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**Köhlerküsse Dark Chocolate**

Classic filling, covered with dark chocolate

**Köhlerküsse Dark Coconut**

Classic filling, covered with dark chocolate and grated coconut

**Köhlerküsse Gingerbread**

Gingerbread flavour filling, covered with dark chocolate and wafer pieces

**Köhlerküsse Hazelnut Brittle**

Classic filling, covered with dark chocolate, sprinkled with hazelnut brittle

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**Köhlerküsse Honey & Almond**

Honey & almond flavour filling, covered with white chocolate, sprinkled with sliced almonds

**Köhlerküsse Irish Cream**

Irish cream flavoured foam, covered with dark chocolate and green sprinkles

**Köhlerküsse Lime**

Lime flavour filling, covered with white chocolate and lime chips

**Köhlerküsse Marzipan**

Marzipan flavour filling, covered with dark chocolate and sliced almonds



**Köhlerküsse Milk Chocolate**

Classic filling, covered with milk chocolate

**Köhlerküsse Milk Coconut**

Classic filling, covered with milk chocolate, sprinkled with grated coconut

**Köhlerküsse Mocca**

Coffee flavour filling, covered with dark chocolate and a chocolate mocha bean

**Köhlerküsse Mulled Wine**

Mulled wine flavour filling, covered with dark chocolate and red coloured sugar

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**Köhlerküsse Orange**

Orange flavoured foam, covered with dark chocolate and orange fruit chips

**Köhlerküsse Plum**

Plum flavour, covered with dark chocolate, sprinkled with violet powder sugar

**Köhlerküsse Raspberry**

Raspberry flavour filling, covered with dark chocolate and raspberry fruit chips

**Köhlerküsse Rocher**

Hazelnut nougat flavour, covered with dark chocolate and roasted nuts

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**Köhlerküsse Rum & Raisins**

Rum flavour filling and raisins, covered with dark chocolate and sliced roasted almonds

**Köhlerküsse Stracciatella**

Classic filling, covered with white chocolate, sprinkled with cocoa nibs

**Köhlerküsse Vanilla & Cherry**

Amarena cherry flavour foam with an Amarena cherry on top, covered with dark chocolate

**Köhlerküsse Whisky**

Foam with whisky flavour, covered with dark chocolate and white and brown sprinkles

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**Köhlerküsse White Chocolate**

Classic filling, covered with white chocolate

**Köhlerküsse White Coconut**

Irish cream flavoured foam, covered with dark chocolate and green sprinkles

**Köhlerküsse White Strawberry**

Foam with strawberry flavour, covered with white chocolate and red strawberry chips

**Köhlerküsse Zebra**

Classic filling, covered with white chocolate and dark chocolate stripes



ESSENDORFER  
GENUSSCHMELZEREI



After several years of culinary development, Andreas **Essendorfer** and his team now cook and mix the creative taste explosions which you can find in their selection of fruit spreads and pestos. Made for the food lovers!

## APRICOT PASSIONFRUIT

Apricot Passionfruit combines both home and afar and is perfectly suited as a coulis. You must try this fruit spread with ice cream and flour-based dishes, muesli or refined cookies.

**SIZE** 330g



## CHARMING FIGS

Give your aromatic or mild cheese a treat and add some of this delicate fruit spread! A fantastic combination of figs and pear with a hint of vanilla.

**SIZE** 330g



## DARK HUMOUR

Schwarzer Humor - literally "black humour" - is a seedless variety of blackcurrant crying out to be eaten with cheese! Perfect on bread, with muesli or on desserts and ice-cream!

**SIZE** 190g



## FRUIT & FAIRY

This velvet fruity treat will seduce you into elf kingdom. A mouth-watering mix of apricot, passionfruit and white chocolate.

**SIZE** 330g





In **Essendorfer**©kitchen, the sense of outstanding taste is always in the foreground, while the fresh and if possible regional produce are processed with love into the exciting **Essendorfer** range.

## GINGER BREAD JELLY

A delicious Christmas fruit spread made with Hitzkopf Baked Apple Mulled Wine. Add it to your dessert, yogurt, or ice cream. Because every season is Christmas season!

**SIZE** 330g



## HERBS AGAINST STUPIDITY



Herbal pesto from a different dimension. The soothing effect of parsley and basil stimulates your senses and leaves you absolutely satisfied with this culinary delight.

**SIZE** 175g

## ORANGE BITTER SWEET

This bittersweet symphony is no longer just the name of a well-known English band. We've given our previous pesto a fresh coat of paint and added a tinge of orange peel for a fruity experience.

**SIZE** 190g



## WHITE STRAWBERRY



A fruity liaison, ideal for brunch or in your homemade cake. Once tried, you will never again want to do without our strawberry elderflower delight for -Christmas!

**SIZE** 330g

A woman and a young girl are standing outdoors in a festive, snowy environment. The woman is wearing a teal knit beanie, a grey and white striped scarf, and a grey coat. She is holding a dark blue mug with white polka dots. The girl is wearing a pink knit beanie with a pom-pom, a purple puffer jacket, and a grey fur-trimmed hood. She is also holding a dark blue mug with white polka dots. They are both smiling and looking towards the camera. The background is filled with warm, golden lights and blurred figures of people, suggesting a winter festival or market. Snow is falling around them.

TO FIND OUT MORE ABOUT OUR  
PRODUCTS CONTACT US AT  
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