



## The „Magic drink from the Rhön“ comes to the SIAL.

The legendary soft drink, formerly invented at a small country brewery in the Bavarian Rhön in the heart of Germany, is by far the most successful newcomer within the market of the non-alcoholic refreshment drinks since years. – The story behind:

Following from the declining beer business since the mid 80's the brewery has needed a second basis to exist. At that moment brew master Dieter Leipold has had the idea to make healthy lemonade – by brewing, of course, without any chemicals, purely organic through the fermentation of natural raw materials. It has appeared to be a genius but paradox idea, for from natural fermentation generally results alcohol if sugar is involved.

After ten years of research and development the basis for BIONADE has been found: Due to a specific culture of natural micro-bacteria to be used in the process, exceptionally there results no alcohol but gluconic acid – the mildest organic acid that has fundamental health benefits in contrast to the common basic materials (i.e. citric or phosphate acid) of the industrial production of lemonades. This pioneering technology equals in a quantum leap concerning the production of non-alcoholic refreshment drinks.

Strength of its unique organic nature BIONADE, by the official German food regulations, has been determined to be a beverage class of its own. It stands for a completely new generation of soft drink that is with regard to technology, quality and taste significantly different from lemonade that is as a rule synthetically made.

When in 1995 BIONADE has become ready to market, the brewery has nearly been at an end. The development has eaten up most of the money and nobody has wanted to buy the product. But what to do without advertising millions? Only after several years of lean time the upward trend has begun as the result of a full marketing re-launch. Following to the strategic guideline "Let the product speak for itself and let the others talk about" BIONADE by its charismatic soul finally has succeeded to touch the hearts of the media and the public.

Surfing on a big wave of word-to-mouth advertising and editorial publicity (see press archive: [www.bionade.com](http://www.bionade.com)) the "Magic drink from the Rhön" (a quotation from the famous German manager magazin) since about 2 ½ years is seeing a boom of consumer demand that breaks all records. Far more than 60 million bottles of it will be consumed this year and there is no end in view. Since today at the latest BIONADE is an established market factor in Germany: A real folk-drink that is said to be "cool" and that has even already reached a cult status in the social scene.

Its specific product features and charismatic brand appearance make BIONADE the ultimate soft drink for wellness and fitness – an organic drink without any eco-ideology that meets the lifestyle and the spirit of the age like no other soft drink brand does.



Thus, it is not surprising that BIONADE Ginger-Orange, the newest product in the line, this time has won even **2 SIAL d'OR**: One for the most successful innovation in the German food trade and the other one for the most successful international beverage innovation.

By this occasion now BIONADE heartily welcomes its guests from France and from all over the world at the SIAL on stand 6 G 0 29.

**BIONADE. A refreshing change.**



Contact: BIONADE International GmbH Ostheim/Rhön [mail@bionade.com](mailto:mail@bionade.com)

Press archive (German/International): [www.bionade.com](http://www.bionade.com)