

# UNDERBERG

## Green Flag Spirits:

“Underberg bitters are usually a good sign that a bar values quality while still keeping things lighthearted. They don’t signal a massive spirits collection or an exclusive atmosphere — more often, they suggest a touch of grit and a laid-back, unpretentious vibe.” -Vinepair

**‘The German Digestif We Can’t Live Without’** - HuffPost

**Year Founded:** 1846

**Region:** Rheinberg, Germany

**Founders/Distillers:**  
Hubert Underberg

**Fun Fact:** The original Rheinberg herbal digestif in which five generations of the Underberg family have manufactured in Rheinberg, according to the secret SEMPER IDEM procedure.

-Sustainable-

The finest selection of aromatic herbs from 43 countries is subjected to comprehensive receiving inspections. In addition to visual and sensory control, these herbs are tested in certified labs, applying more than 250 individual criteria. After having passed this test, they are treated in accordance with the secret “SEMPER IDEM” procedure developed by the

Underberg family. This is followed by several month-long maturation periods in casks made of Slovenian oak. Finally, the Rheinberg herbal digestive is filled into our typical single-portion bottle with its unique straw-colored paper-wrapper. The Rheinberg herbal digestive is a very special after-dinner drink, and is served in more than 100 countries, as a crowning finale to gourmet meals or hearty snacks. Underberg provides the herbal kick after any main course. Simply pouring it into a glass will activate your senses. A brilliant shade of amber. You’ll be able to discern herbal scents, spices and a bit of Christmas. Now take a small sip and be aware of the full taste of herbs that begin to unfold with a slightly sweet note, at the tip of your tongue.



# SANGRITA

## ¡VIVA MÉXICO!

Where does Sangrita come from?

In Mexico, the term “sangrita” refers to a spicy mixture of tomato juice and various fruit juices.

Heinrich Riemerschmid became acquainted with this drink on a trip to Mexico and brought back a particularly tasty recipe. This was further improved and finally in 1965 Sangrita was introduced as the first drink of its kind in Germany. Heinrich Riemerschmid trademarked the name Sangrita. Since its launch, Sangrita has enjoyed a veritable triumphant advance in Germany and remains the market leader by far.

Sangrita owes its great popularity not only to its unique taste, but also to its witty label design.

Sangrita is the hearty and fiery snack without alcohol. It is made according to an original Mexican recipe from pure juices and fiery spices. Sangrita offers many ways of use, on its own or in a cocktail. And when cooking, Sangrita gives a fiery note to many dishes.



### Sangrita Picante

Dive into the spicy world of Sangrita Picante. Straight from Mexico, Sangrita Picante brings you an explosive blend of tomato and fruit juices, enriched with even more spicy spices. This all-rounder not only makes your cocktails a highlight, but also makes your kitchen shake. Whether for enhancing meat dishes, salads or sauces, or as a kick for tacos or chili con carne – Sangrita Picante is your secret to real Mexican fire.