

Press kit

**Alpine  Brands**

Press release

## **ALPINE BRANDS: “We’re passionate about traditional Austrian brands!”**

ALPINE BRANDS is aware that preserving traditions means innovating with care. The Austrian company specialises in the marketing and distribution of Austrian food and beverage brands, some with a tradition dating back one hundred years or more. It upholds and continues those traditions with passion and authentic brand experiences.

For further information,  
see [www.alpinebrands.at](http://www.alpinebrands.at).

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**GOAL**

*Puchheimer*



**Attnang-Puchheim** – Can you still remember the rustling sound the straw wrapper made as you eagerly tore it off your GOAL fruit juice box? Do you still have recollections of the icy-cold freshness of Gasteiner mineral water on family trips to the Gasteiner Valley that the brand is named after? Or were you one of those kids who would prise apart the crispy wafer sheets of AUER triangle wafers to get to the delicious hazelnut cream first? Many Austrians share such childhood memories – and still cherish them today. Traditional brands such as AUER and GOAL, as well as Gasteiner, Honigmayr, Puchheimer and Blaschke, continue to be integral to Austria's food culture and everyday family life. Such brands, some of which were established over one hundred years ago, are undoubtedly part of the Austrian identity. No matter when and where, they always make young and old, in

Austria and abroad, beam with delight. Memories are awakened, and every bite or sip creates new and lasting culinary sensations. ALPINE BRANDS is here to ensure that remains the case. CEO Thomas Redl and his team display the same passion and visionary drive that the brand founders – from master confectioner Johann Blaschke to apiarist Sepp Mayr – demonstrated when developing their products:

» Strong brands are our passion. We lend them the voice that they deserve, in keeping with their Austrian origin and traditions because that is what makes them distinctive and unique. «

– Thomas Redl, CEO

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## Exported from Austria to all corners of the world

ALPINE BRANDS focuses on the creation of authentic brand experiences to ensure that consumers stay enthusiastic about the products. The company successfully straddles the line between tradition and modernity by preserving the values of the brands, while also adapting them to constantly changing markets and customer needs worldwide. After all, it is not only in Austria that Gasteiner, AUER, Honigmayr, GOAL, Puchheimer and Blaschke are household names. Just as many people immediately associate Austria with Mozart, so do typical Austrian products spring to mind. That includes the traditional brands mentioned above that have long been renowned abroad. **"Many people in Austria and abroad see those brands as part of their home country or Austria. We are aware of the responsibility that means for us. We are fully committed to optimally developing the brands based on their traditions,"** says ALPINE BRANDS CEO Thomas Redl, who, together with his marketing and distribution team, has many years of experience in the food and beverages industry and benefits from international expertise. Traditional Austrian brands could not be in better hands.

Brands

## About ALPINE BRANDS

ALPINE BRANDS, based in Attnang-Puchheim in Upper Austria, specialises in the marketing and distribution of traditional Austrian brands in the food and beverage segment. The company's brand range includes Gasteiner, AUER, Honigmayr, GOAL, Puchheimer and Blaschke. ALPINE BRANDS focuses on creating authentic brand experiences that help keep the brands up-to-date on constantly changing domestic and international markets, while respecting their values and traditions.

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see [www.alpinebrands.at](http://www.alpinebrands.at).

The Alpine Brands  
brand portfolio at a glance:



**GOAL**

*Puchheimer*



# Das Alpine Brands Markenportfolio im Überblick:



## Gasteiner

From the highest peaks.  
With the power to move  
mountains.

Gasteiner crystal-clear water is purest mountain water, flowing from the highest peaks at over 2,200 meters above sea level, in the original and virtually untouched High Tauern National Park, a rare exception today.



## AUER

100 years AUER.  
Delicacy x crispness



AUER has been at the forefront of Austrian baking since 1920. Thanks to their taste, consistency and form, AUER wafers are distinctive and unique – they are made to be shared and turn delight into a memorable experience.



## Honigmayr

The pure taste of nature.

The honey in each Honigmayr jar is 100% natural. Over 100 years of experience, close contact with apiaries in Austria and the best regions of the world and focus on its core competence have made Honigmayr the ultimate partner for honey in the retail and gastronomy sectors.



## GOAL GOAL

Refreshing fun for the family

GOAL makes refreshing and convenient drinks from popular fruits, whether in a handy carton or PET bottle for when you're on the go. GOAL offers tasty drinks with no need for a guilty conscience. Our refreshing drinks are healthier than most soft drinks, but more drinking fun than water.



## Puchheimer

Simply exceptional

We are proud to have been distilling since 1857. That history defines our brand and makes us what we are today. Our love of detail, care and selection of ingredients are all geared to the extraordinary moment when you savour our products, whether in retail or gastronomy.



## Blaschke

Austrian confectionery  
tradition since 1921



The original Blaschke coconut macaroon was invented by master confectioner Johann Blaschke in Traiskirchen in 1921. Since then the Blaschke coconut macaroon has been a favourite treat among Austrians and has long gained "cult status" thanks to the perfect combination of select ingredients and quality.



# Alpine Brands

Passion for taste

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