



Press release

## Siegfried Rheinland Dry Gin goes to Hollywood: Premiere for the exclusive edition "Birds of Prey (and the Fantabulous Emancipation of One Harley Quinn)"

**The Rheinland Distillers GmbH – producer of the highly awarded “Siegfried Rheinland Dry Gin” – partners with Warner Bros. Pictures’ upcoming DC Action Adventure**

Bonn, January 2020 – In 2020 fans of superhero films and gin are twice as happy: On February 6, “**Birds of Prey (and the Fantabulous Emancipation of One Harley Quinn)**”, with lead actress Margot Robbie (known from “Suicide Squad”, “The Wolf of Wall Street” and “Once Upon A Time...in Hollywood”) starts in German cinemas. Rheinland Distillers from Bonn are the exclusive spirits partner of the movie and therefore market their signature “Birds of Prey” edition from their Siegfried Rheinland Dry Gin for the film launch of the new action-packed DC film.

**A Perfect Pairing:** “With this great opportunity to partner with Warner Bros. and ‘Birds of Prey’, SIEGFRIED is following in the footsteps of industry giants. Our gin is sold in 13 countries around the world and has already achieved cult status with many fans – but we never imagined to connect a little piece of Hollywood with our gin. That’s an honor for us as a startup from Bonn,” say **Raphael Vollmar** and **Gerald Koenen**, Managing Directors of Rheinland Distillers GmbH.

Style, colours, a little bit of punk and pop culture, and the power of people coming together and celebrating life are all aspects of “Birds of Prey” and are also important qualities for Rheinland Distillers. Siegfried Rheinland Dry Gin is already known for its unique and colorful bottle designs and original collaborations. Also, the main character and the spirits innovators are both rebels: Harley Quinn is an anti-heroine in Gotham City, and the Bonners, with their radical ideas, are responsible for fresh ideas in the bar and beyond.

The exclusive edition “Birds of Prey” by Siegfried Rheinland Dry Gin will be available from mid-January 2020 at German retailers (RRP 29.90 Euro) and in Switzerland. Further information is available at [www.siegfriedgin.com/birdsofprey](http://www.siegfriedgin.com/birdsofprey) and on Siegfried Rheinland Dry Gin at [www.siegfriedgin.com](http://www.siegfriedgin.com). Press material is available on individual request and in the press area at [www.siegfriedgin.com/presse](http://www.siegfriedgin.com/presse).

Our central press contact Chérine De Bruijn is available for editorial questions. A specimen copy after publication is kindly requested.

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RHEINLAND DRY GIN

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#### About Rheinland Distillers GmbH

Founded at the end of 2014, Rheinland Distillers GmbH is trading its products in 13 countries. After Siegfried Rheinland Dry Gin (2015), which according to a Nielsen study is the top-selling German gin without industrial participation, and encore Vodka (2017), Siegfried Wonderleaf (2018) is the third premium product in the Rheinland Distillers portfolio to be launched.

The Bonn-based company is known for its radical ideas and creative cooperations, which provide a breath of fresh air in the bar scene and various industries. These include their first alcohol-free alternative "Siegfried Wonderleaf", the world's first ampoule treatment "Siegfried Hydro Vital Boost Men" for well-groomed men's skin in cooperation with EUBOS® or the "Limited Edition" in cooperation with edding® according to the motto "Paint colourful instead of drinking beautifully" ("Bunt malen statt schön trinken").

Thanks to the high quality standards of its founders Raphael Vollmar and Gerald Koenen, Siegfried Rheinland Dry Gin has become the world's most highly decorated gin ([www.siegfriedgin.com/awards](http://www.siegfriedgin.com/awards)). Rheinland Distillers GmbH also receives awards for the overall design of its products. Siegfried Rheinland Dry Gin is the 2018 winner of the German Design Award in the Packaging category. For the bottle design of encore Vodka they received an award for product innovation in glass from the Aktionsforum Glasverpackung in 2018. | [www.siegfriedgin.com](http://www.siegfriedgin.com) | [www.rheinlanddistillers.com](http://www.rheinlanddistillers.com)

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