

Press Release

Gin in Style: New Siegfried bordbar ready for take-off

Rheinland Distillers – makers of the most highly awarded gin in the world – and the manufacturing company bordbar present their first mini bar airplane trolley for perfect gin delight

Bonn/Cologne, June 2019 – “Fine Spirits Meet Exclusive Design Furniture“– this is a match made in heaven for gin and design lovers. Rheinland Distillers and bordbar have created and brought the world’s first Siegfried bordbar to market maturity.

How did this cooperation start out? The partners were introduced to each other in Rhineland, Germany last year and during this first meeting they already came up with the idea to enter this unique cooperation: “bordbar has always been a company we admired. Their high standard of quality is ideally suited to our brand essence here at Siegfried. We realised during our first meeting that there is no such thing as a mobile mini bar that is designed for perfect gin enjoyment as well as a pleasure to the eye. We decided then and there that it had to become a reality”, say Raphael Vollmar and Gerald Koenen, CEOs of Rheinland Distillers.

The Siegfried bordbar was developed with lots of love and attention to detail. The partners on both sides came together to share and combine their expertise – the two spirit-innovators contributed their knowledge and experience regarding the ideal equipment and bordbar took care of the design and production of this new model series.

“Rethinking and taking spirits a step further” – this is the Siegfried makers’ passion. The launch of the non-alcoholic alternative Wonderleaf in 2018 has changed the face of the bar scene since and become market leader in the German speaking parts of the world. The Bonn-based enterprise has found the ideal partner for a cooperation in bordbar, who share their love for premium quality, style and trend awareness. This can be seen and felt in the exclusive workmanship of a Siegfried bordbar: the materials are sourced from the aviation industry and are therefore subject to the most stringent of standards. Manually applied rivets join the aluminium and stainless steel. Clever tools and equipment, which are must-haves for gin perfection according to Rheinland Distillers, round off this functional trolley model.

Who is the Siegfried bordbar intended for? “We have created the perfect mini bar for gin fans and design lovers”, says Raphael Vollmar of Rheinland Distillers. The target audience are people with an eye for premium quality and smart design who like to celebrate the finer things in life. Valentin Hartmann, CEO of bordbar design GmbH, adds: “It is our mission to consistently set new benchmarks with our trolley expertise. We have been toying with the idea of a mini bar for a while now and this perfect symbiosis with Siegfried has allowed our ideas to become a reality. We have created yet another one of a kind bordbar. Who knows – maybe one day it will be a design classic that can be found in many home bars.”

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RHEINLAND DRY GIN

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WONDERLEAF

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The Siegfried bordbar is available as of June 2019. The estimated delivery time is currently three weeks. The price (RRP) is 1,998.00 Euro including VAT. It can be purchased directly from bordbar at <http://siegfried.bordbar.de/> or selected interior design shops and suppliers in our bordbar network.

Further details can be found on both partners' websites <https://www.siegfriedgin.com/bordbar/> and <http://siegfried.bordbar.de/>. The sales launch is also supported on social media (Facebook and Instagram).

Pictures for media will be sent upon individual request.

About Rheinland Distillers GmbH

Rheinland Distillers GmbH was founded at the end of 2014 and their products are available in 13 countries. According to a Nielsen study, Siegfried Rheinland Dry Gin (2015) is the bestselling German gin without industrial participation. It has paved the way for other premium products such as encore Vodka (2017) and Siegfried Wonderleaf (2018) in the Rheinland Distillers market portfolio. The high standards of quality shared by founders Raphael Vollmar and Gerald Koenen have made Siegfried Rheinland Dry Gin the most highly awarded gin in the world (www.siegfriedgin.com/awards). The Rheinland Distillers GmbH's product design is also highly acclaimed. Siegfried Rheinland Dry Gin is the 2018 winner in the "Packaging" category of the German Design Award. The bottle design of encore Vodka also received an award for glass product innovation by "Aktionsforum Glasverpackung" in 2018.

About bordbar design GmbH

bordbar – the name stands for the transformation of authentic airplane trolleys into timeless design objects for private use since 2006. Customers include not only collectors of unique design, but also companies that use the trolleys at trade fairs, for promotion and marketing purposes or even as mobile office furniture. Highest quality standards and functionality paired with the distinctive bordbar design are the basis for the Cologne-based company's success. Trolleys with specialised interiors or specific functionalities offer endless possibilities.

bordbar is passion. Passion for what we do. The passion to put old furniture to new use in a different context is the root of bordbar's venture. In the beginning, there were discarded cinema seats and lockers made of sheet metal. Eventually, the airplane trolleys found their way into the bordbar workshop. The idea to transform a scrapped industrial product into a piece of design furniture was a huge success and consequently the company was founded with 287 used airplane trolleys in 2006. The one-man-show evolved into a global player in just a few years.

In case of further questions please contact our press officer Chérine De Bruijn directly.

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