



Press release

Fly away with SIEGFRIED – first gin vending machine opens at Cologne Bonn Airport

20 September 2021 (Cologne/Bonn) – "With SIEGFRIED, we want to share the Rhineland spirit with the world" – Raphael Vollmar and Gerald Koenen set out with this vision when they founded Rheinland Distillers GmbH in 2014 with 4,000 euros and 100 percent passion for their favourite spirit. Today, the Rhinelanders are indispensable in the field of high-quality spirits, their international award-winning SIEGFRIED Rheinland Dry Gin is respected worldwide and with market leader "Siegfried Wonderleaf" they are also pioneers in the field of non-alcoholic distillates as the first spirits producer. Now the time is ripe to reach new heights with their vision. In the view of the founding duo, there is nowhere better to make this a reality than at one of Germany's largest commercial airports. And Cologne Bonn Airport sees it the same way – with the result that on 18 September, SIEGFRIED opened its first Travel-Value Store in the security area of Terminal 1 – the hub for millions of passengers from around the world.

"We are very proud to welcome SIEGFRIED as a partner at our airport. SIEGFRIED is not only innovative and creative, it is also a perfect embodiment of the Rhineland in all its facets. SIEGFRIED's alcoholic and non-alcoholic ranges are a perfect fit for our concept of offering our passengers a unique shopping experience. In future, our passengers will be able to take a piece of the Rhineland with them in their hand luggage", explains **Johan Vanneste**, President & CEO of Flughafen Köln/Bonn GmbH.

At the centre of the almost 100 square meters in a premium location, stands what is possibly **the world's first gin vending machine**, where passengers can purchase Rheinland Distillers' products at standard market prices and sizes (0.5 litres), paying by card. In keeping with the motto "Say Hello to Siegfried," the gallery wall shows some of the most important milestones in the startup's history, as well as a selfie spot for the social media community.

"We are proud and grateful that in Cologne Bonn Airport we have found a partner who so actively supports our dream of taking the brand to the world," says **Raphael Vollmar** of SIEGFRIED. "In the seven years that SIEGFRIED has been on the market, we have experienced a lot of surprises and exciting collaborations. Cologne Bonn Airport's engagement is definitely one of them and we are very grateful for it. And of course, we are even more pleased to see passengers having fun discovering SIEGFRIED's home and taste," adds **Gerald Koenen** of SIEGFRIED Gin.

The Rhinelanders are known for their unconventional ideas and creative collaborations. These include the "Limited Art Edition" of SIEGFRIED Rheinland Dry Gin including a crypto-art auction, which was created in May 2021 with the world-famous graffiti artists "OneUnitedPower" (1UP) or the first limited edition of the alcohol-free alternative "Wonderleaf" together with edding® and the exclusive edition of "Siegfried

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Köln Bonn Airport



Rheinland Dry Gin" for the film release of the Warner Brothers/DC blockbuster "Birds of Prey (The Emancipation of Harley Quinn)" in 2020.

Details of SIEGFRIED's new Travel-Value Store at Cologne Bonn Airport and further information about the company are available at siegfriedgin.com. The press release and images are available for download at www.siegfriedgin.com/presse. For editorial inquiries, please contact Chérine De Bruijn.



Photo (from left to right): Raphael Vollmar and Gerald Koenen (Managing Directors, Rheinland Distillers GmbH), Tobias Lyssy (Director Business Development, Cologne Bonn Airport), Claudia Schwittay (Head Commercial Operations, Cologne Bonn Airport) | Credit: Rheinland Distillers GmbH

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Köln Bonn Airport



About Cologne Bonn Airport

Cologne Bonn Airport is one of the most important commercial airports in Germany and the 8th largest European cargo airport. Geographically, it is located in one of the most densely populated and one of the largest import and export regions in Europe. About 16 million people live and work within a 100-kilometer radius of the airport. With passenger traffic and air cargo, Cologne Bonn operates two almost equally large business segments. The airport is the centre of mobility and logistics and is of outstanding importance for the people and companies in North Rhine-Westphalia. Visit www.cologne-bonn-airport.com.

About Rheinland Distillers GmbH

Founded with a starting capital of 4,000 euros in 2014, Rheinland Distillers rapidly developed into one of the world's most successful gin producers. The currently most highly decorated "Siegfried Rheinland Dry Gin" (2015) was followed by the second premium product "Siegfried Wonderleaf" (2018). With this, the Rhinelanders became the world's first spirits brand to launch an alcohol-free alternative under its alcoholic SIEGFRIED label. As the market leader for non-alcoholic distillates in German-speaking countries and with an eye on the legendary gin success story, founders Raphael Vollmar and Gerald Koenen are pioneers in consciously combining both worlds – alcoholic and non-alcoholic enjoyment. | www.siegfriedgin.com

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WONDERLEAF