



**Good health without alcohol!**

## **Aperitivo, Mojito, VirGIN Tonic: Mix your drinks 1:9 - alcohol-free! Höllinger introduces alcohol-free cocktail syrups for adults**

**Pressbaum – 18th of January 2024** The growing demand for non-alcoholic beverages got the restaurants and retailers to pay attention. Until now, one has often failed to find any flavourful alcohol-free drink alternative on the drinks menu or in a supermarket. By launching three innovative bar cocktail syrups Aperitivo, Mojito and VirGIN Tonic, Höllinger is responding to this emerging and mindful consumer trend. Full of flavor, completely alcohol free.

### **Fancy an Aperol Spritz during your lunch break?**

No problem! With the new cocktail syrups from Höllinger, you can enjoy the drinks consciously and alcohol-free – without sacrificing the taste. Gerhard Höllinger explains: "We have all been there: toasting with a lemonade and getting the discouraged looks. It is about time that there is a proper alternative for adults, which makes social gatherings exciting for all of the guests. Sharing a toast should be fun, whether you drink alcohol or not." The finest Selection is available to the restaurants and retail outlets.

### **Mix your perfect drink**

The end consumers can now create that holiday feeling at home by mixing the new Höllinger's cocktail syrups on their own. Drinks need to be mixed at a ratio of one part cocktail syrup to eight parts soda water, garnished with a slice of orange (Aperitivo), lime (Mojito) or lemon (VirGIN Tonic) and full of ice cubes. Nothing says 'vacation mode' like a perfect summer drink at a garden party, in the rooftop bar or at your own brunch at home. The finest Selection is available online at the Höllinger online shop or Amazon.

### **Höllingers creativity and innovation are enriching the gastronomy sector**

The Höllinger cocktail syrups are versatile, tasty and easy to handle. The non-alcoholic cocktail syrups Aperitivo, Mojito and VirGIN Tonic are mixed at the ratio 1:9 and perfectly complete sophisticated cocktails or mocktails. "Professionals behind the bar benefit from the simple and quick preparation. It is perfectly clear that a non-alcoholic alternative is a must on any drinks menu in 2024. The days of watching others enjoy cocktails while drinking water are over," says Gerhard Höllinger, who developed the finest Selection together with his team. Whether at the after-work drinks or at a cozy garden party, Höllinger's aperitivo celebrates every moment.

### **Mindful Drinking: sparkling taste alcohol free**

Conscious nutrition and mindful alcohol consumption are no longer trends, but have become a part of our lifestyle. The Höllinger company, which is known for its innovative, organic products, is now launching an alcohol-free cocktail syrup range. Gerhard Höllinger clarifies: "Everyone is talking about the importance of moderate drinking. With our cocktail syrups, we want to offer an alternative that focuses on responsible enjoyment. Whether with or without alcohol, everyone should be able to have fun and feel good." The premium-quality cocktail



syrups are offered both to the restaurants and to the retailers in a high-quality 500 ml glass bottle.

### **The future: international export**

Gerhard Höllinger and his team are exporting their organic product range to over 42 countries worldwide. High hopes and expectations are set for the new cocktail syrup range as well: "Alcohol-free is an upward trend across the globe, and we want to be a part of this movement.

### **About Höllinger**

Innovative and high quality organic fruit juices are what Höllinger is known for. It all began in 1997, when Gerhard Höllinger introduced the first directly pressed, naturally cloudy apple juice made from Styrian apples to Austrian food retailers under the mission statement "For our children, the best quality is just good enough". The basic values of that time - simplicity, naturalness & flexibility - are still in focus today: simple as well as delicious recipes without additives and the flexibility to react to current taste and nutrition trends have ensured the company its successes. Today, Höllinger exports its wide range of high-quality organic products such as organic fruit juices, organic soft drinks, organic school juices, organic cocktail syrups, organic sports drinks and organic shots to 42 countries worldwide. They bring the full taste of nature directly to the glass - as delicious as fruit fresh from the tree!

You can find more information at: [www.hoellinger-juice.at](http://www.hoellinger-juice.at)

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