

Ingwerer

It's fresh and it's strong – but not the humble 24% of alcohol do the trick, it's the raw spiciness in taste that lets you know what ginger really is all about.

But what is Ingwerer and what is its story?

2013

Peppe, a creative mind from Switzerland's capital Bern, had the idea of making a fresh and new kind of liquor based on ginger, the root of all roots.

He started experimenting in his own kitchen with only the best of ingredients like **organic apple juice, the purest of alcohol, the tastiest spices and of course: ginger!** While Peppe was improving his skills in developing the perfect taste, his friend Simon had the idea for a business, observing the buzz Peppe was creating in the community with this new drink that everybody wanted to try. So eventually Peppe and Simon had the perfect recipe and a business plan.



2017

Their hearts and vision in the right place, the two locals managed to raise interest in their product so much, that Ingwerer now has surpassed the hype it created in the city without any professional marketing or selling out to a distributor or bigger company.

Just a few years after everything started back home in Peppes private kitchen, people all over Switzerland appreciate the unique story behind the respected brand that rose from the Swiss Capital. It actually got so popular, that Peppe and Simon were able to build a Franchising in Vienna and start their own production in Berlin.

It's not only the strong and unique taste of the healthy ginger root that makes this drink so popular, it's also the many ways you can use it: You can drink it chilled or at room temperature and you can choose to shake the bottle before pouring to make it even more intense. Usually you drink it as a shot in good company, but if you are in the mood for a slower treatment, you can simply enjoy it on the rocks as well. Or even fix a delicious drink with one of the dozens of recipes the Ingwerer Community has created such as mixing it with Soda, Tonic, Beer, Gin or Prosecco to name a few basics.

The timing couldn't be more perfect because it seems that people around Europe start paying attention to handmade products again and resent the low cost assembly line output big corporations distribute almost for free. This is why Ingwerer is the perfect drink for a country that treasure quality and detail above all.

Facts

<i>Name:</i>	Ingwerer
<i>Place of Production:</i>	Berne, Switzerland
<i>Product:</i>	Handmade and organic ginger liqueur
<i>Vol.:</i>	24%
<i>Size:</i>	0.7l
<i>Taste:</i>	Sweet & spicy (gets spicier by shaking the bottle)
<i>Usage:</i>	Cocktails or neat

