

fritz-kola®

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fritz- manifesto.

awake – that's our thing.
together, doing good.
taking a stand.
sounds good!
anyway: good is always good.
good is committed.
good sounds the alarm.
good thinks about tomorrow.
good drinks from glass.
good is loud.

not only since yesterday.
since always.
without a break.
without a stop.
without an end.

in short:

good never sleeps.



fritz takes a stand.

we are committed to an open,
democratic society for everyone.

we are working on all aspects of
sustainability around the product.

we are actively campaigning
against poverty and homelessness
with „every bottle helps“.



black soul, colourful heart.

In politically turbulent times, we at fritz-kola loudly demonstrate our stance for an open and democratic society. Through social media, the press and in our direct communication, we as a black kola clearly position ourselves for a colourful and diverse world and support those who create it.



fritz writes history.



2002

With a few Euros and lots of determination, two Hamburg friends found fritz-kola in their shared flat. The mission: to create a better kola. Said and done.

2003

The first 170 crates of fritz-kola go into production.

2004

fritz gets fruity: fritz-limo lemon, fritz-limo honeydew-melon, fritz-limo apple-cherry-elderberry and the fritz-spritz apple spritzer become a part of the family.

2006

fritz-kola no sugar and caramel-coffee join the club and we go international - in the Netherlands, Spain, Austria and Switzerland.

2008

We're now a GmbH and start our own sales-team. At the Internorga we show off our first fritz 0.2l bottle.

2012

mischmasch joins our already colourful family, making it even more diverse.

2014

We're now called fritz-kulturgüter GmbH and not only do we have new 0.5l bottles, but our fritz-spritz Apple, Rhubarb and Grape are now organic-quality.

2018

The first organic kola is introduced. With the best organic ingredients, fair-trade cane sugar and no phosphoric acid.

2020

We start „drink from glass“ - our initiative for a system-change in the beverage industry.

2021

fritz is now in 27 european countries.

2022

fritz-kola superzero takes off - zero sugar, super taste.



fritz protects the environment.

over
480.000.000.000
plastic bottles
are produced every year.

not a single one
comes from us.



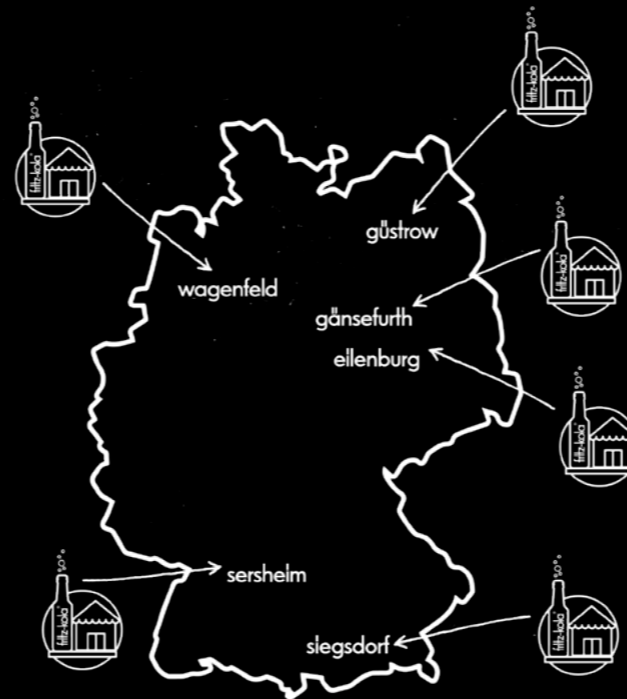
benefits of reusable glass.

- unlike plastic, they can be refilled up to 50 times in 7 years.
- bottle-to-bottle principle: older glass bottles are melted down into new ones; glass bottles again become glass bottles.
- no influence on taste.
- 0% plastic in the oceans.
- 0% exported waste.

zero waste & climate protection.

since the founding of fritz-kola our bottles have always gone the reusable route. With the idea not only to make our drinks better, but also the environment. To this founding ideal, we remain completely committed.

regional production at six locations.

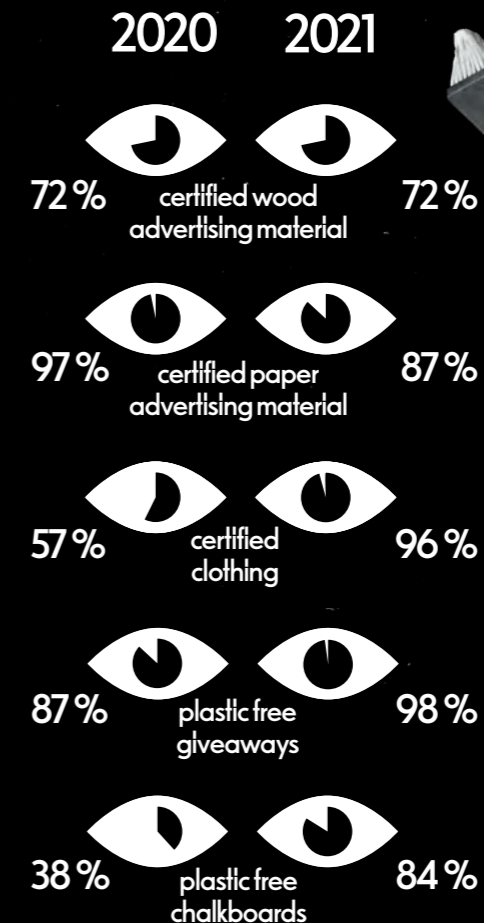


together with surfrider,
we have cleaned up over
1,000 beaches,
lakes and rivers, and
1,200 km of shoreline are now trash-free.



sustainable advertising material.

Everything that is produced for us should be durable, environmentally friendly and recyclable. We avoid plastic whenever possible.



fritz-kola sustainability report 21/22:



fritz initiates:
every
bottle helps.

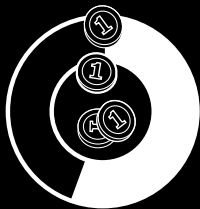


980,000
people in germany
actively collect bottle deposits

average earnings

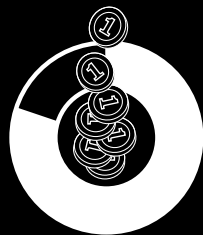
56%

respondents stated that they earn 0-4 euros daily.



80%

of Germans, however, think that deposit collectors earn more than 5 euros per day.



only source of income



28%

of deposit collectors responded that collecting deposits was their only source of income.

1/3

of Germans personally know someone that is an active deposit collector.

○ 1,000 deposit collectors

To bring awareness to the circumstances of deposit collectors, we carried out a representative study of deposit collectors together with appinio. Infographic from Hahn+Zimmermann, Bern.



fritz online.

On our digital channels we use our high visibility and strong community for social engagement and political statements.



10,000,000
monthly
impressions

With exciting images, fun and responsibility, we take our community on a journey in the right direction to raise awareness on societal and political themes. Rebellious and loud, but always at eye-level without pointing any fingers.



cultural goods.



We are active participants in the art, culture and music scenes and support all kinds of artists - hitting the road every festival season with our three-story kolaxie with two bars and a DJ booth making all sorts of fun.

sport is what we're all about.

The board-fritzen conquer the mountains, lakes, seas and also the streets. They stand firm with both legs on their boards.



fritz mixed



fritz-kola is always in the mix, because not only can you enjoy our products ice-cold straight from the bottle, but they also make excellent mixers - cool, right?

You can mix almost all of your favourite drinks just as well with fritz. We also have some delicious creations of our own.



kuba libre

- 6 cl Rum
- 1 squeeze of lime
- fritz-kola

fritz rhubarb 43

- 4 cl licor 43
- 1 squeeze of lime
- 15 cl fritz-spritz organic rhubarb spritzer

pirates punch

- 150 ml fritz-limo lemon
- 50 ml rum
- 1/2 lime
- 1 tbsp sugar
- 1 tbsp water
- ice cubes

drink's ready! find more recipes here:



drink legend – what's inside?



vegan



high fruit content



low calories



fritz-kola

fritz-kola®



Our original: the better alternative with a unique kola taste and lotsnlotsof caffeine.

- intense and tangy, with a slight citrus note
- 25 mg/100 ml caffeine from green coffee bean extract
- natural cola nut extract
- sugar from sugar beet

0.2l and 0.33l reusable glass bottle



fritz-kola® superzero



Going zero? Then superzero: intense fritz-kola taste, fully caffeinated, zero sugar.

- full-on fritz-kola taste
- 25 mg caffeine/100 ml
- natural cola-nut extract

0.2l and 0.33l reusable glass bottle



fritz-kola[®] no sugar



Easy drinking, easy conscience: a slightly lighter fritz-kola taste, fully caffeinated, zero calories.

- slightly lighter fritz-kola taste
- 25 mg/100 ml caffeine
- natural cola-nut extract
- sweeteners sodium cyclamate, acesulfame k, aspartame

0.2l and 0.33l reusable glass bottle



fritz-kola[®] organic kola



Organic now tastes like fritz-kola: full-flavoured organic ingredients and, naturally, a lot of caffeine.

- intense taste, natural ingredients
- 25 mg/100 ml caffeine from arabica coffee extract
- organic beet sugar from the EU, bourbon vanilla from Madagascar,
- ceylon cinnamon from Sri Lanka
- without phosphoric acid
- gluten-free

0.2l and 0.33l reusable glass bottle



fritz-limo[®] orange



sunlight in a bottle: our orange limo comes to fruition from mixing orange, lemon and mandarin for a flavour-packed 17% fruit content.

- 17% fruit content
- lemon, mandarin and orange extract
- sugar from sugar beet

0.2l and 0.33l reusable glass bottle



fritz-limo[®] lemon



if lemons give you life, then it's fritz-limo. with lotsnlots of lemons for a high fruit content.

- 7% fruit content
- natural lemon flavour as well as lemon & orange extract
- sugar from sugar beet

0.2l and 0.33l reusable glass bottle



fritz-limo[®] apple-cherry-elderberry



The fruit-basket in a bottle. 23% fruit from apples, cherries and elderberries: sour-sweet and tart. What more could you want.

- 23% fruit content
- sugar from sugar beet

0.2l and 0.33l reusable glass bottle



fritz-limo[®] honeydew melon



Tastes incomparable - because who makes soda from honey melon? The answer probably isn't surprising.

- 5% fruit content
- sugar from sugar beet

0.2l and 0.33l reusable glass bottle



fritz-spritz® organic apple spritzer



The first naturally cloudy apple spritzer on the market still gets it right. 66% organic juice direct from tree to bottle.

- 66% organic apple juice content
- no added flavours
- natural mineral water

0.2l and 0.33l reusable glass bottle



fritz-spritz® organic rhubarb spritzer



This veggie spritzer has bite. 40% organic juice straight from grandma's garden. Rosy times for all who love it tangy.

- 40% organic rhubarb juice content
- no added flavours
- organic cane sugar

0.2l and 0.33l reusable glass bottle



fritz-spritz® organic grape spritzer



An excellent vintage, and has been for years:
50% organic juice, mineral water and nothing else.
The spritzer for connoisseurs.

- 50% organic grape juice content
- natural mineral water

0.33l reusable glass bottle



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