



**BRAND PRESENTATION**

**& PRODUCT RANGE**



# GESCHÄFTS- & BETRIEBSGEHEIMNIS

## COMMERCIAL AND INDUSTRIAL SECRETS

- Die nachfolgend gezeigten und gesprochenen Inhalte enthalten Geschäfts- und Betriebsgeheimnisse, die der Geheimhaltung unterliegen. Die Nutzung, Weitergabe und Vervielfältigung der Inhalte bedarf der ausdrücklichen Zustimmung der Develey Senf & Feinkost GmbH.
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**BRAND**



# BRAND MAUTNER MARKHOF

- ✓ Founded in **1841** in **Vienna** (Austria)
- ✓ One of the **most famous brands** in Austria with a **brand awareness of 95%**
- ✓ More than **230 products** in **mustard, vinegar, horseradish, dressing and fruit syrup** are offered today
- ✓ **Vinegar** is produced in the submerged, **two-stage fermentation process** since 1903. Mautner is one of the **largest vinegar producers** in **Austria**, more than 10 million bottles of Mautner vinegar leave our plant.
- ✓ A total of **10.5 million liters** of **syrup** are produced each year. These include **highly innovative recipes** such as **syrup without added sugar**. Syrup can be filled into bottles without the addition of preservatives.



# BRAND HISTORY

## TRADITION IS PART OF OUR IDENTITY

Ignaz Mautner Ritter von Markhof sets the foundation for the typical Austrian fine food company: quality-loving, inventive, successful.



The production of mustard starts. Fine food classics such as the "hot" Original "Estragon" Mustard and the "sweet" Original "Kremser" Mustard are created during this time.



After the war the syrup product range is expanded and also includes now horseradish and fine food.



The traditional Munich company Develey Senf & Feinkost takes over the business.

1841

1903

1921

1929

1947

1950'S

2002

2019

The production of vinegar begins. Spirit vinegar and fruit vinegars are the first Mautner Markhof vinegars.



At the end of the 1920s, Mautner starts producing fruit juice and at the beginning of the 1930s the first syrup is launched.

Mautner Markhof expands its fine horseradish range, later adding ketchup, mayonnaise and dressing.



Modernization and expansion of our site in Vienna Simmering until end of 2022.





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# OUR PRODUCT RANGE

# OUR EXPORT PRODUCT RANGE

## SYRUP & VINEGAR

### Syrup



### Vinegar



A top-down view of a light-colored ceramic bowl filled with a fresh salad. The salad consists of vibrant green arugula, purple radicchio leaves, sliced figs showing their red interior, and several round, golden-brown fried cheese slices. The bowl is set on a grey textured surface with a light grey napkin and a silver fork to its right. In the background, there are more figs and pieces of crusty bread.

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**VINEGAR**



# FINE SELECTION – VINEGAR

## APPLE VINEGAR WITH BLOSSOM HONEY



*The Mautner Markhof apple cider vinegar creations are based on traditional Austrian recipes and apples of highest quality. A natural double fermentation process is the core of the typical production process.*

*Besides the classic, the **apple cider vinegar unfiltered**, we offer three special highlights:*

*The **apple cider vinegar with blossom honey** contains 7% honey and has an intense golden colour. With its well-balanced mildly sweet and sour taste it is a perfect match for fruit salads and desserts but also for hearty salads, vegetables and soups, e.g. pumpkin soup.*

*The **organic apple cider vinegar** is unfiltered, unpasteurized and contains the “**mother of vinegar**”. It goes perfectly with salads or even as a drink or shot and supports your wellbeing.*

*The **apple cider vinegar barrique** is a speciality stored in oak barrels for a minimum of six month. It has a smooth and intense taste which is perfect for refining marinades, e.g. poultry marinades, as well as flavouring dark sauces.*

# PRODUCT OVERVIEW – VINEGAR



Art. Nr.		9522	9160	9161
Flavor	Apple cider vinegar organic	Apple cider vinegar with with blossom honey	Apple cider vinegar unfiltered	Apple cider vinegar barrique
Content	500ml	500ml	500ml	500ml
Language	DE	DE	DE	DE
Units per tray	6	6	6	6

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**SYRUP**



# 0% SUGAR - ELDERFLOWER



Our **0% sugar elderflower syrup** is aimed at all those who like to do without extra calories, but want to enjoy the full flavor.

The syrup is also ideal for the popular drink "HUGO". Simply mix the syrup with Prosecco and a splash of sparkling mineral water, add some mint, add ice cubes or crushed ice, ready!

Art. Nr.	9560	9264
Flavor	Elderflower	Elderflower
Content	700ml	700ml
Language	DE/AT/IT	DE/AT/RO/CZ
Units per tray	6	6

# 0% SUGAR – PEACH-PASSION FRUIT



Juicy-sweet peaches paired with fine-sour passion fruit make our syrup a special taste experience.

The fruit syrup with 0% sugar is particularly light and low in calories.

Art. Nr.	9266	9469
Flavor	Peach-Passion Fruit	Peach-Passion Fruit
Content	700ml	700ml
Language	DE/AT/RO/CZ	DE/AT/HU/HR
Units per tray	6	6

# 0% SUGAR – RASPBERRY



Our **0% sugar raspberry syrup** tastes like freshly picked raspberries. Its high fruit content makes this syrup a particularly **fruity taste experience**, without added sugar, this is particularly light and low in calories.

Art. Nr.	9265	9467
Flavour	Raspberry	Raspberry
Content	700ml	700ml
Language	DE/AT/RO/CZ	DE/AT/HU/HR/BA
Units per tray	6	6

# 0% SUGAR – BLACKCURRANT LEMON



Fully ripe currants paired with refreshing lemon and 0% sugar make our syrup a particularly fruity taste experience.

The tempting extra plus: Without sugar, the currant-lemon syrup is particularly light and low in calories.

Art. Nr.	9306	9485
Flavour	Blackcurrant Lemon	Blackcurrant Lemon
Content	700ml	700ml
Language	DE/AT/RO/CZ	DE/AT/HU/HR/BA
Units per tray	6	6

# 0% SUGAR – ORANGE MANGO



The **Orange-Mango** syrup convinces with the refreshing combination of the popular orange flavor with the exotic taste of mango.

Art. Nr.	9300	9230
Flavor	Orange Mango	Orange Mango
Content	700ml	700ml
Language	DE/AT	DE/AT/RO/CZ
Units per tray	6	6



# SYRUP - ORANGE

## OUR MORGENZAUBER® SYRUP

Especially for breakfast, people like to enjoy juices to maintain their fluid balance in the body and to get the circulation going. Our **MorgenZauber® orange syrup** provides **vitamin C**, tastes mild and light and is well tolerated. In addition, it has an **outstanding consistency** and thus provides a **special drinking sensation**.



Art. Nr.	9596
Flavour	Orange
Content	700ml
Language	DE/AT/IT
Units per tray	6

# SYRUP –SERVING SUGGESTIONS

THE FRUITY SWEETNESS – COMBINED DIFFERENTLY



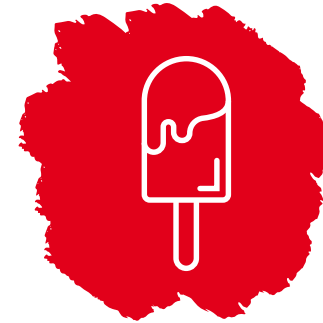
Basis for water (still or sparkling) or for mixed drinks and fruit cocktails



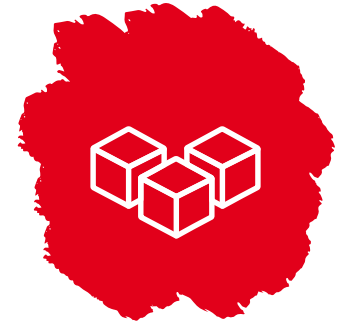
Alternative for sugar to refine teas or hot water - fruity sweetness and taste!



Refining desserts or cakes also suitable as a topping for puddings, desserts or fruit salads



Water ice or flavour fruity milkshakes



Fruity ice cubes with small berries or fruit pieces

# PRODUCT OVERVIEW – SYRUP

✓ Lightweight PET bottle  
 ✓ 100 % rPET  
 ✓ With practical flip-top cap



Art. Nr.	9596	9306	9485	9265	9467	9266	9469	9560	9264	9300	9230
Flavor	Orange	Blackcurrant lemon	Blackcurrant lemon	Raspberry	Raspberry	Peach- passion fruit	Peach- passion fruit	Elderflower	Elderflower	Orange- Mango	Orange- Mango
Content	700ml	700ml	700ml	700ml	700ml	700ml	700ml	700ml	700ml	700ml	700ml
Language	DE/AT/IT	DE/RO/CZ	DE/AT/HR/ HU	DE/RO/CZ	DE/AT/HU/ HR/BA	DE/ATRO/CZ	DE/AT/HU/ HR	DE/AT/IT	DE/AT/RO/ CZ	DE/AT	DE/AT/RO/ CZ
Units per tray	6	6	6	6	6	6	6	6	6	6	6





**THANK YOU!**