

fritz-kola®

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fritz in a bottle.

Mirco and Lorenz first met as children in the Boy Scouts. As students, they shared a close friendship and a desire for independence.

Over frozen pizza and kola, they developed a shared vision:

A kola that is better than the market leader.

Stronger, more intense, with more caffeine and the potential to change the world.



fritz takes a stand.

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

We are working on all aspects of sustainability centred round the product.

We are actively campaigning against poverty and homelessness with “every bottle helps”.

Speak
up for
tolerance.



black soul, colourful heart.

fritz-kola is not only a product – it is also an attitude: we are committed to tolerance, openness and a diverse co-existence.

An appeal by the Berliner Verkehrsbetriebe (BVG) and fritz-kola in late summer 2023 set an example for tolerance and diversity with a limited fritz-kola x BVG special edition. The highlight was the “Heart for Diversity”, which could be removed from the bottle label and then stuck on various objects such as clothes or backpacks to show tolerance.



Together with the Hamburg-based fashion label Habibi, we designed an exclusive collab collection: fritz-kola x habibi. Hoodies and t-shirts spread the message in Arabic and Latin script, countering prejudice with style.



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 Internorga, we show off our first fritz 20 cl 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 50 cl bottles, but our fritz-spritz apple, rhubarb and grape are now also organic.

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 available in 27 European countries.

2022

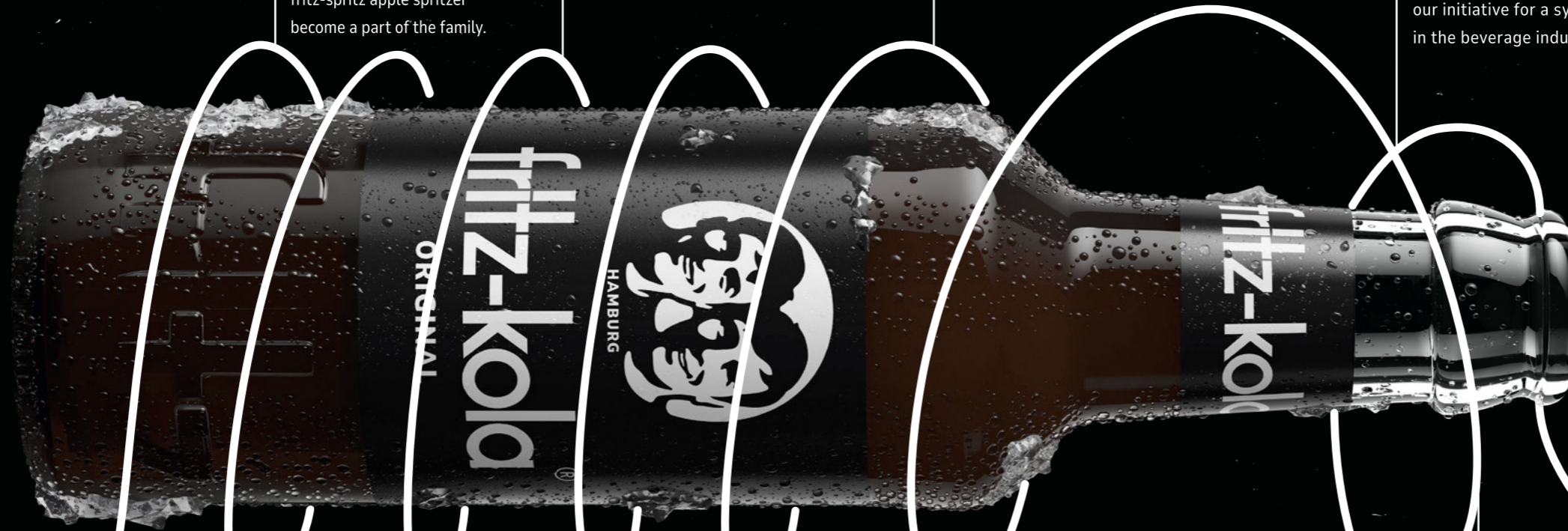
fritz-kola super zero takes off – zero sugar, super taste.

2023

Florian comes on board as new Managing Director. super zero is now available in 20 cl

2024

New bottle design and renaming to fritz-kola GmbH.



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, glass bottles 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 become glass bottles again
- no influence on taste
- 0% plastic in the oceans
- 0% exported waste

zero waste and 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. We remain completely committed to this founding ideal.

regional production.



Together with Surfrider, we clean up beaches, lakes and rivers from trash to contribute to a clean environment.



sustainable advertising material.

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

| | 2022 | 2023 |
|---------------------------------------|------|------|
| certified wood advertising material: | 94% | 95% |
| certified paper advertising material: | 98% | 97% |
| certified clothing: | 100% | 100% |
| plastic-free giveaways: | 99% | 99% |
| plastic-free chalkboards: | 100% | 100% |



fritz-kola sustainability report 22/23:



fritz
initiates: **every**
bottle helps.



To bring awareness to the circumstances of deposit collectors in Germany, we carried out a representative survey of deposit collectors, together with appinio.



Deposit receipt Germany

**1,030,000
PEOPLE**

in Germany actively collect bottles.
In November 2012, only 980,000 people collected bottles. That is an increase of 50,000 people.



46%

of deposit collectors mention the increased cost of living as their reason for collecting.

62%

of deposit collectors had a job over the course of the year.

Deposit receipt Germany

80%

of people who collect bottles rate summer as the best and winter as the worst season for collecting.

EVERY THIRD

German who does not collect bottles believes that you could earn €50-99 from January to April.

ONLY 19%

of deposit collectors state that they earn between €50 and €99 in the winter months. This increases to 27% in summer.



An initiative by
fritz-kola

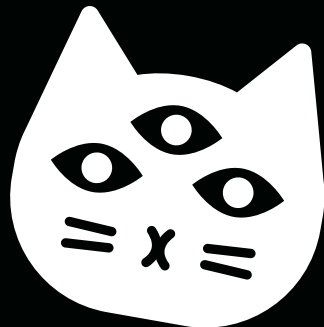


fritz online.

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 of societal and political topics. Rebellious and loud, but always at eye-level without pointing any fingers.



cultural goods.

fritz-kola inspires people by allowing them to experience the alert attitude towards life for themselves.

We get involved where the target group feels inspired and comfortable: fritz-kola is a part of, and partner to, the festival, music and cultural scenes.

To create engaging, one-of-a-kind cultural and lifestyle experiences you couldn't dream up in your sleep.



fritz mixed



drink's ready.

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

- 4 cl rum
- Lime juice
- fritz-kola original

campari sunrise

- 4 cl Campari bitter
- fritz-limo orange

sweet ruby spritz

- 3 cl Licor 43
- 2 cl lime juice
- fritz-spritz rhubarb

jäger- melon

- 4 cl Jägermeister
- 2-3 cucumber slices
- fritz-limo honeydew melon



fritz International.

We are growing – from a start-up to the medium-sized company fritz-kola GmbH to first place in the premium small glass containers segment – and moving beyond our core market in Germany.

Europe is our home: we want to bring fritz-kola to even more bars, restaurants and clubs in Europe and are also taking our first steps in retail, including Albert Heijn in the Netherlands.

In 2024, fritz-kola partnered with more than 60 European events and festivals to bring together more than 1.3 million people.

Our products are available in 28 countries. In addition to Germany, we are now represented by our own local teams in six countries – and also have our own office in Austria.



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drink legend - what's inside?



[®]
fritz-kold

fritz-kola® original



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

- intense and taste, with a slight citrus note
- 25 mg / 10 cl caffeine from coffee beans
- natural cola-nut extract
- sugar from sugar beet

20 cl and 33 cl reusable glass bottle

fritz-kola® super zero



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

- full-on fritz-kola taste
- 25 mg / 10 cl caffeine
- natural cola-nut extract
- sweeteners: sodium cyclamate, acesulfame K, aspartame

20 cl and 33 cl reusable glass bottle

fritz-kola® classic light



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

- slightly lighter fritz-kola taste
- 25 mg / 10 cl caffeine
- natural cola-nut extract
- sweeteners: sodium cyclamate, acesulfame K, aspartame

20 cl and 33 cl reusable glass bottle

fritz-kola® organic kola



DE-ÖKO-001
EU/non-EU Agriculture

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

- intense taste, natural ingredients
- 25 mg / 10 cl caffeine from arabica coffee beans
- organic beet sugar from the EU, bourbon vanilla from Madagascar, ceylon cinnamon from Sri Lanka
- without phosphoric acid

33 cl 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
- orange, lemon and mandarin
- sugar from sugar beet

20 cl and 33 cl 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 citrus flavour of lemon and orange
- sugar from sugar beet

20 cl and 33 cl reusable glass bottle

fritz-limo® apple-cherry-elderberry



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

- 23% fruit content from apple, sour cherry and elderberry
- sugar from sugar beet

20 cl and 33 cl 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 from honeydew melon
- sugar from sugar beet

20 cl and 33 cl reusable glass bottle

fritz-spritz® organic apple spritzer



DE-ÖKO-001
EU Agriculture

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

- 66% organic apple juice content
- no added flavours

20 cl and 33 cl reusable glass bottle

fritz-spritz® organic rhubarb spritzer



DE-ÖKO-001
EU/non-EU Agriculture

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

20 cl and 33 cl reusable glass bottle

fritz-spritz[®] organic grape spritzer



DE-ÖKO-001
EU/non-EU Agriculture

**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
- without added flavours
- without added sugar

20 cl and 33 cl reusable glass bottle

fritz-kola[®] mischmasch[®] kola + orange



**Kola like it's freshly pressed. Our mischmasch combines
your favourite kola and a great dose of oranges, mandarins
and lemons.**

- especially fruity taste
- 6.5 mg / 10 cl caffeine from the extract of coffee beans
- 8% fruit content
- sugar from sugar beet
- natural cola-nut extract

20 cl and 33 cl reusable glass bottle

anjola[®] organic pineapple-lime



DE-ÖKO-001
EU/non-EU Agriculture

The premium lemonade that will transport you to the South Seas also provides you with laid-back, tropical fruit conditions.

- 20% organic juice content (15% pineapple, 5% lime)
- sugar from EU sugar beet
- no added flavours

20 cl and 33 cl reusable glass bottle



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