



Gessler

VODKA

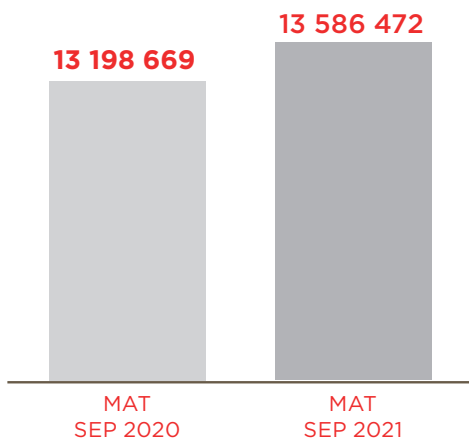
Family Recipes Since

1777

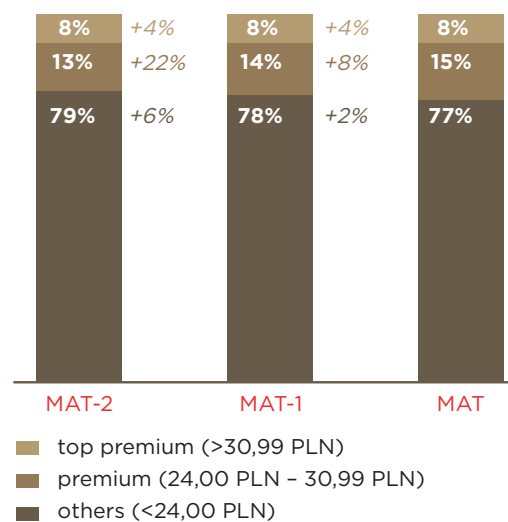


Vodka, the second-topmost category in terms of value in Poland, grows + 3% MAT September 2021 vs 2020. The consumers have spent PLN 13.5 billion on vodka. They more and more often choose the highest quality products. As much as 23% of the market share is already held by premium and super-premium vodkas. Consumers pay attention not only to quality – they choose brands that to them are synonymous with tradition and good taste.

Sales Value (in 1000 PLN)



Price segmentation, by value, Total Poland:



TREND: TRADITION AND AUTHENTICITY

Conscious Consumers looking for authentic experiences: they appreciate goods created by craftsmen, people with passion, and products that are made based on original recipes. They respect family traditions – the work of experienced people, who care about the details and high quality of the product, knowledge of what product should be passed down from generation to generation.

TREND: PREMIUM POTATO VODKAS

Consumers increasingly appreciate the taste of potato vodkas, due to their aromatic complexity and rich taste. Potato vodka is currently a rarity on the Polish market due to high production costs.

Gessler

GOURMET POTATO VODKA



ALVATER GESSLER POTATO VODKA

A unique gourmet vodka
with a distinct flavor,
based on the original
Gessler family recipe.

It is made of the highest quality,
thrice distilled, meticulously selected
Polish potato spirit.

It is produced in small
amounts - in limited batches.

Luxurious packaging - an original
bottle, designed with attention
to every detail.

Gluten-free



<https://www.facebook.com/altvatergessler/>

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TREND: DRINK AND FOOD PAIRING

RICHNESS OF TASTE and AROMA

ALVATER GESSLER DELICATE POTATO VODKA

- TASTING NOTE

TASTE: quite sweet with a solid structure.

FINISH: noble bitterness with a taste of ripe nuts.

COLOUR: crystal clear.

FLAVOUR: caramel and alcohol in the nose.

A vodka created with the intention of pairing with food, as part of the restaurant experience, similarly to wine on the tasting menu.

It goes perfectly with traditional, Polish dishes as well as modern European cuisine.

It's best to appreciate its taste by tasting served in a glass at room temperature or slightly chilled.





THE COMPANY'S BEGINNINGS AND GROWTH

Establishment of the first Gessler production plant in Czerniowce on the Prut

< 1777

1879 >

Zygfryd Gessler launches the liqueur and rosolio factory in Karniów

Registration of the trademark for the Jägerndorfer Altvater Krnovsky Praded* liqueur

< 1886

1897 >

Due to the expansion of business, the company operating under the name Fabryka likierów Siegfreda Gesslera also dealt in production of rosoli and rum, as well as trade of alcohol products

**Karniowski Pradziad (PL/EN - Karniów Great Grandfather) - a herbal liquour at the time considered a medicinal product. When the liqueur's quality was recognized, the Gessler company was soon able to boast the prestigious title of Imperial-Royal Court Supplier (K.u.K. Hoflieferant)*



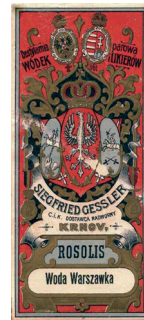
1888 >

The years of company's prosperity and winning numerous awards and prestigious distinctions at international trade fairs and exhibitions, including Melbourne, Barcelona, Brussels, St. Petersburg and Vienna, such as the Grand Prix at the Paris Common World Expo

1904

Thanks to launching a wide-scale advertising campaign, the slogan: 3 Worte: Altvater Gessler Jägerndorf became the company's distinguishing mark for many years to follow

< 1904



In the first decade of the 20th century, the alcohols from Karniów were widely known in Galicia, cities within the borders of the Russian Empire, and the then gubernia Warsaw. To win over the hearts of Polish consumers, the Gessler plant developed recipes of the following liqueurs: Jarzębiak, Dereniówka, Wiśniówka, Karpatówka, Kawiatiówka and Oranczówka, as well as Ratafia, Rittmeister, Starka Litewska, Kontuszówka, Złotówka and Woda Warszawskavv

Another branch of the company is established in Budapest

< 1906



THE GOLDEN 1920s

After the end of World War I, Karniów became a part of the territory of Czechoslovakia. The new beginning forced the company to reorganize. Independent branches were established in the independent states of Central Europe, which commenced production of alcohols under the ALTIVATER GESSLER brand

A company is established in Vienna with the purpose of wholesale and retail of products by two exquisite alcohol manufacturers Altvater-Likörfabrik Siegfried Gessler and the Lviv based J.A. BACZEWSKI factory

< 1925

1920 >

Establishment of branches in Vienna, Berlin, Czerniowce, Arad, Zagreb, and Bielsk, which in 1920 became a part of the Republic of Poland

1922

The company launched sales of products in Argentina, USA, Canada and Australia

< 1956

1948 >

Eduard Gessler registers the company Altvater-Liköre, Eduard Gessler - as the legal successor to the Gessler family-owned business from Karniów and begins production in Vienna, in the building formerly housing the factory and later the warehouse of the Gessler and Baczewski cooperative



Eduard Gessler and the descendants of the Baczewski family begin joint operation of a business in Vienna, now operating under the name ALTIVATER GESSLER - J.A. BACZEWSKI LIKÖREZEUGUNG GmbH

2021 >

The family company ALTIVATER GESSLER - J.A. BACZEWSKI grants a license to the AMBRA S.A. company, and after many years the production of the Gessler vodka returns to Poland

Gessler

VODKA

TOVÁRNA LIKÉRU „PRADĚD“



Siegfried Gessler, Krnov

VÍDEŇ, BUDAPEŠT, ČERNÁUTI, BIELSKO.

LOGISTICS DATA
VODKA 40%
GESSLER 0,5 L

Cn code	204595
EAN (bottle)	5 900533 010734 >
EAN (box)	5 900533 404038 >
Bottle dimensions	8,4x8,4x25,4 cm
Box dimensions	L 266 x S 179 x H 334
Net weight	0,5
Gross weight (box)	9,15
Units in box	9
Units on palette	756
Nr of layers on a palette	4
% Alcohol content	40%
Colour	WHITE

