



X



AUSTRIAN CRAFT DISTILLERY

SINCE 1885

(PASSION + KNOW HOW) X UNIQUENESS OF NATURE

Passion is at the heart of our company. We are truly devoted to the production of exquisite fruit brandies and schnaps as well as liqueurs and other spirit specialties. This is what we live and breathe at Destillerie Freihof every single day. While loving what we do, know how is key in everything we do. Excellence in creating outstanding products is guaranteed thanks to our profound knowledge and an experience of more than 130 years. All our products are exclusively made of natural ingredients and capture the delicate uniqueness of Mother Nature.

**MANUFACTURED
IN AUSTRIA,**
*made for connoisseurs
all over the world.*

Once upon a time... Or rather: About 130 years ago the history of the company, now known as Destillerie Freihof, begins in 1885. Freihof, back then being an inn, is established by Gebhard Hämmerle I. as a popular stomping ground for gourmets and freethinkers in the market town of Lustenau.



1885



1952

Tradition meets innovation in 1952. At this time, Gebhard Hämmerle assumes the management of the company set up by his grandfather. Thanks to the high standards he appreciates in every respect and the revolutionary ideas he brings to life, Destillerie Freihof becomes one of the most important manufacturers of exquisite fruit brandies in Austria.



1971

Always ahead of his time: From day one on, Gebhard Hämmerle is known for his pioneer thinking. Inspired by the various types of Jagertee traditionally served in the Alpine ski huts, he creates his very own kind of Jagertee concentrate which may be poured with hot water. Freihof Jagertee is not only a timeless Austrian specialty, but also an award-winning bestseller ever since.



1979

When exquisite brandies become a strong brand... By labelling the products with his name, Gebhard Hämmerle sets yet again another milestone in company history. The brand *Privatbrennerei Gebhard Hämmerle* is born in 1979, representing premium quality of its products.



2015

Fortune favors the bold. In 2015, Johann Drexel follows in his forefathers' footsteps by sharing the same passion for spirits and assuming the management of the company. Run by the fifth generation, Destillerie Freihof is still characterized by its unique family spirit today.



2015

Celebrating 130 years of success. Just in time for its anniversary, the company is awarded with its hundredth gold medal in national and international contests, also including medals in double-gold. To this day, the number of awards in the highest category has risen by another 20 pieces and counting.

(INTERNATIONAL) AWARDS

With more than 130 double-gold and gold medals, over the past 35 years, we are proud about the quality of our work. At the same time, we keep challenging ourselves daily.



These achievements have enabled us, to work very successfully, with a variety of retailers, importers, distributors as well as on-trade businesses and build long-term relationships.

FOCUS BRANDS FOR USA

Freihof Mirtillo | Premium Blueberry Liqueur
Edelweiss - the Alpine Vodka | Luxury Rye Vodka

after rebranding (Q1 2024)
Freihof 1885 | Original Austrian Schnaps

Recommended Retail Price
USD 26,99 – USD 29,99



FREIHOF
Mirtillo

FREIHOF MIRTILLO

Blueberry Liqueur from Austria



Summer in a glass: Grown in the heights of the mountains and refined as a liqueur, Mirtillo combines the fruity freshness of the best of local nature and the sun-kissed fantasy of the south. No wonder, since "Mirtillo" is the Italian word for "blueberry".

Without any colouring or artificial flavours Freihof Mirtillo is the all natural alternative on the liqueur market.

The interplay of this delicious fruit, lime, ginger, juniper and alpine water not only gives the creation its great taste and elegant colour, but also gives every gray day, sip by sip, that pure summer feeling.

Served pure on ice or mixed as a Spritz with Bitter Lemon and a dash of Soda.



FREIHOF MIRTILLO

Signature Drinks, Events and MOOD



This Ready To Drink version of Mirtillo Spritz (*Mirtillo Blueberry Liqueur, Bitter Lemon and Soda*) was successfully launched in 2020 and is one of our fastest growing product.

Mirtillo Spritz is currently only available in Austria. Once we find a large enough account interested in listing the product in the US we have a local filling partner lined up. MOQ is around 200.000 cans.

An advertisement for Mirtillo Spritz. The background is a blurred image of a person wearing sunglasses and a light blue shirt, looking towards the camera. In the foreground, a hand holds a dark blue can of Mirtillo Spritz. To the left of the hand is a glass filled with a red and orange beverage, garnished with a sprig of rosemary and a slice of citrus. The text 'NEW SPRITZ' is at the top, 'THERE IS A' is on the left, and 'MIRTILO IN TOWN!' is on the right. At the bottom, it says 'JETZT AUCH READY TO DRINK!' and 'MIRTILLO.FREIHOF.COM'.

NEW SPRITZ

THERE IS A

MIRTILO IN TOWN!

JETZT AUCH READY TO DRINK!

MIRTILLO.FREIHOF.COM

Recommended Retail Price
USD 34,99 – USD 36,99



EDELWEISS

The Alpine Luxury Vodka



The key components of edelweiss – the Alpine Vodka are deeply rooted in the very heart of Alpine nature: Aside from the great distillate derived from rye and spelt, it is the pristine water from the Austrian Alps that makes significant contributions to its high quality. So do decades of expertise, extraordinary passion and a special filtration process.

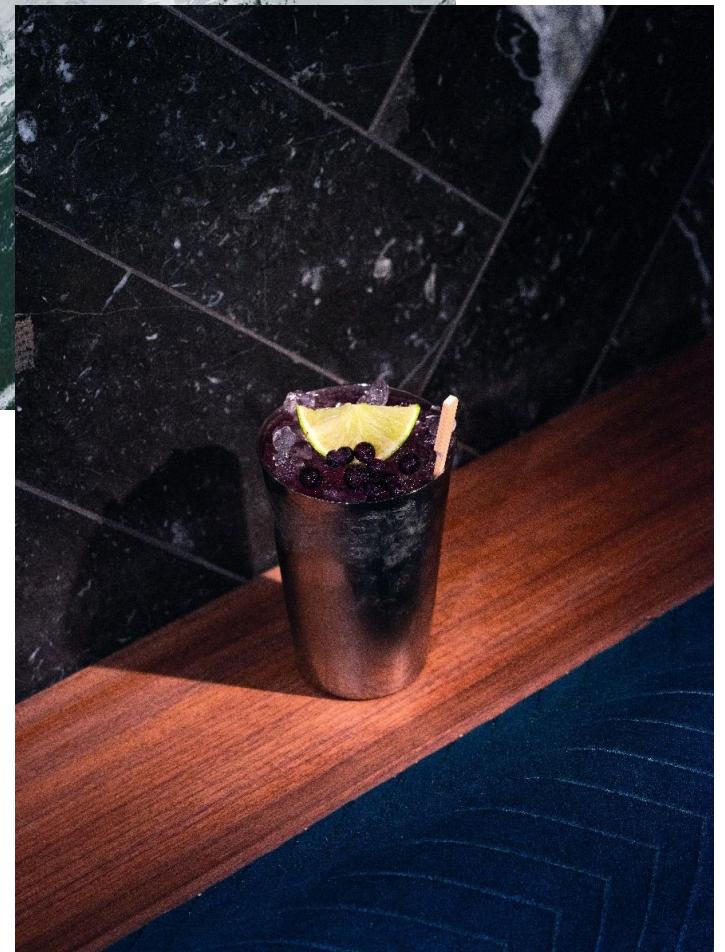
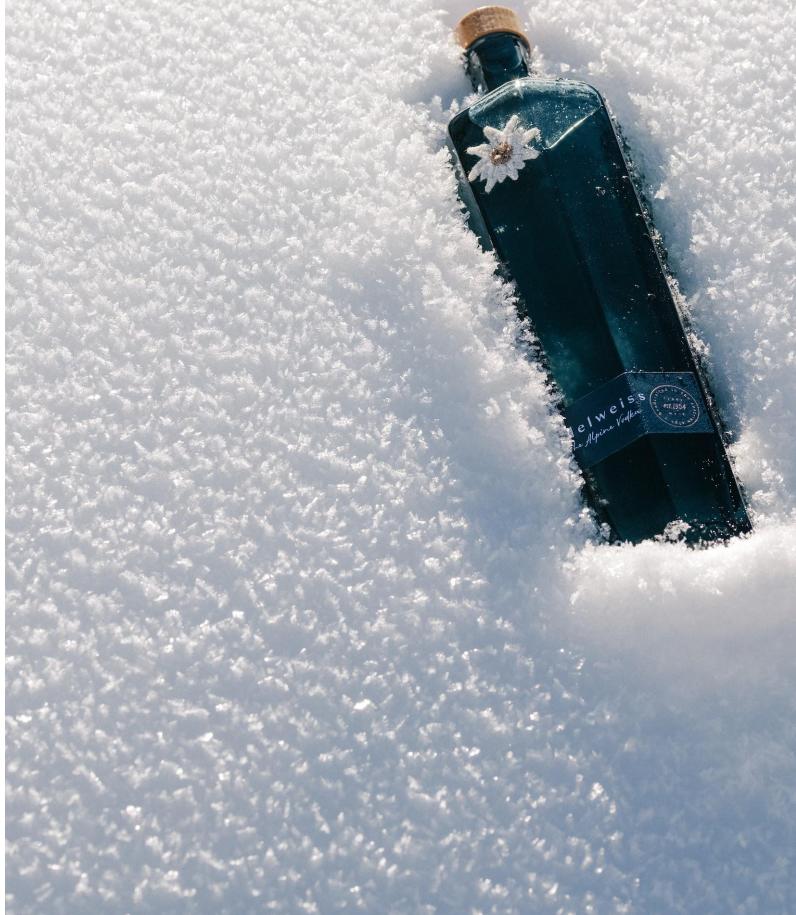
Even the finest nuances of flavour are maintained throughout the whole process of crafting, resulting in an exceptional experience of taste.

With its pure yet edgy silhouette that shines bright like the emerald water of the untouched Alpine lakes, the bottle resembles an endlessly beautiful piece of fine jewelry that is embellished with the iconic symbol of the Alps: an edelweiss flower, embroidered from cotton in Austria (by an Austrian company, that produces luxury embroideries for the likes of Chanel, Dior and Agent Provocateur) and applied individually by hand.



EDELWEISS

Signature Drinks and Mood



FREIHOF
1885



**WILLIAMS
BIRNE**

SCHNAPS

HANDWERKLICH GEBRANNT
AUS DER ERNTE 2017

FREIHOF
1885

FREIHOF 1885 is currently going through a branding and packaging update. We would therefore like to pause any marketing and sales activities until the new packaging is done!

FREIHOF 1885

The Original AUSTRIAN Schnaps



FREIHOF 1885 has set new standards in outstanding taste that is characterized by all-natural ingredients, highest artisanal aspirations and truly exceptional passion. Based on this devotion to excellent craftsmanship, each and every of its creations still embodies a crystal clear promise of precious heritage combined with adventurous accents.

Only real ripe fruits are used to flavor Freihof 1885 Schnaps products. Distilled on the boarder between Austria and Switzerland with the knowledge of five generations the Freihof 1885 products are a cornerstone of Alpine tradition. Freihof 1885 Spirits are characterized by their high proportion of fruit distillate. They can be enjoyed pure but also offer endless possibilities for creative long drink and cocktail variations.

