

PRESSEINFORMATION

ERDINGER Alkoholfrei – the sporty thirst-quencher

A cool glass of ERDINGER Alkoholfrei not only tastes fantastically full-bodied, but is also healthy – thanks to the valuable vitamins B12 and B 9 (folic acid), as well as the natural polyphenols it contains. With its isotonic properties, it provides the body directly with essential nutrients and thus satisfies thirst even faster. The non-alcoholic drink from Erding is not only a real energizer but also low in calories, with just 125 kcal per 0.5-litre bottle, and made exclusively from natural ingredients – pure refreshment that does you good!

Pioneering spirit pays off

With its unconventional idea of positioning ERDINGER Alkoholfrei as an isotonic thirst-quencher for athletes, the private brewery kicked off a market revolution in 2001. Although the industry initially sniggered and the market for non-alcoholic beer was in decline, a growing number of athletes were won over by the lively refreshment from Erding. ERDINGER Weissbräu became the first brewery to serve athletes its non-alcoholic beverage for free at endurance events. And this entrepreneurial vision paid off: ERDINGER Alkoholfrei not only developed into a mainstay of the product range, but also became Germany's market-leading non-alcoholic beer.

Number 1 at sports events

When it comes to endurance sports, ERDINGER Alkoholfrei has been among the leaders for over a decade now. The non-alcoholic beer from Erding currently refreshes athletes at the finishing line of over 180 endurance events in Germany and abroad. ERDINGER Alkoholfrei has long established itself as a partner of numerous major and minor running, cycling and triathlon events. These include the BMW BERLIN-MARATHON or the German IRONMAN events. Moreover, the sporty thirst-quencher can be found at a growing number of international events, including over 20 renowned sporting events in the UK.

Germany's number 1 winter sport and the recovery drink are firmly entwined: ERDINGER Alkoholfrei has been a loyal partner of biathlon since 2008. While spectators and fans cheer on the top biathletes of Team ERDINGER Alkoholfrei – such as Lukas Hofer, Simon Schempp, Erik Lesser, Franziska Preuss and Vanessa Hinz – the non-alcoholic refreshment has become a fan favourite in the arenas of the World Cup events. Its distinctive blue perimeter advertising, finishing line arches and huge bottle-shaped blow-ups along the track all ensure a strong brand presence for stadium spectators and TV viewers alike.

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Strong team

With over 5,500 members, Team ERDINGER Alkoholfrei is a firm fixture in the endurance sports scene. The community brings together professionals, ambitious amateurs and numerous recreational athletes.

www.erdinger-alkoholfrei.com