

PRESS RELEASE

ERDINGER Alkoholfrei – the sporty thirst-quencher

Athletes have long known that a cool glass of ERDINGER Alkoholfrei not only tastes fantastically full-bodied and refreshing, but is also healthy – due to the vitamins and polyphenols it contains. Thanks to its isotonic properties, it provides the body directly with valuable ingredients 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. One bottle of ERDINGER Alkoholfrei a day makes an important contribution to a healthy diet.

Why ERDINGER Alkoholfrei is so popular

The essential vitamins B9 and B12 contained in ERDINGER Alkoholfrei have numerous positive effects on the human organism:

- stimulates the immune system – the positive effects of polyphenols on the immune system were examined by the Technical University of Munich in the world's largest marathon study "Be-MaGIC" (www.bemagic-studie.de)
- reduces tiredness
- helps preserve normal muscle activity
- has positive effects on the cardiovascular system
- promotes physical and mental performance
- B12 also promotes energy metabolism

Alkoholfrei has minimal alcoholic content of less than 0.5% vol.

For decades, beers that contain less than 0.5% vol. alcohol have been referred to in Germany as non-alcoholic! But why is this? Such minimal alcohol content is completely safe. Several academic studies have proven this – most recently a study in 2010 conducted by the Institute for Forensic Medicine at the University of Freiburg. "Non-alcoholic" has become an established term: whether sport, work or driving, it's always safe to drink non-alcoholic beer. "Non-alcoholic" means that such beers are free of any alcoholic effect. By the way: a number of foodstuffs have comparable levels of alcohol content: such as organic fruit juices, kefir and even over-ripe bananas. Further information at www.erdinger-alkoholfrei.de.

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Nutritional values:

	100 ml contain on average	500 ml = 1 portion
Calorific content	107 kJ / 25 kcal	535 kJ / 125 kcal
Fat	< 0.1 g	< 0.1 g
of which total fatty acids	< 0.1 g	< 0.1 g
Carbohydrates	5.3 g	26.5 g
of which sugar	3.6 g	18 g
Protein	0.4 g	2.0 g
Salt	1.3 mg	6.5 mg
Folic acid	20 µg (10%*)	100 µg (50%*)
Vitamin B12	0.13 µg (5.2%*)	0.65 µg (26%*)
Polyphenols	30 mg	150 mg

* of recommended daily dose

ERDINGER Alkoholfrei 100% Performance. 100% Regeneration.