

APOLLINARIS | THE MINERAL WATER



It is a long way from a mineral water to a global brand. Establishing a brand is the art of taking a more or less anonymous product and designing it so the consumer feels that it is a patented invention – a particularly awkward undertaking when the product is made by nature itself.

It is a challenge that Apollinaris has mastered – establishing itself as the brand classic with an excellent level of awareness. Today, 90 per cent of Germans know the name Apollinaris. This makes it one of the best known mineral water brands in the German market, and Apollinaris is also established as a classic brand beyond the national boundaries: Apollinaris is now a fixed part of the drinks range in over 40 countries around the world.

The success story began with an irritation. In 1852, vintner Georg Kreuzberg from Ahrweiler wondered why the vines in his vineyard were not growing properly. He sunk a bore hole which established the reason: the carbon dioxide in a watercourse. Instead of complaining about his bad luck, the clever vintner turned it into an asset. The underground water was exceptionally rich in valuable minerals and was naturally carbonated. He exposed the source and baptized the water in the name of Saint Apollinaris, a statue of whom stood right next to the spring.

The expansion of the “spring” into a company with a worldwide reputation took place in the boom period of the 19th century. It was not long before the people at Apollinaris realised that the effective profiling of an item was just as important as its quality when it came to success in the market. In order to accelerate the worldwide sales of Apollinaris, a sales company was set up in Great Britain. By 1900, Apollinaris was already known on an international scale and was selling 40 million bottles a year, making it one of the most successful companies of its time.

The famous red triangle is also a symbol of success, and this came to Apollinaris by chance. It has its roots in Great Britain, where Apollinaris has been represented by the Apollinaris Company Ltd. in Lon-

don since 1873. There, since 1892, the convention has been to mark excellent-quality products with a triangle. Apollinaris was also allowed to carry this symbol of quality. When the “Trademark Protection Act” came into force in the German Reich in 1894, Aktiengesellschaft Apollinarisbrunnen, formerly Georg Kreuzberg, registered the red triangle – initially with the Apollinaris logo and the slogan “The Queen of Table Waters” – as a trademark.

“Everything flows” – this saying by the Greek philosopher Heraclitus really applies to Apollinaris. Although the name and trademark have not changed, the presentation has undergone numerous modifications. This is in terms of both labelling and the shape of the bottle, where Apollinaris has launched numerous innovative designs. Today, the catering versions Apollinaris Private and Apollinaris Silence come in elegant individual bottles, the design of which is based on a traditional clay jug but has a modern look to it as well. Apollinaris Private is a perfect blend of gently sparkling refreshment and easy digestibility, in line with the quality awareness that is firmly anchored in the company’s history, a quality awareness that all Apollinaris products have to comply with. Apollinaris Silence meets the increasing demand for a still mineral water. Because of its balanced mineralization, it is not only the perfect thirst-quencher to go with any meal, it is also a refreshing complement to wine.



Company name
Apollinaris &
Schweppes GmbH

Classic product
Mineral water
for 152 years

Founder
Georg Kreuzberg

Awareness
90 % (aided)

Distribution
in over 40 countries

Source
Bad Neuenahr-
Ahrweiler/Germany