

BIONADE | THE 'BIO' LEMONADE

Originally conceived as a soft drink for children, BIONADE now has the third highest sales of all lemonades in Germany, and within the organic 'bio' market segment, every second bottle sold is a BIONADE. Since arriving on the scene, it has become a product that expresses the spirit of the times and which can also take credit for having rescued the PRIVATBRAUEREI PETER from bankruptcy. Although the owners of this small private brewery had the idea as far back as 1985 to make a 'bio' lemonade, it was not until the 1990s that master brewer Dieter Leipold's experiments came up with a drink that could be made by fermentation, turning the sugar into gluconic acid instead of alcohol. The owners then patented this method. With the launch of a lychee-flavoured BIONADE in 1995, the newly founded BIONADE Deutschland GmbH attempted to sell its product via wholesale suppliers – initially without success. Only when it was repositioned as a contemporary bio soft drink did BIONADE become popular in the wider market. Over the years, the increased range of flavours (ginger and orange, herbal, elderberry and quince) has helped to establish its popularity with the general public. Since 2007 alone, it has penetrated 19 new international markets, including the USA and Japan. The family-owned business considers itself a socially responsible, medium-sized operation and is involved in numerous environmental and social projects. Locally grown produce is favoured in the making of BIONADE – there are plans to source 80% of ingredients locally.

