



BERENTZEN-GRUPPE  
Thirst for life

2026



## The Berentzen Group ...

Spirits, non-alcoholic beverages, fresh juice systems – these are the three business segments in which the Berentzen Group operates.

Berentzen was founded more than 260 years ago in Haselünne in the Emsland region. The creation of Apfelkorn in 1976 brought the company nationwide recognition across Germany. Today the Group represents a diverse portfolio of beverage concepts and innovations.

**Available in supermarkets, restaurants and hotels – we are at home with people.**

**We awaken a thirst for life.**

**Now present in more than 60 countries worldwide.**



## Purpose

Berentzen awakens a **thirst for life**, allowing people in the community to experience greater vitality, renewed optimism and joy of life.



## Vision

Through tradition and innovation, Berentzen delights people from morning to night with a **diverse range of beverages!**



## Expertise

We are ...

... creative solution finders

... agile change agents

... responsible implementers

... committed team players



## Values

### Appreciation

For our employees, for the environment and society, and for our brands and products.

### Openness

To change and transformation, to disruption and new ideas, and in our communication.

### Tradition

In preserving our heritage, in our commitment to quality, and in our focus on sustainability.

### Responsibility

For people and the environment, in every decision and activity, by each individual and as a community.

# The Berentzen Group in figures





# Welcome to our locations

Around 175 million bottles roll off the production lines at our sites each year. At our **Minden** site, this includes all spirits produced by the Berentzen Group.

Non-alcoholic beverages are produced in **Haselünne** and at three partner plants.

In **Linz** the focus is on fresh juice systems.

Part of our international business is managed from **Istanbul**.

## Internationalisation

Our products are available in an increasing number of countries. We continue to expand our international distribution – after all, the joy for life is a universal good!



# Together for a greater joy for life

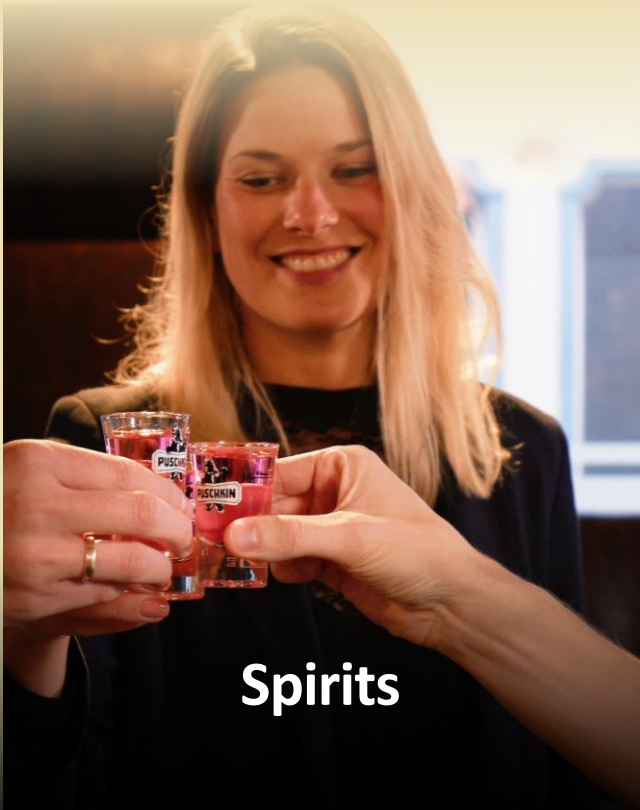
Thanks to our very diverse products and business areas, a wide range of expertise is required across the Group. From distillation to marketing, from rum to orange juice, from Haselünne to Istanbul.

**All approximately 430 employees do their best every day to quench the thirst for life.**

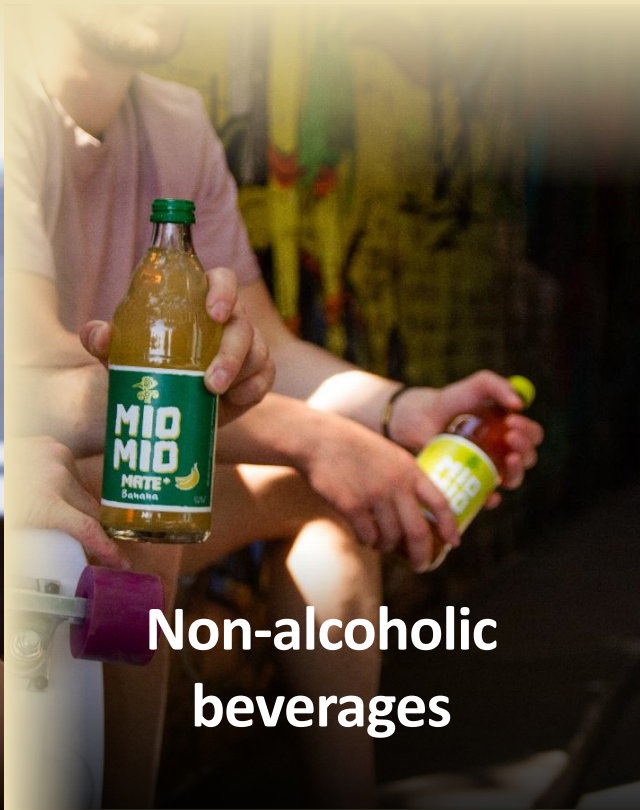
What our employees say ?



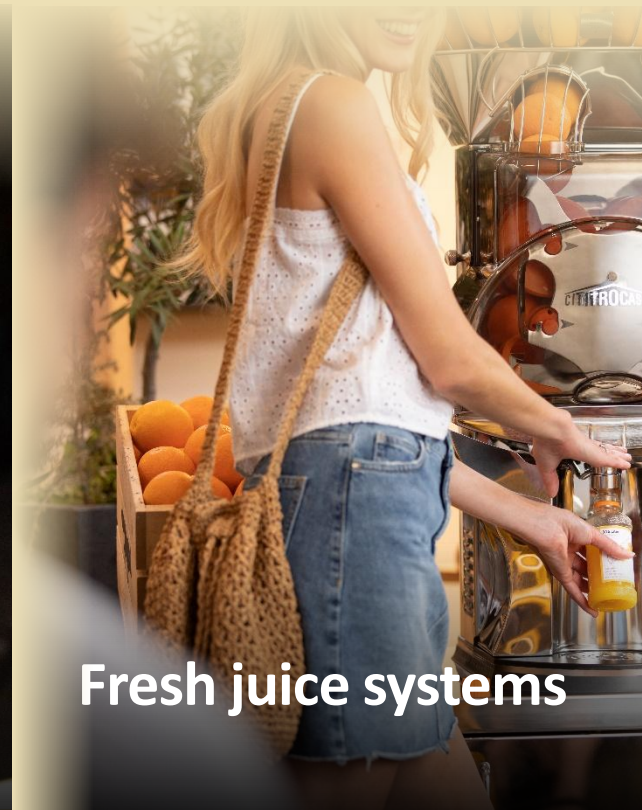
# Our business segments



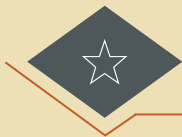
**Spirits**



**Non-alcoholic  
beverages**



**Fresh juice systems**



## Our branded spirits

### Joy of living

With our master brands Berentzen and Puschkina, we are one of Europe's leading producers of fruity spirits and branded vodka. However, these two brands are not our only platforms for domestic and international growth.

With a broad brand portfolio, we cater to almost every taste – from grain to rum, from premium to mid-range products.

Cheers!



DOORNKAAT  
**NORDEN**  
SEA SALT GIN



**Dirty Harry**  
LAKRITZ-LIKÖR



**Strothmann**  
ORIGINAL



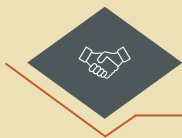
**BOMMERLUNDER**  
*Aquavit*  
seit 1760

**Doornkaat**  
Männlich. Markant. Dreifach gebrannt.



Our  
branded spirits





## Our branded dealer and private label brands

### Tailored concepts

The Group's branded dealer and private label brands are marketed by its subsidiary Pabst & Richarz Vertriebs GmbH. It convinces retailers not only through excellent quality and a strong customer focus, but also with new, tailor-made product and marketing concepts.

In addition to the important entry-level price segment, it is also driving forward the development, production and distribution of premium concepts.

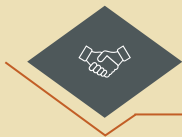


PABST & RICHARZ



Our branded dealer and private label brands





## Our non-alcoholic beverages

### From mineral water to caffeinated lemonade

Our subsidiary Vivaris develops, produces and distributes a colourful range of non-alcoholic beverages. On the one hand, we rely on our national brand Mio Mio, which is now known not only in Germany for its invigorating effect and its trendy character.

On the other hand, the Vivaris portfolio also includes a wide range of regional products – from mineral water and lemonades to wellness drinks. With our JUMA brand we have also entered the functional drinks market.

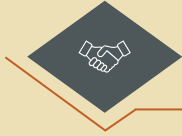
All our non-alcoholic products are manufactured at a total of four sites across Germany.





Our non-alcoholic beverages





## Our fresh juice systems

What began as an innovative company with a special passion for freshly squeezed orange juice has grown into an international brand in the hospitality sector and food retail. Citrocasa is the leading brand for premium juicers with a focus on product quality and convenient handling.

For the best juice experience, we also offer Frutas Naturales oranges that are harvested fully ripe from the tree.

They are left untreated after harvest and cleaned solely with potable water. Naturalness, year-round availability and perfection down to the smallest detail – that's what Frutas Naturales is all about!



**FRUTAS**  
NATURALES



Our fresh  
juice systems



# ESG-Strategy

## Triad



Reducing Carbon.



Empowering People.



Reinforcing Resilience.



## Sustainability

---

### **Reducing Carbon**

We set climate targets to secure sustained competitive advantages, meet growing customer and market expectations, and reduce costs over the long term. In doing so, we actively contribute to climate protection and position ourselves to be more independent and resilient.

### **Empowering People**

We set social sustainability goals to promote health, motivation and productivity, support recruitment and professional development, and strengthen employee retention.

### **Reinforcing Resilience**

In an era of increasing global crises, we enable the organisation to identify and address challenges early. In doing so, we prevent tangible and intangible damage to the company.



BERENTZEN-GRUPPE  
Thirst for life

Contact us

Lea Dulle

05961 502-221

[lea.dulle@berentzen.de](mailto:lea.dulle@berentzen.de)