

Reh Kendermann at ProWein 2016

Winemakers since 1920

Bingen/Düsseldorf, March 13, 2016. This year's trade show presence of Reh Kendermann has the motto "Winemakers since 1920". True to this slogan, the winery emphasizes its longstanding tradition and multifaceted expertise in winemaking. In Düsseldorf, Reh Kendermann shows both premium-quality brand wines and new interesting premium own label concepts. Black Tower appears in a new design as well as the Black Tower Organic Range, which is also suitable for vegans.

"Winemakers since 1920" – The trade show motto of Reh Kendermann for the ProWein 2016 is at the same time the new company slogan and reflects the profile of the winery. Since business is becoming more and more individual, Reh Kendermann presents many customised ideas and concepts at the trade show. With expertise and a focus on quality the winemakers of the company in Bingen design extraordinary wine creations. Numerous national and international awards confirm this expertise. "We offer reliable service to our customers and partners – from the grape to the bottle. Our new corporate design illustrates the combination of tradition and continuity with modernity and dynamics," emphasizes Alexander Rittlinger, Managing Director of Reh Kendermann. "At an international wine trade fair such as ProWein naturally our premium brand wines, with Black Tower leading the way, are also at the very top of the agenda."

Black Tower in a new look and feel

Black Tower also comes up in a new design in Düsseldorf. The redesign is shaped by an international style and as a whole appears more feminine and modern. With sales of more than 15 million bottles per year Black Tower is the most frequently sold wine brand from Germany. In Great Britain, Ireland, Scandinavia and Canada Black Tower is the undisputed No. 1 German brand wine. Reh Kendermann currently distributes Black Tower to more than 35 countries.

Black Tower Organic Range: organic & vegan in vogue

Reh Kendermann has early on occupied the field of organic products. From now on the organic wines of the winery are also suitable for vegan consumers. In this way Reh Kendermann satisfies the growing consumer demand for organic and vegan products. Reh Kendermann has given Black Tower Organic a new look. The new design makes the organic wine even more easily recognisable for

consumers as such. The consistent concept also clearly distinguishes itself from the classical Black Tower Range.

Proficiency regarding red wine

In addition, Reh Kendermann has some interesting red wine concepts in its trade show portfolio. In recent years the focus of the winery in the segment of premium own label was on white wine. “The numerous awards for our terroir wines show that we have proved our expertise here. But we are also proficient concerning red wine,” adds Alexander Rittlinger. The new red wine concepts comprise both premium-quality wines from Germany and overseas as well as Spanish wines. “We have developed the red wines purposefully for currently yet not as strongly covered segments of the retail market in which we see great potential,” says Rittlinger. “The concepts move away from classical vineyard wines towards a modern and progressive product line with exceptional designs and convincing, strong names.”

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