



Group 2 (Brandy) Degustation of different fruit and herb Brandies with Mathias Krönert

27.10.2022 Veitshöchheim

Hohenloher Birnenbrand from Baden-Württemberg

- Characteristics:

The pleasant smell of the regional Wahlsche Schnapsbirne pear can be easily perceived retronasally. In terms of taste, this geographically protected brandy is stimulatingly full-bodied, intense and pleasantly balanced on the palate. The aftertaste is persistently fruity and typical.

- Composition:

Pear brandy, obtained through gentle distillation of fermented mash from Wahlsche Schnapsbirne pears.

Since June 2022: registered as Geographical indication (GI)



„Gin7“ - Seven Herb Gin from Hessen

- Traditional „Fankfurter Grüne Soße“ (PGI) consists of seven fresh herbs: borage, chervil, cress, parsley, pimpinella, sorrel and chives
- The seven herbs form the unique flavour of this gin made by the brothers Henrich on their fruit orchard „Obsthof am Berg“ in Kriftel close to Frankfurt
- The brothers have found their passion in creating new brandies and fruity cordials, this you can taste also in their interesting Gin
- The distillate has its own strong character, which combines classic elements with the new taste of herbs in a well-balanced way
- Abside from its herbal taste, the Gin tastes sweet on the palate. This is due to the special method of distilling as well as the proportions of malted and fermented cereals
- The Gin is certified as “Geprüfte Qualität Hessen”





**Research projects of "Pleasure Treasures":
Fine brandies, Franconian plum, cider**

27.10.2022 Veitshöchheim

G. Bätz / M. Krönert

Bavarian brandies made from handpicked old and rare fruit varieties



The history of the project

- The project started in Franconia in 2015
- We are sitting in a small restaurant, everyone had the same thought
 - How can we manage to protect our old and rare trees from die out
- One of the distillers had a variety of pears in cultivation, that was considered extinct for more than 100 years
- The name of the pear is “Trockener Martin”
- The distillers came from all over Franconia
- In the beginning we are more than 20 interested distillers
- In fact, 14 distillers have started in the project
- And 16types of fruit, 8types of pears, 5types of apples, 2types of plums und 1type of roes

The financing of the projekt

Financing was provided by the Cluster Ernährung, the Franconian Klein- und Obstbrennerverband e.V., the Main - Streuobst - Bienen e. G. and the Bavarian State Institute for Viticulture and Horticulture

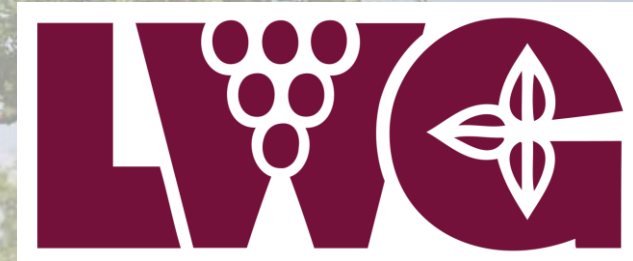


Cluster
Ernährung

Fränkischer Klein- und
Obstbrennerverband Würzburg e.V.



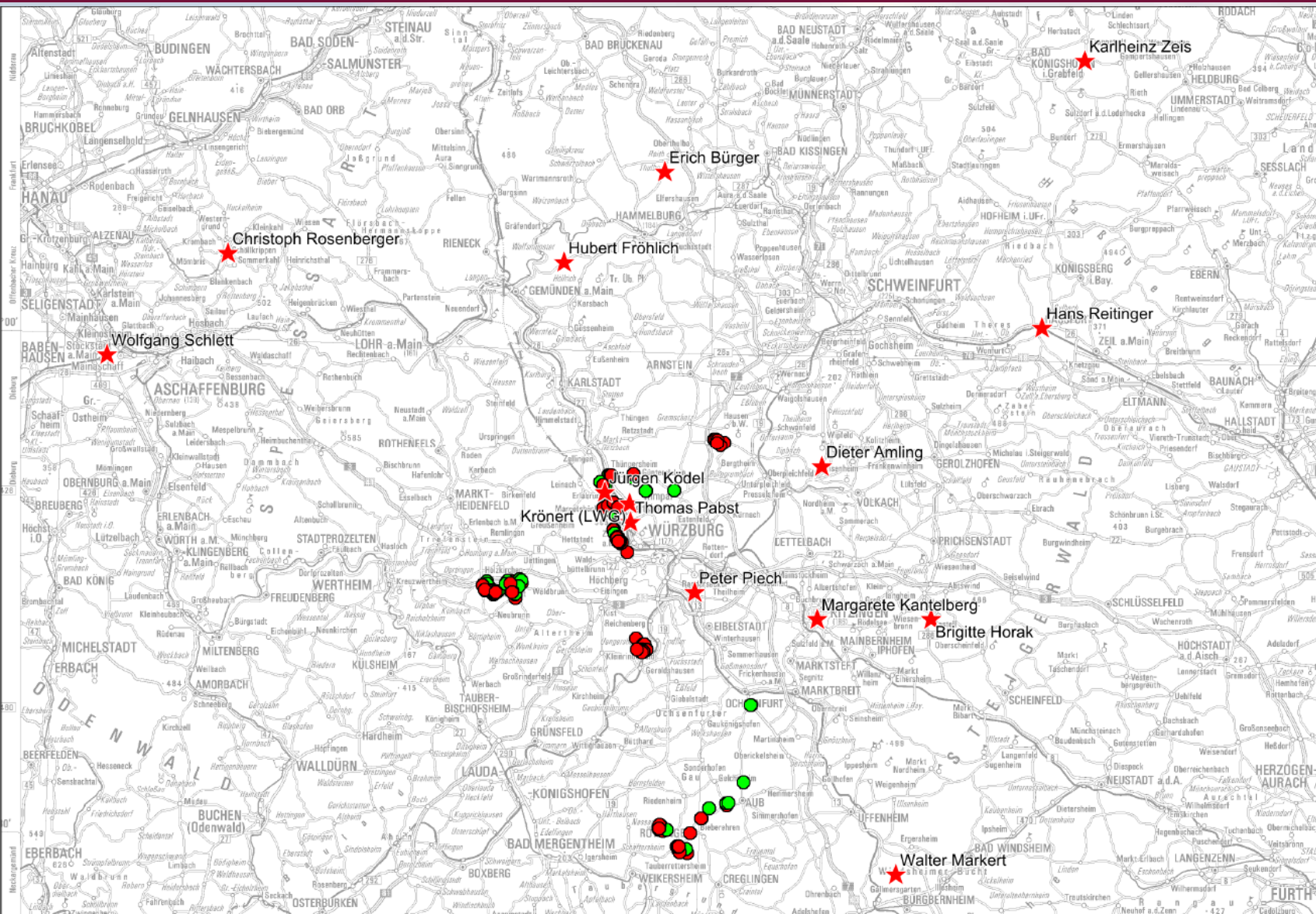
Main
Streuobst
Bienen eG



The goals of the project

- **To open up recycling opportunities for rare fruit varieties in Mainfranken and to create incentives for the care of old fruit trees**
- **To highlight brandies from rare varieties as a special feature of Franconian distilleries**
- **To bring the Franconian fruit varieties and the rare trees into the focus of people**

The map of the 14 distillers and fruit



- Amling Dieter
- Fröhlich Hubert
- Horak Gerhard
- Issing Arno
- Kantelberg Margarete
- Ködel Jürgen
- Lothar Bold
- Markert Walter
- Pabst Thomas
- Piesch Peter
- Rosenberger Christoph
- Rothe Manfred
- Schlett Wolfgang
- LWG



The quality concept of the project

Bevor the fierst havest, we gave ourselves quality rules that wi still ahndhere to today

For example:

- **Only process healthy fruit**
- **Process only absolutely ripe fruit**
- **Washing the fruit before processing it**
- **Determine the pH value and set it in a range of 2.8 – 3.1**
- **Fermentation of the mash with pure yeast**
- **Slow distillation of the Mash**
- **Storage of the distillates only in glass or stainless steel tanks**

The fruits of the project

Apple varieties:

- Raafs Liebling
- Schmidberger Renette
- Steinbacher
- Unseldapfel
- Wöbers Rambur

Pear varieties:

- Hänslerbirne
- Mollebusch
- Große Rommelter
- Neue Piteau
- Röhrlesbirne
- Schweizer Wasserbirne
- Sußbirne
- Trockener Martin

Plum varieties:

- Fränkische Hauszwetschge
- Dattelzwetschge (Spitzer)

Rose plant:

- Speierling

The makers in the project

18.11.2016 press conference



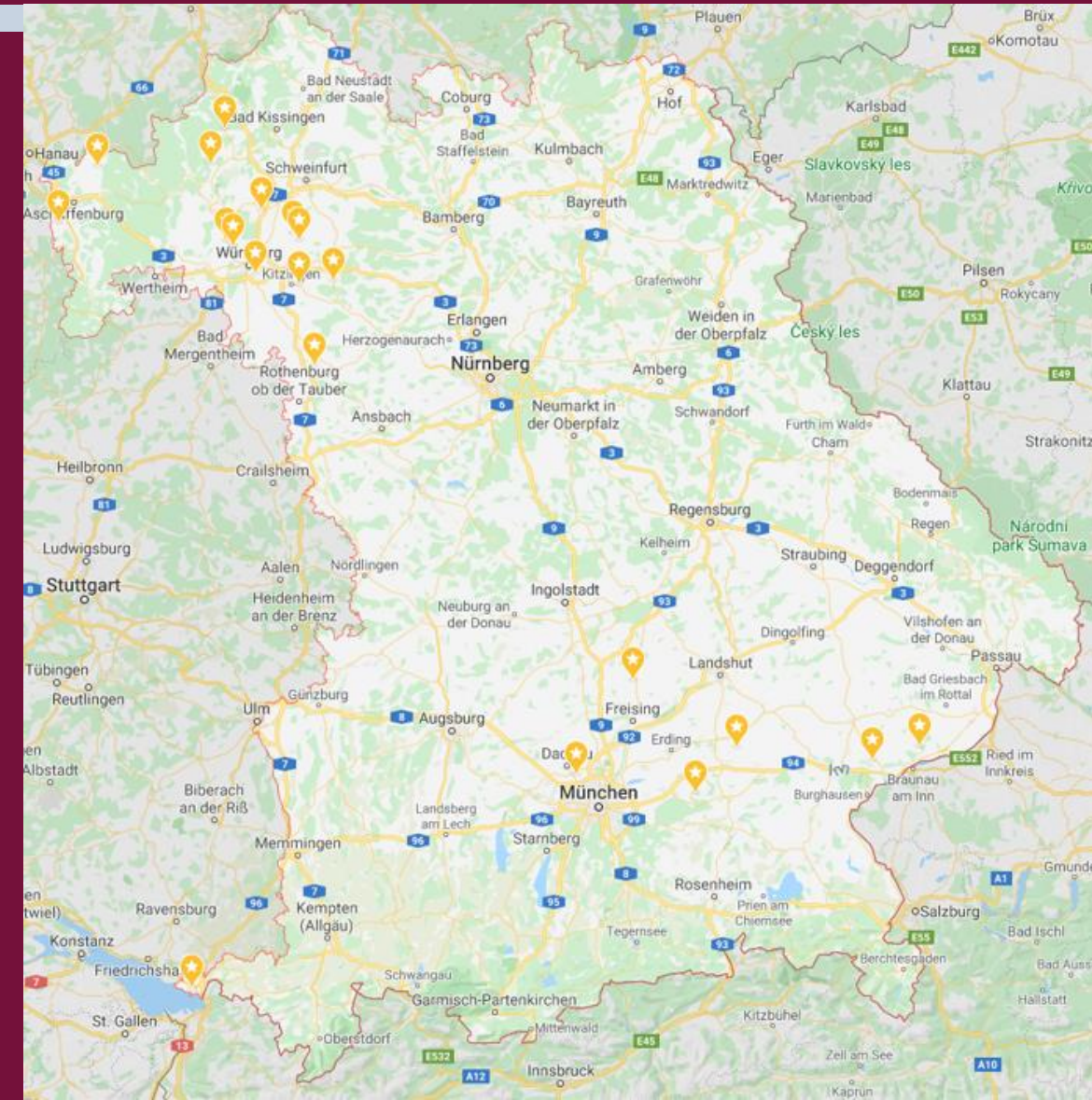
Extension to all of Bavaria in 2019

- From 2019, distillers from all over Bayern were involved in the projekt
- Distillers from Lindau and Southeast Bayaria were added
- The lighthouse project was integrated into the Bayarian premium strategy
- The premium strategy consists of three areas
 - 100 places of pleasure (100 Genussorte)
 - Bavarian Pleasure Academy (Genussakademie Bayern)
 - Pleasure Treasures Bavaria (Genuss-Schätze-Bayern)
 - And here the project in integrated

www.Genussschaetze.bayern.de

www.edelbraende-bayern.de

The new map of the project



- Amling Dieter
- Fröhlich Hubert
- Horak Gerhard
- Issing Arno
- Kantelberg Margarete
- Ködel Jürgen
- Lothar Bold
- Markert Walter
- Pabst Thomas
- Piesch Peter
- Rosenberger Christoph
- Rothe Manfred
- Schlett Wolfgang
- LWG

- Sonja Büchele (Lindau)
- Hans-Georg Uhrlandt (Southeast Bavaria)
- Andreas Franzl (Southeast Bavaria)
- Fritz Wieland (Southeast Bavaria)
- Andreas Kaindl (Southeast Bavaria)
- Siglinde & Benedikt Pointner (Southeast Bavaria)

The new facts about the project

MACHER

20

FRANKEN: 14
BODENSEE: 1
SÜDOSTBAYERN: 5

ARNO ISSING
CHRISTOPH ROSENBERGER
HUBERT FRÖHLICH
JÜRGEN KÖDEL
LOTHAR BOLD
MANFRED ROTHE
MARGARETE KANTELBERG
PETER PIESCH
DR. THOMAS PABST
WALTER MARKERT
WOLFGANG SCHLETT
DIETER AMLING
GERHARD HORAK
SONJA & STEFAN BÜCHELE
HANS-GEORG UHRLANDT
ANDREAS FRANZL
SIGLINDE & BENEDIKT POINTNER
FRITZ WIELAND
ANDREAS KAINDL
BAYERISCHE LANDESANSTALT
FÜR WEINBAU UND GARTENBAU

SORTEN

37

WILDBIRNE
MOLLEBUCH
TROCKENER MARTIN
NEUS-POITEAU
SUSSBIRNE
HÄNSERBIRNE
GROSSE ROMMELTER
SCHWEIZER WASSERBIRNE
RÖHRLESBIRNE
NÄGELESBIRNE
WAHLSCHER SCHNAPS-BIRNE
FRAUENBIRNE
BAYERISCHE WEINBIRNE
DIELS BUTTERBIRNE
GRÜNE JAGDBIRNE
ELBMÖSTLERBIRNE
SCHEIBLBIRNE

STEINBACHER
UNSELDAPFEL
SCHMIDBERGER RENETTE
RAAFS LIEBLING
WÖBERS RAMBUR
BERNER ROSENAPFEL
GELBER EDELAPFEL
BÖRTLINGER WEINAPFEL
WINTERPRINZENAPFEL
KARDINAL BEA
SCHWEIZER WINTERGLOCKENAPFEL
HIMBEERAPFEL VON HOLOWAUS
WETTRINGER TAUBENAPFEL
WILDAPFEL
KRIACHERL
RENEKLODE
FRÄNKISCHE HAUSZWETSCHGE
DATTELZWETSCHGE „SPITZER“
SCHÖNBERGER ZWETSCHGE
SPEIERLING

BÄUME

261

FRANKEN: 232
BODENSEE: 25
SÜDOSTBAYERN: 64

ZAHLEN
& FAK-
TEN

- 20 people
- 261 trees
- 37 different varieties
- 17 of them pears
- 14 apple
- 1 rose und
- 5 plums

We go more professional



The last slide

But now it's time to let the Products speak for itself

I am sorry for my bad english

I promise my products are better than my english

Tasting

„Apple“ => „Berner Rosenapfel“

Clear, sweet and fruity, apple pear, slightly sour, green peel, fresh, citrus, mint, pear compote, slightly tart, spicy, honey Complex, harmonious, fine aromas

„Pear“ => „Mollebusch“

clean, sure, typical fruit aromas, sweet, voluminous, spicy, intensively fruity pear, melon, honey length on the palate, harmonious, great fullness on the palate

„Rose plant“ => „Speierling“

Clear, sweet and fruity, apple, pear, slightly sour, green peel, fresh, citrus, mint, pear compote, very soft, slightly tart, spicy, honey, complex, harmonious, fine aromas

„Plum“ => „Fränkische Hauszwetschge“

clear, fresh, subtle stone note, marzipan, cinnamon, mint, dark chocolate, vanilla, long on the palate

Valorization of the Franconian plum



Hotspot of the Franconian plum cultivation

Fränkische Obstlandschaften - Bestandserfassung 2018-2021



- Charlemagne promotes cultivation of plum trees at royal courts and monasteries
- 1896: heyday of plum cultivation in Franconia with up to 19.000 trees around a village
- Today: four Franconian counties account for 83 % of the area under plum cultivation
 - Responsibility for preserving the cultural landscape and its associated biodiversity
 - „Valorization of the Franconian plum“



Valorization of the Franconian plum

Objectives:

- **Increased awareness of the cultural and historical significance of the Franconian plum**
- **Contribution to the preservation of biodiversity in the Franconian cultural landscape**
- **Strengthening of the regional production, processing and marketing**
- **Pointing out future perspectives for small and medium-sized enterprises**
- **Strengthening the network between producers, processors and marketers; supporting innovations (products/processes)**



Valorization of the Franconian plum

Problems:

- Cultivation and sales continue to decline
- Difficult management of the plum cultivation areas and poor profitability due to „competition“ fruit from abroad
- Low acceptance by consumers: „tastes boring, all varieties taste the same“
- Unattractive to young buyers: „fruit from grandma´s garden → „dusty“ image of the products



Valorization of the Franconian plum

NEW innovative plum products from various manufacturers:

- Plum sausage / Smoked plum sausage
- Plum liver sausage
- Savory plum chutney
- Plum fruit spread
- Plum gingerbread
- Plum ice
- Plum ketchup
- Plum mustard
- Plum rub (marinade)
- Fruity plum liqueur
- Crispy plum vinegar
- Plum mulled wine
- Plum brandy Grand Cru



Valorization of the Franconian plum – product release 2020

