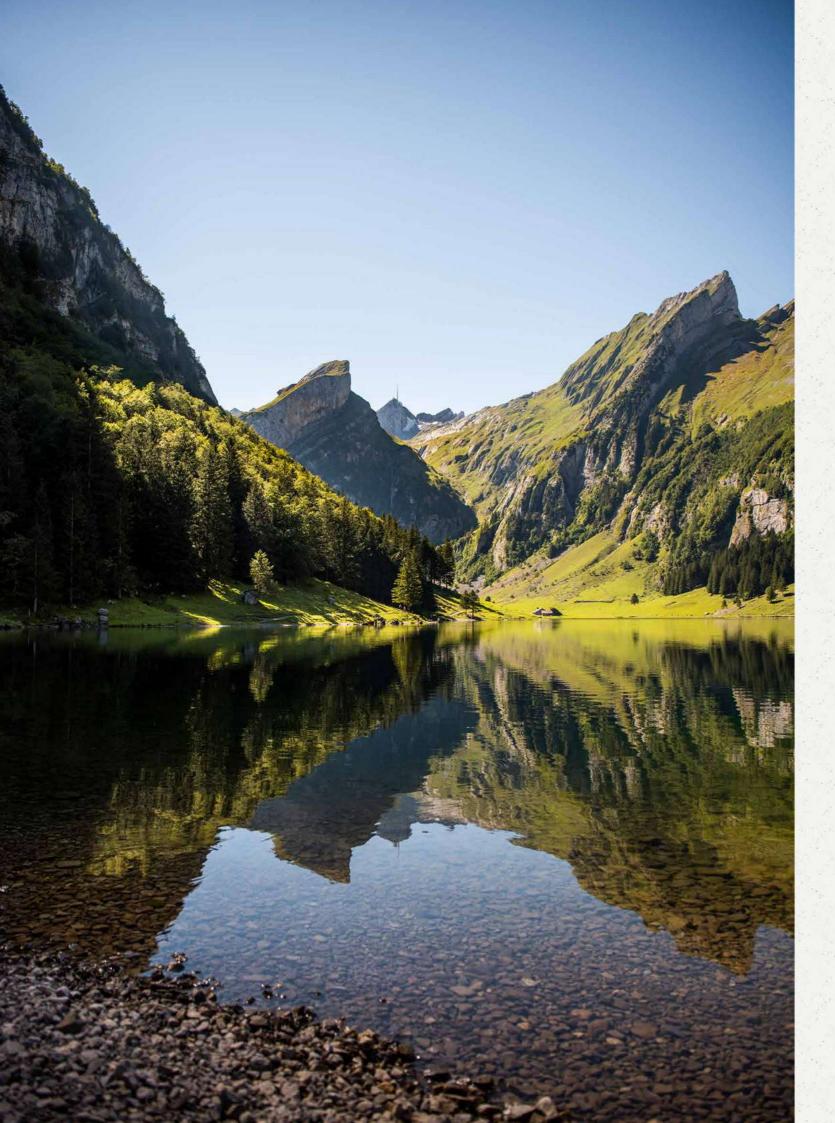


# A Wide Range of Appenzell Beers Alps Spring Brewing Swiss Quality Guarantee





# Appenzell Beer

Since 1886, the Locher family has been dedicated to Appenzell unique brewing beer. Its basic elements remain the same: mountain spring taken directly from Alpstein. In the pursuit of continuous development of new categories, these product not only have the convincing taste and quality, but also in continuously producing. It is also the only way to ensure the best quality of Appenzell beer. The carefully selected ingredients and the passion of the staff are all contributed to the Appenzell distinctive beer.

The selection of beers from the famous mountain springs family to specialty beers such as ginger beer, alcohol-free fruit beer Bschorle, and powerful fruity family. Please find out about us and our special products!

### **Version Notes**

### Photo

FloBrunner, Schalter & Walter Andreas Butz & Stefanie Chris, imagedifferent. com Marc Frick, Senic Inc.

### Texte

Text-Chochi, koller.team, Brauerei Locher Co., Ltd.

### Mechanism

koller.team, Brauerei Locher Co., Ltd.

April 2023



# Family business

In 1886, the Locher family took over the brewery in Appenzell. Today, the brewery has been in the hands of the family for five generations. With a good 90 employees, we're like a big family – and this is what makes our local character, our close customer proximity and Appenzell traditions so important to us. These aspects inspire us and obligate us equally.

Our aim is to exceed all expectations of Appenzell Beer. The beer specialities brewed in our traditional brewery each have their own unique and distinctive character. This character is formed by craftsmanship, in true brewing tradition, and by our high quality demands and diligence in manufacturing our products.













Hans Sonderegger
Board of Directors



Aurèle Meyer



**Tina Lenz**Sales Representative Asia

# **Corporate Philosophy**

As a manufacturer of mountain spring beer, we well know not only all kinds of brewing art, but also the core of «Swiss characteristics» and sustainable development. As a result, we became the first brewery to recycle commercial barley in 1996. In addition, we also try our best to cooperate with regional producers. This brings additional value to all, especially to the end product and our customers. Thence, we are innovatively adding rice from the state of Ticino, or using local honey to enrich the beer's connotation.



Every time before launching a new category of Appenzell beer, we will consider whether we can get raw materials from local and how to get them. In this way, we do not only support our farmers, but also promote the biodiversity in Switzerland.

Let's take an example. The ingredient of fruit beers includes apples and pears from Oberegg and the surrounding area. These tall trees have gradually disappeared from the natural landscape of Switzerland.



In 1886, the current general manager, Karl Locke's great-grandfather, took over the brewery, in the same time he ran a farm, a hotel and a brewery. There is no waste in the brewery, because all waste can be reused in this cycle. The idea was revived in the 21st century by the fifth-generation. For example, we use brewers' grains, which are left over from the brewing process and contain high-quality dietary fiber, for our brewbee foods.







The connection with hometown Appenzell is significant to us. Locher Brewery is not an independent company, it put down roots in this area, builds a social and economic network here. We know our roots. Therefore, we develop confidently and constantly improve ourselves. We trust our loyal customers and we relate with each other, which is a special relationship.

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The core and soul of our product innovation are always three elements: water, barley and hops. Everything starts with the clear springs of Alpstein. The next thing you can't miss is the barley that makes beer, which plays a great role. Beer barley is from Switzerland and, if possible, the finest barley is from the mountains of Graubünden.



The hops are indispensable in the brewing pan. It determines how sour the beer is. These bitter substances also determine the durability of beer bubbles. This created the fresh Appenzell beer.



# Appenzell Mountain Spring Beer Lager

Mountain spring beer lager is characterized by not only gentle but light fruit flavor. It was brewed from pure Pilsenna malt and three kinds of hops from Stammheim and Hallertau. More than 3 months of storage time guarantee the balance of the beer.

**Type:** Light beer, lager; **Alcohol content:** 4.8% Vol; **Color:** Saturated yellow; **Hop:** Aromatic straw-yellow hops; **Flavor:** Full-bodied, fresh fruit flavor, heavy yeast; **Best drinking temperature:** 4–6 °C; **Match:** Soup, cold plate, snack, pasta, spicy barbecue, vegetarian dishes, poultry, soft cheese, nuts and almond desserts; **Label:** Alfred Fischli, Appenzell; **From:** 1992

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APPENZELLER BIER	APPENZELLER BIER

Mountain SpringBeer Hells Lager (33 cl) Bottled 10 b	oottles 11032	4.8 %
Mountain SpringBeer Hells Lager (33 cl) Canned 24	cans 11080	4.8 %

# Appenzell Mountain Spring Dark Beer

Unique beer with a stormy black color and unexpected aroma of roasted coffee. The aroma of dark chocolate, and strong aroma of wheat, makes your tongue an unforgettable journey.

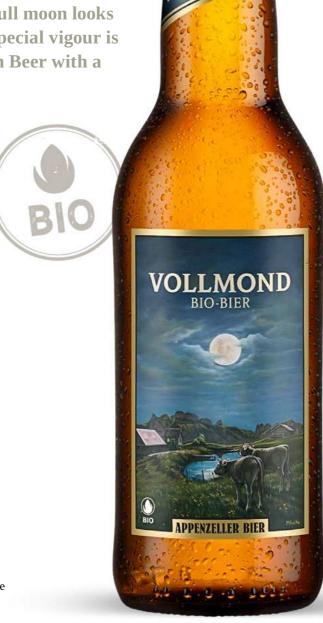
**Type:** Lager dark beer; **Alcohol content:** 5.2% Vol; **Color:** Dark brown-black; **Hop:** Light hops taste; **Taste:** Strong aroma of baking (coffee), with a hint of molasses aroma, dark chocolate; **Best drinking temperature:** 7–8 °C; **Match:** Lamb chops and steak, stew, blue cheese, roasted game and wild birds, mush-room dishes, chocolate cake; **Label:** Alfred Fischli, Appenzell; **From:** 2017



Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Mountain Springs Dark Beer (33 cl)	Bottled	6 bottles	11290	5.2 %

# Appenzell Full-Moon Beer

Swaths of light-grey creep out of the valley, clambering up the Alpstein massif. An air of mystique spreads over Appenzell. Here man and nature are one. The phases of the moon dictate the rhythm of life. They decide when we sow, chop wood, or cut hair. We trust in the power of the moon. In those bright nights when the full moon looks down on us, a special beer with special vigour is born: our Appenzeller Full-Moon Beer with a light lemony finish.

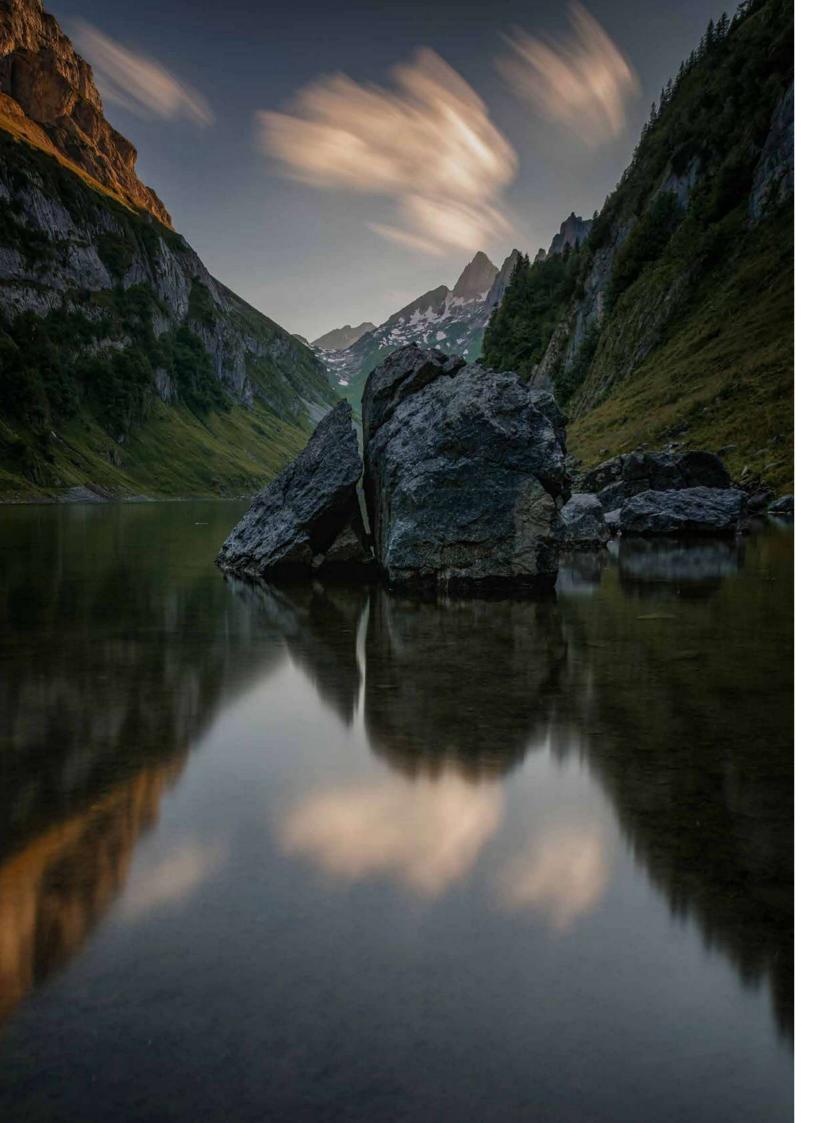


This beer is brewed at full-moon, filtered with fragrance of hops and lemon. In addition to strictly following the traditional brewing method.

**Type:** Specialty beer, hells; **Alcohol content:** 5.2 % Vol; **Color:** Golden yellow; **Hop:** Aromatic hops bitter taste; **Taste:** Spicy, slightly lemon, long-lasting bitterness; **Best drinking temperature:** 5–7 °C; **Match:** Meat pie, seafood, roast fish, stew, soft cheese; **Label:** Martin Fuchs, Appenzell **From:** 1991

Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
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Full Moon Beer (33 cl)	Bottled	6 bottles	11106	5.2 %





# Swiss Stout (Black Crystal)

Tastes differ. We tirelessly strive to do justice to this variety of palates. With our specialty beers, we want to cater to as many tastes as possible. Those who love a subtle hint of oak in their barley beverage will be taken with the Black Crystal. This unique beer with a pitch-black colour is shelved over various months to unfold its surprising bouquet of smoky coffee, aromas of dark chocolate, a hint of liquorice, and a fine blueberry finish.





Colored like the black stormy eve, the unique black beer gives you a surprise. Flavored with coffee and dark chocolate, with a hint of licorice and a delicate blueberry fresh. Brewed with baked malt, it can be stored for several months because of this characteristic.



Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Black Crystal (33 cl)	Bottled	15 / box	11120	6.3 %

# Appenzell Red Ginger

Delicious ingredients for an exceptional beer can be found underground. Our Root Beer is fermented with various root essences and bitter orange to give it its unmistakable, pleasant, slightly bitter taste and cherry red colour.

A natural, stimulating pleasure.



**Type:** red ginger; **Alcohol content:** 2.4% Vol; **Bitter units:** 20 IBU **Color:** 20 EBC cherry red **Hop:** Sweet and aromatic with a pleasantly bitter aftertaste; **Best drinking temperature:** 4–6 °C; **Match:** Salads, mushroom dishes, venison and aperitifs; **Label:** Ingrid Sanguanini-Gollino (Königskind), Appenzell; **From:** 2019

Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Red Ginger (33 cl)	Bottled	6 bottles	12145	2.4%

# Appenzell Ginger Beer

Because of the ginger, our ginger beer has a unique taste and pleasant freshness.



Type: Beer mixed beverage; Alcohol content: 2.4% Vol; Color: Light gold; hop implicit; Taste: Aromatic ginger flavor; Best drinking temperature: 4–6 °C; Match: Aperitif wine, small food; Label: Ingrid Sanguanini-Gollino (Prince), Appenzell; From: 2017

Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Ginger Beer (33cl)	Bottled	6 bottles	11278	2.4%

# Appenzell India Pale Ale

Our India pale ale beer has five kinds of hops with deep bitter taste. The special refrigerated hops contributed to its fragrance and fresh.

Type: India pale ale; Alcohol content: 6.0% Vol; Color: Dark gold; Hop: Refrigerated Cascade and Aurora hops; Taste: Strong, fragrant; Best drinking temperature: 8; Match: Roast meat, various cheeses, cakes, chocolate desserts; Label: Ingrid Sanguanini-Gollino (Königskind), Appenzell; From: 2015



Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
India pale ale (33 cl)	Bottled	6 bottles	12140	6.0%

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# Appenzell Honey Beer (Mielfiore)

Each corner of Switzerland has its own plant area, with bees carefully gathering nectar, honey and golden color to give our Honey beer its unique color and aroma, as well as mixture of sweet and spicy flavors.





Type: Light beer containing honey; Alcohol content: 4.6% Vol; Color: Golden color; Hop: Mild hops bitter taste; Taste: Sweet and fruity, light; Best drinking temperature: 8–12 °C; Match: Aperitif, spicy roast meat, vegetarian dishes, fresh fruit desserts, sweet cream, fruit; Label: Silvia Zach, Hemberg; From: 2014



Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Honey Beer (33 cl)	Bottled	6 bottles	11540	4.6 %

# Appenzell Rice Beer (gluten free)

We can very justifiably claim to be trail-blazers in both «Swissness» and sustainability. Whenever possible, we work together with regional producers. And that's how this mild beer for gourmets was born, made from local, sun-ripened rice from the most-northern growing regions in the world and golden-yellow brewer's barley. We underscore the origin of the key ingredient with the name, Birra da Ris. It's what gives this beer its sleek and light character.





This mild, delicious golden malt beer made of rice grown from world's northernmost plantations-Ascona, Macchia Valley Farm, and Locarno, areas full of sunshine.

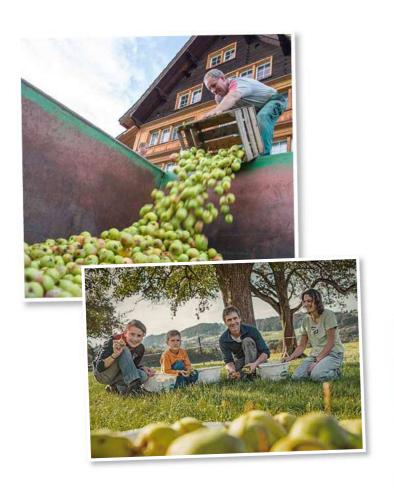
**Type:** Specialty beer; **Alcohol content:** 5.0% Vol; **Color:** Light straw yellow; **Hop:** Very low-key hops with al-most no hops; **Taste:** Pure, light, dry and light; **Best drinking temperature:** 4–6 °C; **Match:** Light salad, list of meals, steamed fish, cream dessert; **Label:** Sylvia Böhler, Herisau; **From:** 2006

Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Rice Beer, Birra da Ris (33 cl)	Bottled	6 bottles	12115	5.0 %



# Appenzell Fruit Beer (Bschorle)

Bschorle is made from three different malt and two kinds of hops. Alcohol-free beer needs to be brewed through a process that is exactly the same as regular beer, and the final step is to remove the alcohol with vacuum. The taste is almost the same as regular beer, but alcohol-free.





### Appenzell Fruit Beer (Alcohol-free)

Fruit beer mixes high-quality malt from 28 pears and apple juice from Oberegg and the surrounding area into a foam-rich sweet drink.

Type: Beer mixed beverage; Alcohol content: Alcohol-free; Color: Golden color; Hop: Implicit; Taste: fruity and fresh; Best drinking temperature: 8 °C; Match: Aperitif, cold dish, cheese, roast meat, fruit dessert; Label: Karin Ammann, Urnäsch; From: 2016

Product	Bottled / Canned	Packaging	ArtNr.	Alcohol content
Fruit beer (33 cl)	Bottled	6 bottles	13021	non-alcoholic



# SÄNTIS MALT WHISKY

Good things come to those who wait. The same goes for our Santis Malt Whisky and the pure spring water that flows from the heart of the Alpstein mountains. Just as it takes years for the spring water to filter through the rock, the Locher family have been mastering the craft of brewing beer and maturing it in oak barrels for more than 130 years. These very barrels, together with the pure Alpstein spring water, lay the foundations for our multi-award winning Appenzeller Santis Malt Whisky.

### 1886

The Locher family start brewing beer in Oberegg. In 1886, the family takes over the brewery in Appenzell, which continues to run as a brewery and distillery today.

### 1999

After the ban on producing spirits from grain is lifted, Master Brewer Karl Locher, known for his creative range of beers, starts to make the Säntis Malt using spring water from the Alpstein mountains and oak barrels previously used for beer.

### 2002

Brauerei Locher AG launches its first products on the market, entering the history books as a pioneer of Swiss whisky production.

### 2003

Brauerei Locher AG starts using barley grown in high-altitude regions of Switzerland. This barley is characterised by its strength and vitality thanks to the extreme weather conditions in which it is grown.

### 2010

Whisky expert Jim Murray selects the Appenzeller Säntis Malt 'Dreifaltigkeit' as the European Whisky of the Year.

### 2011

Whisky Guide Switzerland votes Brauerei Locher AG Whisky Distillery of the Year.





### 2012

Brauerei Locher AG takes part in the prestigious International Wine & Spirit Competition (IWSC) in London for the first time. All whiskies entered are prize winners.

### 2013

Once again, all whiskies entered are awarded prizes by the IWSC. The 'Alpstein 2013 Special Edition' is the first whisky from a Germanspeaking country to win a gold medal. The 'Snow White Limited Winter Edition' is launched.

### 2014

The Säntis Malt 'Alpstein VIII' and 'Snow White 2' editions win Silver Outstanding awards from the IWSC in London for their unique quality.

### 2015

The 'Säntis Malt Germany  $N^{\circ}2$ ' edition is awarded gold and the 'Alpstein X' edition receives a Silver Outstanding award from the IWSC in London.

### 2016

Our 'Single Cask 1103', 'Himmelberg', 'Alpstein XI' and 'Alpstein XII' whiskies all receive Silver IWSC awards.

### 2017

Two new editions are added to the whisky liqueur range, namely the 'Apricot Malt Liqueur' and 'Plum Malt Liqueur'. Our 'Cask 8' and 'Cask 1208' editions receive Silver Outstanding awards from the IWSC, while our 'Snow White 4' whisky wins silver.

### 2018

The 'Alpstein XIV' and 'Snow White 5' editions win silver at the IWSC in London. The German ISW awards 'Alpstein XIV' a gold medal, and the 'Germany Nº3' edition a silver.

### 2019

The Säntis Malt Distillery celebrates the 20th anniversary of its first bottling of whisky. The 'Genesis' whisky, a limited edition which commemorates the origins and history behind the Säntis Malt casks, is released onto the market. The 'Alpstein XV' and the 'Genesis Nº1' whiskies are each awarded a silver medal at the IWSC Awards, while the 'Föhnsturm' and 'Snow White 6' editions bring home bronze. The new 'Golfer's Birdie Water' single malt whisky is launched.

### 2020

The 'Alpstein XVI' edition is awarded the silver medal at the IWSC London. The 'Golfer's Birdie Water' and 'Snow White 7' whiskies win bronze. The 'Genesis Nº2 Acolon Wine Cask Finish Edition' and the 'Pineau des Charentes Snow White 8 Cask Finish Edition' are released. 2020 also marks the launch of the new 'Bärli-Biber Whisky Liqueur' in cooperation with the family-run bakery Bischofberger AG in Weissbad.

### 2021

Launch of the 'Single Cask Exploration' Series celebrating the diversity of the casks in our cellar. Introduction of the 'Snow White 9', 'Genesis Nº3' and 'Alpstein XVII' Editions. Gold Award for the 'Liechtenstein' Edition in the Swiss Spirits Review and Silver for 'Genesis Nº2'. The IWSC London presents a Silver Award to 'Alpstein XVII', 'Rum Cask' and 'Genesis Nº2', as well as Bronze to 'Snow White 8'. Numerous recognitions at the UK World Liqueur Awards, including two Gold and World's Best Awards. The Gull 'Coldbrew & Whisky Liqueur' in the Coffee Liqueurs category and our 'Apricot Malt Liqueur' in the Whisky Liqueur category. The 'Marwees' Edition excelled and won a Gold Award as well as Best Swiss Cream-Liqueur.



### **EDITION ALPSTEIN**

Alk. 48% vol

The cellars where Säntis Malt whisky matures lie at the heart of the Alpstein. Each cask is one of a kind, full of character and carefully selected by the stillman. The whisky receives its highly-awarded quality through its first maturation in the oak beer casks steeped in history. The finish is done in a bourbon, port, sherry, wine or other type of special cask. The whisky of the limited 'Alpstein Edition' is sequentially numbered.

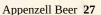












# SOMETHING FOR EVERYONE

### **OUR CREATIVITY KNOWS NO BOUNDS**



### **EDITION SIGEL**

Alc. 40% vol 4cl, 20cl, 50cl, 70cl

Maturation in oak beer barrels that are over 130 years old gives our Säntis Malt 'Sigel Edition' its unique flavour. Whisky connoisseur Jim Murray describes it as a single malt with "an exclusive aroma and one that melts on the tongue, combining a juicy fruitiness with a light spiciness. Vanilla flavours compliment oak flavours in the most amicable way possible."



### **EDITION HIMMELBERG**

Alc. 43% vol 4cl, 20cl, 50cl, 70cl

Like all our whiskies, the spring water for our Säntis Malt 'Himmelberg Edition' originates from the Alpstein. The secret to this whisky lies in transferring it from a beer barrel into various wine casks during maturation. Independent whisky consultant Julia Nourney describes it as a "light and fruity whisky, with spicy and woody aromas whose true character is best tasted on the roof of the mouth."



### **EDITION DREIFALTIGKEIT**

Alc. 52% vol 4cl, 20cl, 50cl, 70cl

Malting the barley used for this whisky over the fire with peat from the Appenzell moor gives it its unique smoky flavour. The 'Dreifaltigkeit Edition' (meaning 'trinity') was chosen by Jim Murray as the European Whisky of the Year 2010. He added, "What we have here is a whisky of such a controlled yet immense quality that one simply has to enjoy this whisky."





### **EDITION ALPSTEIN**

Alc. 48% vol 50cl

The Săntis Malt 'Alpstein Edition' acquires its award-winning quality from the moment it is poured into the former beer barrels. To finish the whisky, it is transferred into casks formerly used to hold bourbon, port or sherry. Every cask provides a unique flavour which is reflected in the whisky. This edition is produced as a continued limited edition.



### **FÖHNSTURM**

Alc. 46% vol 50cl

A mixture of various flavours. After being aged for between four to five years in beer barrels, our 'Föhnsturm' whisky is finished for just a few months in wine casks. Flavours from different wine casks give it both sweet and fruity notes. The whisky is bottled when the distinct aromas of maturation are prominent but the sweet, fruity notes of the finishing process come through.



### **SNOW WHITE**

Alc. 48% vol 50 cl

Every year we are pleasantly surprised by the new design and fruity finish of the winter edition, of which just 2,000 bottles are produced – a single malt whisky, matured in a beer barrel and completed in casks that were previously filled with various fruit spirits. Whether the 'Snow White' has a prune, pear, cherry, apricot or orange finish, the whisky and fruit flavours complement one another perfectly.

### CONTACT



### PHILIP HERRMANN

Key Account Manager Säntis Malt Mobil 078 775 35 12 p.herrmann@saentismalt.ch



### **GOLFER'S BIRDIE WATER**

Alc. 46% vol 20cl, 50cl

An alluring blend, this single malt whisky marries the pungent-sweet notes of decades-old beer casks with the delicate fruitiness of former sherry casks.



### BÄRLI-BIBER WHISKY LIQUEUR

Alc. 35% vol 20cl, 50cl

This one-of-a-kind liqueur was conceived together with the family-run Bischofberger AG in Weissbad, which has been baking the delicious 'Biber' filled gingerbread cookies for over 70 years. Choice Appenzeller Säntis Malt Whisky adopts exquisite 'Biber' spices to create an aromatic, fiery explosion that will keep you warm even on the coldest winter's eve.



### **EDITION MARWEES**

Alc. 18% vol 4cl, 20cl, 50cl, 70cl

Our 'Marwees Edition' is made from our awardwinning Säntis Malt 'Sigel Edition'. Adding thick cream to this whisky after maturation transforms it into a delicious delight. A sweet drink with nougat and caramel flavours, a creamy consistency and a pleasant, soft finish.



### **APRICOT MALT LIQUEUR**

Alc. 35% vol 4cl, 20cl, 50cl

A sweet, fruity creation, made by combining Säntis Malt whisky matured in beer barrels with aromatic apricots. It is fruity on the nose with apricot aromas plus a hint of juicy peach. Delicate almond and rose water aromas also come through. On the palate, this liqueur gives brandy-soaked apricot flavours backed up by a gentle sweetness. There is a surprisingly strong, long-lasting finish as seldom experienced with a liqueur.



### PLUM MALT LIQUEUR

Alc. 35% vol 4cl, 20cl, 50cl

Our 'Plum Malt Liqueur' is matured in old beer barrels and later combined with plums, giving it a delicate yet mature aroma. Fruity flavours dominate, but it packs a good punch. The taste is rounded off with a hint of the soft, spicy touches of clove and cinnamon. This liqueur has a finish with a delicate sweetness like that of dried fruit.

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## CréaCeto

# CréaCeto Soul Balsam

**Beer Balsamic Vinegar Conquers the Taste** 

Karl Locher – CréaCetoVersion

I like to find new things and get inspiration from my hometown, my family, and my daily life. Contacts with different people inspire me to develop new products. Providing products can bring pleasure and enjoyment. is my mission.

Our newly developed CréaCeto series will give you inspiration. On the basis of beer vinegar, we produce delicious sweet vinegar. Apples and pears are from eastern Switzerland, passionfruit and mango from Ivory Coast. This resulted in three high-quality CréaCeto products: apple/pear balsamic vinegar, passion fruit balsamic vinegar and mango balsamic vinegar.

Please enjoy our «soul balsam».



cause sustainability and fair trade are our first priorities.

# CréaCeto Balsan Essig apfel/birne The manage and one of apple of acturbelasion 220, 484

### **Apple and Pear Balsamic Vinegar**

Using 28 different varieties of apples and pears from local region, the sweet vinegar was developed on the basis of delicious beer vinegar. We purchased apples and pears for vinegar from high-stemmed orchards in eastern Switzerland. This promotes the diversity of species, and our region is home to a variety of tall trees that provide protection for many animals.



### **Passion Fruit Balsamic Vinegar**

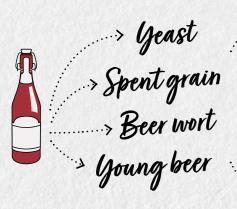
Passion fruit flowers are beautiful and dazzling, while its fruit is rich in aroma, making people lips and teeth left fragrant. The refreshing passion fruit essence is a wonderful combination of our beer vinegar and produces excellent balsamic vinegar. Johann Dahler, our passion fruit supplier, son of an Appenzell farmer whoemigrated to Ce d 'Ivoire in the 1870s.

He provided support to local farmers and sent some of the fruit to Locher Brewery.





We rescue valuable, unused by-products from the brewery and transform them into delicious food for you. And it not only tastes great – you can also enjoy it whole-heartedly, without troubling your conscience. Because with brewbee, *you're helping to save resources – and the environment!* 





Pizza

and much more coming soon

"We want to see all the valuable nutrients and fibre being utilised the way they deserve to be."











From classics like margherita and pepperoni, to vegetarian and vegan alternatives with fresh vegetables, to our unique Explorer range.

DELICIOUS

# Tschipps

Anyone who loves crunchy, sustainable snacks is sure to find our brewbee Tschipps irresistible.



brewbee Korn-Flakes





How does a bowl of crispy cornflakes with milk sound for breakfast? Or would you prefer some delicious muesli to start your day right?



Get to know more about us and our products!



brewbee.ch

