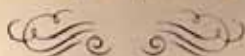


have a taste of real gold

the Original ...

ORIGINAL DANZIGER
Goldwasser
15 98
Liqueur
DANZIG

*For those with a passion
for the extraordinary,
Der Lachs, the original
Goldwasser is a mysterious
blend of 25 herbs, spices
and real 22 karat gold flakes.
Since 1598 the unparalleled
liqueur of choice...a dazzling
experience for palate and eye.*





HISTORY

Back in 1598, Ambrosius Vermoellen founded a distillery in Danzig which soon became renowned for its fine liqueurs.



Best known, his "Original Danziger Goldwasser" is a delightful specialty made of approximately 25 delicate herbs and spices. To underscore the exceptional quality of his product, 22 karat gold flakes were added which makes "Original Danziger Goldwasser" one of the most unique liqueur specialties in the world.



SELLING POINTS

- The Original
- Since 1598 the unparalleled liqueur of choice
- A mysterious blend of 25 herbs and spices and 22 karat gold flakes
- For those with a passion for the extraordinary
- A great base for imaginative drink recipes
- Also available in attractive gift boxes
- Sometimes it has to be gold
- Beware of imitations

HAVE A TASTE OF REAL GOLD - THE ORIGINAL

The 2004/5 campaign for the Original Danziger Goldwasser will stress the history of the product, dating back to 1598 and clearly positioning "Der Lachs" as The Original.

Confusion among consumers was caused in the late 80's when the "Gold Concept" was adopted by a number of North American manufacturers for some high-proof Cinnamon Schnapps. Original Danziger Goldwasser, however, is not your regular schnapps...



Created in 1598, Der Lachs is one of the oldest liqueur specialties in the world and the secret blend of herbs and spices has delighted connoisseurs for more than four hundred years.



It is hardly surprising that the so-called "Güldenwasser" was attributed with magical powers. The much sought-after drink also gained access to the royal courts and remains to this day a drink for those with a passion for the extraordinary. The unparalleled liqueur of choice...A dazzling experience for palate and eye.

DELIGHTFUL RECIPES



Golden Sunset

1 ½ oz. Der Lachs Original Goldwasser. Shake bottle, serve on the rocks and add a slice of orange. Beautiful!

Oil-Slick

¾ oz. Der Lachs Original Goldwasser, splash Jaegermeister or Black Sambuca. Serve in a chilled shot glass.

Berry Goldwater

1 oz. Der Lachs Original Goldwasser, 1 ½ oz. Echte Kroatzbeere Blackberry Liqueur. Pour over the rocks and enjoy this very conservative drink.

Goldfinger

1 ½ oz. Der Lachs Original Goldwasser chilled and served in a shot glass. Chase down with your favorite beer!



Golden Kir

1/2 oz. Der Lachs Original Goldwasser, 1 dash creme de Cassias, Schlumberger. Pour Goldwasser and Creme de Cassias into a fluted champagne glass, fill with Schlumberger Brut and watch the gold dance.

Idaho Gold Martini

Pour 3 parts Teton Glacier Potato Vodka. Shake over ice; strain into martini glass. Add 1 part Der Lachs Original Goldwasser.

Golden Gimlet

4 parts Der Lachs Original Goldwasser, 5 parts Rose's Lime Juice, 1 part fresh limejuice. Shake ingredients together and pour over ice in a chilled cocktail glass.