

BEST OF THE CROP



SCHÖNAUER ERZE  
"Direkt vom G  
SCHÖNAUER  
**Schönauer  
Apfel**  
42° PROOF 1 LITER  
GERMAN APPLE SCHNAPPS  
Liqueur  
Produziert in der Schönauer Brennerei Schönaue, Pommern, Vorpommern, Vorpommern  
Importiert von  
Schönaue, Pommern, Vorpommern, Vorpommern, Vorpommern, Vorpommern, Vorpommern, Vorpommern



## HISTORY

First popularized by students at German Universities in the early 1970's, a delicious mix of apple juice and grain spirit (korn), quickly became the party starter of choice. Soon, this delicious "Apfelkorn" cocktail was introduced as a pre-mix in a variety of bottle sizes. The Schönauer Distillery, situated close to one of Germany's best known fruit growing areas, was among the first to offer their Apfelkorn to retailers and bars.



## SELLING POINTS

- Made from deliciously crisp apple juice and fine grain spirits
- At 42° Proof, Schönauer's unparalleled apple taste is pure refreshment
- All natural with no artificial colors or flavorings
- Great just straight-up as a shot
- Its premium quality won't sour customers or good vodka
- For the ultimate Apple Martini, serve only the best- Schönauer

## A GREAT RATING

In December 2002, The Beverage Testing Institute in Chicago rated Schönauer Apple Schnapps, and we are pleased to report that with 95 points and a Gold Medal, Schoenauer bested the rest of the Apple Schnapps competition (its closest competitor managed but an 83). Apparently you can't even compare apples to apples anymore...

**95 • Schönauer Apfel Schnapps \$16.99/ Liter. Best Buy.**  
Very pale golden color. Pure, waxy, apple core aromas. A brisk entry lead to medium-bodied palate of very natural, sweetly tart, baked apple and tang of apple skin. Finishes very cleanly with almost no discernible alcohol. (tasted on 12/13/2002)

**83 • DeKuyper Sour Apple Pucker Schnapps \$9.**  
Shocking discotheque green. Crisp, freshly cut Granny Smith apple and note. Sweet candied apple flavors upfront turn very sharp and juicy through syrupy in texture. (tasted on 01/25/1999)

**80 • Hiram Walker Sourballs Apple Schnapps \$8.99.**  
Stop light green color. Waxy, apple candy nose, brick and grainy on very tart, green apple candy, lanolin, and a hint of fructose-like sweetness with a bitter, apple core note. (tasted on 01/18/2002)

## DELIGHTFUL RECIPES

### Apple Pie Cocktail

3 oz. Schönauer Apfel Schnapps  
Splash Cinnamon Schnapps  
Slice of Apple  
Pinch Cinnamon  
Pour Schapps into Old Fashioned Glass over ice. Garnish with an apple slice and sprinkle with cinnamon.

## RECIPES (CONTINUED)

### Caramel Apple

Put 1 caramel candy in a shot glass and fill with Schönauer Apfel Schnapps. Shoot and chew candy.

### Apple Breeze

1 1/2 parts Schönauer Apfel Schnapps  
Serve over ice in a tall glass; fill with soda water and top with a splash of cranberry juice. Garnish with a lemon.

### Schonauer Apple

Straight up, chilled or on the rocks.

### Beer and Schonauer

1 1/4 oz. Schönauer Apfel Schnapps  
Your favorite beer on the side.

### Big Apple

2 oz. Schönauer Apfel Schnapps  
Lemon wedge  
2 oz. club soda, chilled  
Pour over ice in an Old Fashioned glass. Squeeze lemon juice into glass; add peel. Stir well. Pour soda, to taste. Stir quickly.

### Happy Apple

2 1/2 oz. Schönauer Apfel Schnapps  
1 oz. Fuerst Bismarck or vodka  
light splash club soda optional  
Over ice in a tall glass, pour Schönauer Apple and Fuerst Bismarck or vodka, stir well add light splash of soda, and a dash of cinnamon, if desired. Stir once. WILL MAKE YOU GLOW.

### Skier's Delight

1 1/2 parts Schönauer Apfel Schnapps.  
Fill mug with hot cinnamon tea.

## DELICIOUS APPLE-TINI (APPLE MARTINI)



Mix one part Teton Glacier Potato Vodka & one part Schönauer Apfel Schnapps

Shake well with ice and pour into martini glass. Garnish with apple or lemon wedge.

