

Press Release

New pre-mixed TABU RED SODA at ProWein

TABU ABSINTH, the premium brand from the Rauter distillery in Essen, Germany, is presenting at ProWein - Düsseldorf's international trade fair - from 4 to 6 March 2012, the launch of TABU RED SODA, a low-alcohol drink based on TABU ABSINTH RED.

The new TABU RED SODA has a sharp, fruity taste, punctuated by a hint of aniseed and a twist of orange zest. It is being debuted to the the expert community, the trade and the specialist media at ProWein in Düsseldorf. TABU RED SODA comes ready to drink. The 275 ml bottle is available at any well-stocked specialist shop for approx. 1.39 Euro.

TABU ABSINTH – from Germany's oldest absinth producer

"Since we re-incorporated absinth production into our founder operation twelve years ago, TABU ABSINTH as a premium brand has developed incredibly well in the gastronomy and retail trades", enthuses Joerg Tragert, Managing Director at Felix Rauter GmbH & Co. KG.



The Rauter distillery was founded in 1853 and, listed number 7 in the commercial register, is one of the oldest companies in Germany and the country's oldest absinth producer. The spirit manufacturer is still located in Essen city centre, on the site it has occupied since 1853.

Also part of the Felix Rauter Group is Gebr. Both GmbH, rounding out the extensive 1500-product range with special products and small series items.

This includes the distribution of imported spirits and branded goods (cognac, armagnac, grappa, fine liquors, gin, vodka, tequila, rum, ouzo, herbal bitters, fruit brandy, whisky), sparkling wine and champagne.

Felix Rauter also operates an International Food Standard certified production company at the Goch site. Occupying some 30,000 m² and equipped with 11 bottling lines, 2.3 million litres of tank capacity for bulk products and a 4000-pallet finished product store, this plant is geared to the production of large quantities of consumer spirits. Supplies go exclusively to the specialised trade, specialised wholesale trade and the retail food trade.

Contact for images, samples, media cooperations, interviews, info:

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images (300 dpi) at www.presse.rauter.de