



ROCHELT

*The Premium
Brandy Distillery*

Welcome to Rochelt - The Premium Distillery from Tyrol

As a small, family owned and operated business we specialize in the production of first-class, 100% pure and unfiltered distillates from the finest fruits available. We guarantee that all our spirits are made from pure fruit from fermentation through the transformation of natural sugars to alcohol.

What we call “Schnaps” in Austria is often confused with artificially flavored liquor, with varying degrees of sweetness and quality. Sometimes called “eau de vie” (water of life) or fruit spirit, we prefer the English term “brandy”, which derives from the old German expression “Branntwein” (distilled wine).

About the Business

For twenty years, Gunter Rochelt distilled brandy made from the finest fruit and shared it with his closest friends. By founding the Rochelt Brandy Distillery in 1989, Gunter quickly discovered an expanded circle of good friends.

He was a true master in his profession. His attention to high quality, consistency, attention to detail and extensive experience as a hobby-distiller enabled him to revolutionize the market for high-end distillates in the early 1990s.

Adhering to very strict criteria for selecting the finest fruit, mastering the art of distilling, allowing for optimal maturation and continued self-criticism and refinement resulted in a new level of quality. The success of his ideals and work ethic proved Gunter right.

Today, we produce 21 varieties and the next generation runs this



still family-owned business. Alexander Rainer, Gunter’s son in law, has been active in the business since 2003 and learned the art of distillation first hand under Gunter’s mentorship.

He followed in the steps of his father in law and learned everything from the basics to the important secrets and tricks of distilling from the master distiller himself, before taking over the management of the company. Alexander now runs the business with the support of the three Rochelt daughters: Julia, Annia and Teresa.

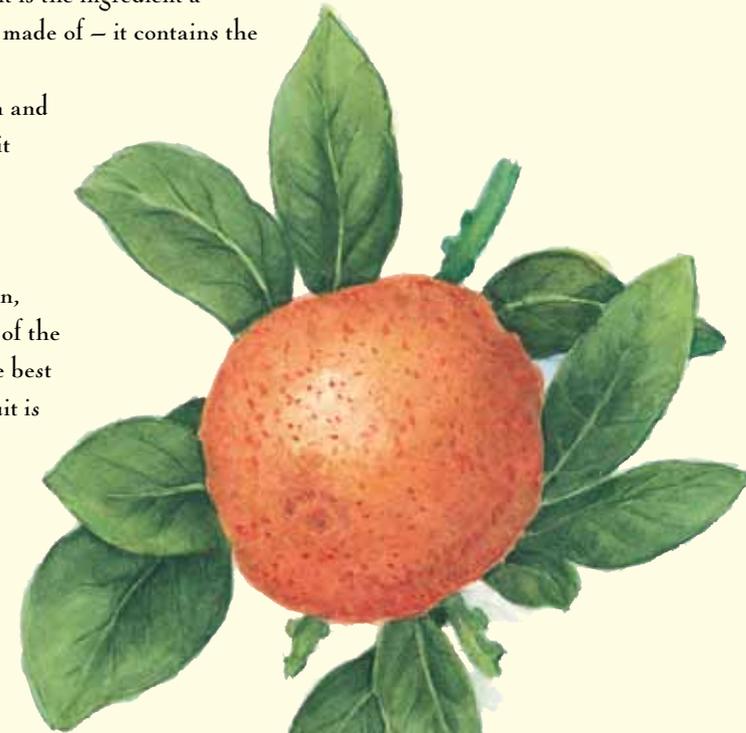
The Making of Our Fine Fruit Brandies

Our brandy is a 100% pure and unfiltered distillate produced from the finest fruit, naturally fermented, distilled twice, aged and stored for several years.

Exquisite Fruit

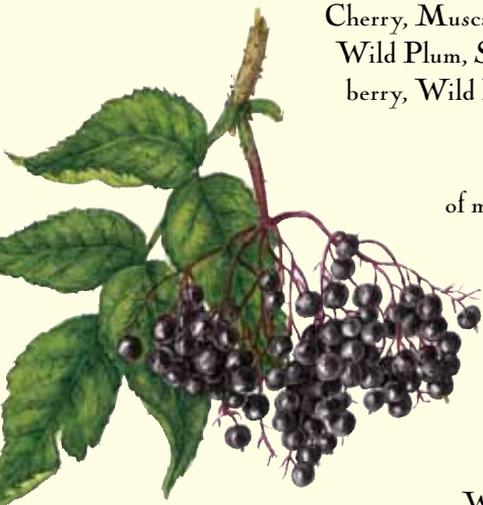
Exquisite fruit is the ingredient a distiller’s dreams are made of – it contains the secret to enjoyment.

The selection and processing of our fruit requires great care and vigilance. Many aspects require close attention, such as the selection of the best varieties and the best regions where the fruit is grown.



We currently process the following varieties of fruit

Gravenstein Apple, Wachau Apricot, Williams Pear, Red Williams Pear, Quince, Mirabelle Plum, Morello Cherry, Basel Cherry, Muscat Grape, Gewurztraminer Grape, Plum, Wild Plum, Sloe Plum, Black Elderberry, Wild Rowanberry, Wild Raspberry, Black Currant and Orange.



From around 200 000 kg (450 000 pounds) of mash we produce about 9 000 litres of brandy each year; 100% pure and all natural without any additions such as yeast, sugar, aroma or alcohol.

Carefully Selected Growers

We ensure this highest level of quality through long-established relationships and close co-operation with carefully selected growers who also hold to similar standards of excellence. The result: we use only flawless fruit – ripened to perfection on the tree, healthy and harvested with great care for the production of our first-class brandy.

The Harvest

Fruit must ripen to perfection on the tree before being harvested. We rely heavily on optimum weather conditions, similar to winemakers quest for the perfect grape. Having the right weather in the final days prior to harvest is critical to forming the profile of a vintage. Under ideal climatic conditions during the last two weeks, the fruit develops its full flavors and the highest possible sugar content. Only then do we start the harvest.



In spring, frost can destroy the blossom or heavy rainstorms before harvest can dilute the fruit's flavors. In such circumstance we will not harvest that particular variety for the year, as it no longer qualifies for our first-grade quality spirit.

The Fruit Mash and Natural Fermentation

Great care is essential: first the selection of fruit, later the processing to mash – and so forth, until the last production step is completed. Problems with the mash during fermentation or distillation must be avoided as they could lessen the quality of a first-class spirit. Strict cleanliness is an absolute must during the entire production process.

Once harvest is completed, the fruit is cleaned, inspected, chopped and placed into large vats for fermentation. Throughout each year, we individually mash up to 18 different varieties of fruit, beginning with Morello cherries in July and finishing with quince at the end of October.

After producing the mash fermentation begins within a few hours. Natural yeast found on the fruit skin transform the fruit's sugar to alcohol. Later, as the fermentation process slows, the vats must be filled with great care to prevent oxygen from infecting the mash with its unwanted microorganisms.

Careful Double Distillation

Once natural fermentation is completed, the additive-free mash is carefully distilled twice, following an old Tyrolean tradition.

The first principle of distilling is: Take your time! The fermented mash needs to be transformed into brandy as slowly and gently as possible. We carefully distil the mash twice in our copper pot stills. A variety of high and low spirits, such as methanol and other undesirable ingredients, must be separated from the finished and clean middle cut.

We use up to 55kg (110 pounds) of fruit to produce one litre of the precious middle cut. The naturally low sugar content found within the fruit limits the amount of alcohol that can be produced. We never add any sugar to the process in keeping with our strictest quality standards.

Aged and Stored for Several Years

A fine brandy takes its time. After distillation, the brandy is far from ready for consumption. Our brandy matures slowly over several years to the point of perfection.

Over time the brandy rests and the weight and strength of the alcohol diminishes. This maturation process

yields a smoother and softer, yet strong and full, distillate. During maturation, delicate fruit flavors rise to the forefront in a highly concentrated manner.

The quality of brandy is partly a result of its careful maturation, age, and not – as many believe – a low alcohol content. In earlier days, growers would make brandy for their own consumption and store it many years before drinking.

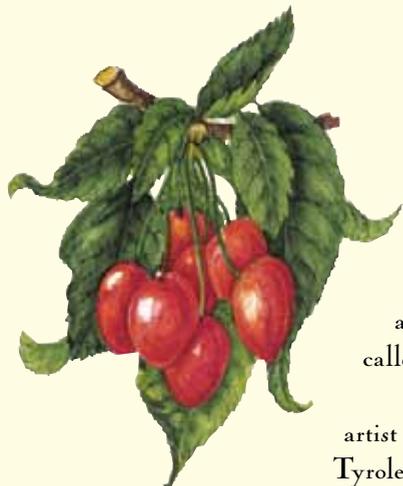
Our distillates mature in open glass balloons for up to ten years. This allows us to minimize the amount of additional spring water and keep the strength at a minimum of 50 percent (100 proof) by volume. While the alcohol rests, it makes room for the preserved flavors of perfectly ripened fruit. Our strong brandy is always crystal clear and unfiltered.

Many say high proof brandies “pickle.” This is only the case for poorly made brandies. A poorly developed mash results in a harsh and edgy end product. Fine brandy does not “pickle,” rather it bursts with the finest fruit flavors.

To guarantee the highest level of quality, we continually inspect and taste the brandy during the maturation period. In addition, we

conduct gaschromatographic examinations in our laboratory, where the spirits are split in their separate chemical components and analyzed.





Unique Presentation

We package our brandy in a unique bottle whose origin is the traditional Tyrolean “pincer bottle“. It was developed over 250 years ago in a little town outside Innsbruck (Tyrol), called Hall.

Our particular bottle is designed by a glass artist from Innsbruck and embodies tradition and Tyrolean glass craftsmanship. The distinguished bottle ensures the authenticity of our brandy. It has become the unmistakable trademark for our brandies and is packaged in its own, unique wooden box.

Most of our decorative bottle stoppers are designed by the goldsmith Otto Jakob from Karlsruhe, Germany. They have become desired collectors items for many brandy enthusiasts. Our brandy glasses are specially designed for the enjoyment of our strong and flavorful distillates.

Enjoy a Truly Amazing Concentration of Fine Fruit Flavors

Our brandy is strong and full – the palate benefits from an amazing concentration of finest fruit flavors with a long finish.

Similar to fine Armagnac or Cognac, our brandy tastes its best when served at room temperature - only then will it release its full flavors. While bouquet is contained in the glass, the palate benefits from a truly amazing concentration of fine fruit flavors. This is due to the fact our brandy matures for years and contains minimal water.

Our fine brandy is highly regarded for its comforting and soothing effects. After a fine meal the brandy is enjoyed sip by sip with great attention (rather than sipped all at once as often observed for lesser quality brandies).

Our bottle stoppers fit slightly loose. This enables the brandy to continue maturing once the bottle is opened. The high alcohol content

means our brandies do not go flat or lose flavor. However, similar to wine, brandies do not last indefinitely. The potential to mature depends on the type of brandy and its vintage.

The perfect brandy glass is tulip-shaped, slightly opening at the top with the benefit of letting the scent of alcohol fade, rather than locking it in: a feast for the bouquet/nose. Our brandy glasses are handmade and trademarked.

We Look Forward to Your Visit

The best way to learn more about us, our company and brandies is by visiting our distillery in Fritzens, Austria. We gladly welcome customers and friends of our brandies.

We also offer a guided tour through the distillery, including traditional Tyrolean delicacies and a brandy tasting. Prices are available upon request.

Please do not hesitate to visit our new website at www.rochelt.com or contact us for more information on our company and products.



TIROLER SCHNAPSBRENNEREI
INNSTRASSE 2

6122 FRITZENS, AUSTRIA

Telefon +43 5224 52462 • Telefax +43 5224 52462-20

www.rochelt.com • mail@rochelt.com