



BERLINER MUMPITZ

Quirky stories from Berlin's wild nightlife of the legendary 1920s - presented by a new premium liqueur



MUMPITZ is inspired by Berlin's roaring 1920s. Six characters, 'influencers' from that decade, give each flavor variation its own profile. The 'MUMPITZ (nonsense) factor'.

Enjoy frivolity!

Berlin has almost all Mumpitz (=nonsense) a heart may desire but an own premium liqueur which pours the city's unique and sometimes contradictive attitude to life into a taste.

The 1st Smoothie Liqueur!

This has changed now - with BERLINER MUMPITZ - the first spirit of its kind.

70% real fruit puree meets spicy botanicals. Six crazy-frivolous variations for every taste. All ingredients are purely natural and vegan. Artificial ingredients are deliberately avoided.

'Sipping rather than shooting' is MUMPITZ' motto. Pure (well chilled) as a long shot, on crushed ice or in a delicious 'Spritzz Mumpitz' mix with Prosecco and soda - MUMPITZ is always a pleasure.

1 Mumpitz is Berlin

"There is nothing more powerful than an idea whose time has come."

- Victor Hugo

BERLINER MUMPITZ is a tribute to wild Berlin of the 1920s - cheers to freedom, cheekiness and the pleasure of frivolity. Even to date this attitude towards life is still feelable in the city.



The artist Katja Wiedemann from Berlin exclusively painted the labels in her own style.

With changes though. Especially in current times of dying clubs and dwindling rooms, Berlin needs a lasting memory of its wildness and originality. The city has stood for unconventionality since the 1920s. And we want it to stay that way also

in the future. That's why we thought: We need a liqueur that captures and preserves this attitude to life and celebrates the people who have laid the foundation for Berlin's creativity and openness.

Cheers to the wild side

To match this idea of a brand we created an innovative and unique product: the first smoothie drink with alcohol. Natural fruit pulp in a sexy combination with spicy botanicals.

The first six variations show Berlin's vast variety of both taste and history. Selected influencers from that legendary decade gives each taste variety a distinctive character. Unique, crazy, sexy, colorful, real - like Berlin. The labels were exclusively painted by Katja Wiedemann a well-know artist from Berlin who is showcasing her beautiful creations in 'Mitte' - in the heart of the city.

MUMPITZ combines unique taste with Berlin's art and history

And this is just the beginning. There are plenty of more possible variations in terms of taste and historical characters. Stay tuned for more to come.

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Home of diversity

"You are crazy my child, you must go to Berlin"

- Franz von Suppé

The roaring 1920s

The period between 1924 and 1929 marked a worldwide economic upswing. With the economic elation art, culture and science flourished in Germany. Berlin was a stronghold for everyone who was dedicated to this new way of life. In the western part of the city big cinemas such as the Capitol and the Ufa-Palast emerged, expressionists such as Ernst Toller and Carl Sternheim caused outcry on the theater stages and in the nightclubs the youngsters danced to Charleston and jazz. In the cabaret, new ballrooms were established, such as the Ambassadeur or the Barbarina, where people ate and partied.



Night owls love Mumpitz

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Wild mixture in a glass

Connecting the incompatible, uniting the contradictions: that has always been the meaning of Berlin. The brand name "Mumpitz" - an original and historical Berlin slang word for "nonsense" - humorously reflects this attitude. In the same time it describes the craziness of the product: wild, nonsense mixtures in bottles. The combination of fruit puree with spicy notes of herbs is unique on the spirits market - and meets the zeitgeist. BERLINER MUMPITZ is gold and silver awarded for top quality and taste from the recognized institutes ISW and DLG.



ELDORADO was
the most famous
and frivolous
club in the
roaring 20s of
Berlin

WENN DES NÄCHTENS
DIE LICHTER DER STADT ERGLIMMEN
UND WUMMERN UND WIMMERN
AUS DUNKLEN ECKEN ERKLINGEN,
WENN MÄNNER MIT SCHRILLEN STIMMEN SINGEN
UND FRAUEN MIT BÄRTEN IN GÄRTEN RINGEN,
WENN DER REICHE BLEICHE
MIT DEM SCHÖNEN SCHNÖDEN
UND DIE FITTE DICKE
MIT DEM FEINEN KLEINEN SICH VERSÖHNEN,
WENN DAZU NOCH ALLE TANZEN, OHNE WANZEN
UND MIT RANZEN,
MIT GLITZERKETTEN, STRASS UND LEDERRIEMENSTANZEN,
DANN WEISST DU, WO DU BIST:

IN DER STADT,
IN DER 'MUMPITZ' ZUHAUSE IST.



**Dances of vice,
horror and
ecstasy**

Berber & Droste



The characters and flavors of Mumpitz (from left to right) Mango & Ginger - Margo Lion, Peppermint & Sage - Sebastian Droste, Maracuja & Lemongrass - Ruth Landshoff-Yorck

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When night falls in Berlin

At dusk they rise, the shimmering figures of night life. Berlin in the 1920s was teeming with them. That's what the city was known for all over the world. At this place you could be as you are. The more unconventional, the better.

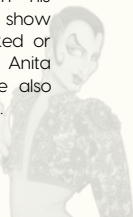
All along there has been exceptional characters in Berlin who shaped the city and its culture with their individuality, their urge for self-realization and their courage.

One of them was the beautiful and extroverted Margo Lion. Born in France, she lived in Berlin for 12 years.

During this time she enriched the nightlife with her gifted art of parody. She usually appeared in tight black clothes. A 'Disease' with a distinctive alto voice. For a press photo, she was photographed with a hyena from the Berlin zoo. Margo combines exoticism with spiciness - just like the taste of **mango & ginger**.

Every taste is personified by an icon

Hot and seductive like **peppermint & sage** - that was Sebastian Droste. A star in the 20s. Dancer, actor, poet and a really dark soul. In his extroverted revue and variety show he used to show himself naked or half-naked with his girlfriend Anita Berber. From time to time he also took over the role of a vampire.





The characters and flavors of Mumpitz (from left to right) Peach & Hops - Anita Berber, Lemon & Basil - Franz Diener, Rhubarb & Cardamom - Dr. Magnus Hirschfeld

The wildest lady of the 20s - Anita Berber - provoked the bourgeoisie and the police as a nude dancer. As an it-girl, actress and style icon she made a name for herself - including photos in the American 'Vanity Fair'. This level of dissolute life came at a price. She died young at the age of 29. Velvety **peach with crispy hops**. A daring mix - just like her.

Untamed freshness, à la **passion fruit & lemongrass** - just like Ruth Landshoff-Yorck. She was the 'Carrie Bradshaw' of the twenties. To this day one can read articles about her pleasurable highlights. She loved men - and sometimes also women.

Franz Diener aka 'the German oaktree' was a German heavyweight boxer who coined the phrase: "Boxing is like love - you have to hit your opponent where it hurts." His punch was at least as hard as the

freshness of **lemons & basil**. The restaurant "Diener Tattersall" in Berlin - Charlottenburg was co-founded by him and is a meeting place for artists and the creative scene to this day.

Fresh and spicy **rhubarb & cardamom** from 'Dr. Sex' - Dr. Magnus Hirschfeld. He was a sexologist and a pioneer in sexual clarification. Inventor of the term 'transvestite'. As a regular in one of Berlin's hippest and most frivolous clubs "Eldorado" he was affectionately called "Aunt Magnesia"

Mumpitz celebrates otherness

All these characters have contributed to the 'otherness' of Berlin with their courage and attitudes. And MUMPITZ is celebrating them. When you love MUMPITZ you love Berlin in all its colours and facets.

DRINKS



Never to forget...

Longshot Love

5 CL PURE AND ICE-COLD

Drama Daiquiri

5 CL ON CRUSHED ICE

...sipping rather than shooting!

Spritzz Mumpitz

FOR 1 GLASS

ICE CUBES

2 PARTS MUMPITZ
(E.G. LEMON & BASIL)

3 PARTS PROSECCO

1 SPLASH SODA

1 SLICE OF ORANGE





AWARDED FOR TASTE AND QUALITY



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