PRESS RELEASE

**Kattus and BORCO Now Together in Austria with Joint Venture***Under the name “Kattus-Borco Vertrieb,” the two long-standing companies from Vienna and Hamburg will be joining forces beginning in April for the distribution of renowned local and international sparkling wine and spirit brands in Austria.*

***Vienna, February 4, 2019 – Beginning on April 1, 2019, long-standing Vienna-based company Kattus and the Hamburg-based spirits company BORCO will unite their distribution operations as part of a joint venture for the Austrian market. With a team consisting of 17 members and around 40 million euros in consolidated revenue, the result is one of the strongest distribution organizations in the sector with brands like Kattus, Sierra Tequila, Corona Extra, Stroh, The Dalmore, and Laurent-Perrier.***

Kattus and BORCO bring together more than just the strongest presence on the market. Both companies can look back on a long tradition of their own production and distribution – together they have over 230 years of experience and market presence. Beginning on April 1, 2019, the companies will join forces in Austria. The two family-owned and -operated companies benefit from experienced experts in critical management positions: Andreas Ruhland, head of Kattus Vertriebs GmbH, and Jens de Buhr, director of distribution and head of Borco Austria. At KATTUS-BORCO Vertrieb, Jens de Buhr will manage the entire sales force and Andreas Ruhland will be in charge of the finance, marketing, administration, and logistics departments.

“For more than 160 years, Kattus has consistently focused not only on sparkling wine production, but also on the distribution of select spirits and beverages. Over 30 – and rising – renowned Austrian and international brands from the segments of sparkling wine, beer, liqueur, and spirits place their trust in our many years of distribution expertise. With a powerful and experienced partner like BORCO, Kattus-Borco Vertrieb will become one of the largest distributors in the industry in Austria,” notes Dr. Ernst Polsterer-Kattus with regard to the joint distribution venture.

“As an independent family company and one of the most important European liquor companies, BORCO successfully produces, distributes, and markets premium brands both nationally as well as internationally. In doing so, the personal connection to our partners, the utmost in quality, and consistent brand expansion are of particular importance to us and form the core of our work. We have our fingers on the pulse of the times with our impressive portfolio that we hope to continue growing in Germany, Austria, and around the globe. The joint venture with KATTUS is an important milestone in accomplishing this objective. With the many years of experience and expertise of Andreas Ruhland and Jens de Buhr, twelve employees in the field, a five-person marketing team, and consolidated revenue of forty million euros,we are in a great position in Austria to make significant strides in terms of distribution for the future,” adds Dr. Tina Ingwersen-Matthiesen, shareholder, member of the board and of the owner family of Borco-Marken-Import.

The focus of Kattus-Borco Vertrieb is its own brands Kattus and Sierra Tequila, BORCO’s own brand, and well-known names like Corona Extra, Stroh Inländer rum, Amaro Montenegro, Russian Standard vodka, Blue Gin, The Dalmore, Laurent-Perrier, Molinari, and Vecchia Romagna.

“With our combined strength, we will be able to achieve a great deal more for our own brands and agency brands. At the same time, thanks to the newly created structure, we are very well equipped for new potential brands,” explains Andreas Ruhland, who will head the joint venture along with Jens de Buhr. “The KATTUS-BORCO Vertrieb joint venture will offer significant added value for all parties involved,” says Jens de Buhr with conviction.

**Image caption:**

*Kattus-Borco-Vertrieb\_09.jpg:* When the agreement was signed by Maria Polsterer-Kattus and Dr. Tina Ingwersen-Matthiesen, shareholder, member of the board and of the owner family of BORCO, the heads of two family companies begin a new chapter in the Austrian beverage industry.

*Kattus-Borco-Vertrieb\_04.jpg (from left to right)*: Sophie Kattus, Brand Manager Kattus Vertriebs GmbH, Markus Kohrs-Lichte, General Manager Sales BORCO, Maria Polsterer-Kattus and Johannes Kattus, Dr. Tina Ingwersen-Matthiesen, shareholder, member of the board and of the owner family of BORCO, Dr. Ernst Polsterer-Kattus and Andreas Ruhland.

**For further information, please feel free to contact:**

Kattus Press Relations c/o Grayling Austria

Azra Ibrahimovic | Lisa Liegl | Günter Schiester

Phone: +43-1-524-430-022
E-mail: [azra.ibrahimovic@grayling.com](file:///C%3A%5CUsers%5Cmatt_4%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C1YC30SYO%5Cazra.ibrahimovic%40grayling.com) | [lisa.liegl@grayling.com](file:///C%3A%5CUsers%5Cmatt_4%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C1YC30SYO%5Clisa.liegl%40grayling.com) | [guenter.schiester@grayling.com](file:///C%3A%5CUsers%5Cmatt_4%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C1YC30SYO%5Cguenter.schiester%40grayling.com)

BORCO-MARKEN-IMPORT Matthiesen GmbH & Co.KG
Winsbergring 12–22, 22525 Hamburg, Germany
Phone: +49-40-853-160
Fax: +49-40-858-500
E-mail: [infoline@borco.com](file:///C%3A%5CUsers%5Cmatt_4%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C1YC30SYO%5Cinfoline%40borco.com)
[www.borco.com](http://www.borco.com/)

**Fact Sheet**

|  |  |
| --- | --- |
| **About Kattus** | **About BORCO** |
| It all started at Hof 8, when Johann Kattus founded a spice trading business and imported exotic delicacies from all around the world. The refined society in Austria was therefore able to enjoy items like caviar, coffee, tea, and tropical fruits as early as the mid 19th century. Inspired by a journey to the Caspian Sea, Johann Kattus also founded an overseas facility for caviar production in Astrakhan, Russia. From the very beginning, the clientele included the imperial courts in Vienna and St. Petersburg. In 1890, the first golden pearls bubbled up when Johann Kattus began his own production of sparkling wine. In 2019, the Austrian family-owned company – headquartered in the 19th administrative district of Vienna – is under its fourth generation of management with Maria and Ernst Polsterer-Kattus. With nearly 50 employees, Kattus stands for the utmost in Austrian quality in the production of sparkling wine. The product range includes the company’s own sparkling wine products as well as around 30 distribution brands such as Corona Extra, Laurent-Perrier Champagne, Blue Gin, Trojka, Amaro Montenegro, and Finlandia vodka. | BORCO-Marken-Import Matthiesen GmbH & Co. KG, headquartered in Hamburg, does business under the management of the Matthiesen family with its portfolio that has grown over more than 70 years, consisting of its own brands as well as renowned agency brands, which covers nearly all major international segments and is surely one of a kind in its strength and consolidation. As one of the largest German spirits companies, BORCO produces its own premium spirits in their respective countries of origin and successfully markets them throughout the world. The company’s own portfolio includes, among others, Sierra Tequila, Finsbury Gin, Canario Cachaça, and Old Pascas rum, which can be found in bars around the globe. Sierra Tequila is a global player with a market share of nearly 90% in Germany and 70% in Austria. The brand, with its iconic sombrero, is also the European market leader and is sold in over 90 countries around the world. In addition to its own powerful brands, BORCO also has a comprehensive portfolio of agency brands that are successfully sold in Germany and Austria, including well-known names like Stroh, Russian Standard vodka, Yeni Rakı, Champagne Lanson, and the whiskies produced by Whyte & Mackay. Approximately 180 permanent employees take care of the purchasing, production, controlling, IT, logistics, marketing, and distribution of the around 90 brands.  |
| Andreas Ruhland has worked in the distribution sector for more than 12 years The Erfurt native (Thüringen, Germany) took over management of Kattus Vertriebs GmbH in 2010. As part of his career at Kattus, Andreas Ruhland was responsible for the sales, controlling, and logistics and process management departments, among others. Since 2015, Andreas Ruhland has been the sole manager of Kattus.  | Jens de Buhr has worked in the spirits industry for more than 25 years and has been with BORCO for 20 of those years. During this time, he held the following positions, among others: key account manager, national sales manager. Since 2009, Jens de Buhr has been responsible for leading the BORCO offices in Austria as general manager and director of sales. With his expertise and experience, Jens de Buhr – together with his team in Austria – has managed to increase revenues for BORCO from nearly 9 million euros in 2009 to now 22 million euros.  |