

BORCO presents own brands SIERRA, FINSBURY, and HELBING with new stand at Bar Convent Berlin 2022

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Hamburg, September 2022. It has been two years since the spirits industry was able to gather in Berlin in its usual size and diversity. With the Bar Convent Berlin, which will take place from **October 10th to October 12th, 2022**, one of the most important spirits shows returns to Berlin and with it many companies from all over the world. One of them is the Hamburg-based family business BORCO-MARKEN-IMPORT which has been one of the exhibitors since the beginning of the fair. This year, the reunion with spirits experts will take place at a reworked BORCO stand, which takes the visitors on a journey through the world of BORCO's own brands **SIERRA, FINSBURY** and **HELBING**. With its blaze of colour, the BORCO area makes for an eye-catcher at the trade fair and creates an atmospheric setting to exchange ideas and network over good drinks.

"I am very much looking forward to a great reunion and inspiring conversations in Berlin. With the revised design of our stand, we are focusing on the BORCO brands and are putting the repositioning of our three top brands in the spotlight. Our new look at the fair fits perfectly into our strategy to strengthen the BORCO brands and their international distribution", comments **Markus Kohrs-Lichte**, BORCO CEO and Chairman of the Management Board, on BORCO's engagement at the show.

The focus will be on the brands' origins, which will be brought to life in Berlin. Design highlights include a telephone box from London, which has a few surprises in store for visitors, and a display of HELBING minis inspired by the iconic fish market in Hamburg-Altona. The BORCO brand world will be supported by market leader SIERRA, which focuses on Mexican design elements in the bar and offers Tequila shots with Sierra Tequila as well as sophisticated drinks with the 100% de agave Sierra Antiguo.

The bar team

An excellent bar team will offer tasteful drinks from the BORCO brand world, including Paul Sieferle (Sieferle & KØe Bar, Mannheim), Felix Jahn (TiER Bar, Berlin) and Leon Büngel (Eigengrau Bar, Berlin). They will be supported by the BORCO team consisting of Mario Kappes (Global Advocacy & Education Manager), Annika Führer (Area Sales Manager On-Trade) and Julian Enzo Frank (Area Sales Manager On-Trade).



Strong presence of BORCO partners

We are pleased to announce that numerous BORCO partners will also be present at the Bar Convent Berlin:

ILLVA SARONNO | 18D07 (Hall 18)

HINE COGNAC | 18B13 (Hall 18)

TEELING WHISKEY | 18B12 (Hall 18)

YENI RAKI | SG-03 (outdoor area directly at the Palais)

In cooperation with "Kebap with Attitude", a truck will offer the perfect serve as well as a YENI RAKI cocktail and Turkish-inspired finger food.

IAN MACLEOD | 18B17 (Hall 18)

We offer media partners the opportunity to arrange appointments and interview slots in advance. You are welcome to send your requests to odinius@borco.com. We are looking forward to seeing you in Berlin!

A selection of possible interview partners may be mentioned here in advance:

Markus Kohrs-Lichte - BORCO
CEO and Chairman of the Management Board

Danny Gandert - BORCO
Head of Global Business Development

Mario Kappes - BORCO
Global Advocacy & Education Manager

**BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG,
Hamburg**

Based in Hamburg, BORCO is one of the largest German and European producers and distribution partners of top international spirits brands. The portfolio of the independent family company covers almost all key international segments and is certainly unique in terms of its strength and unity. The international portfolio includes renowned brands such as SIERRA Tequila de México, FINSBURY London Dry Gin, HELBING and OLD PASCAS. BORCO supports responsible drinking. Find out more on <https://www.massvoll-geniessen.de/>. For more information on the company and portfolio please visit www.borco.com and [@borco_official](https://twitter.com/borco_official).

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