



The Soda Company

GOLDBERG

& Sons

IF *gin* HAPPENS,
GOLDBERG
DOES THE *magic*

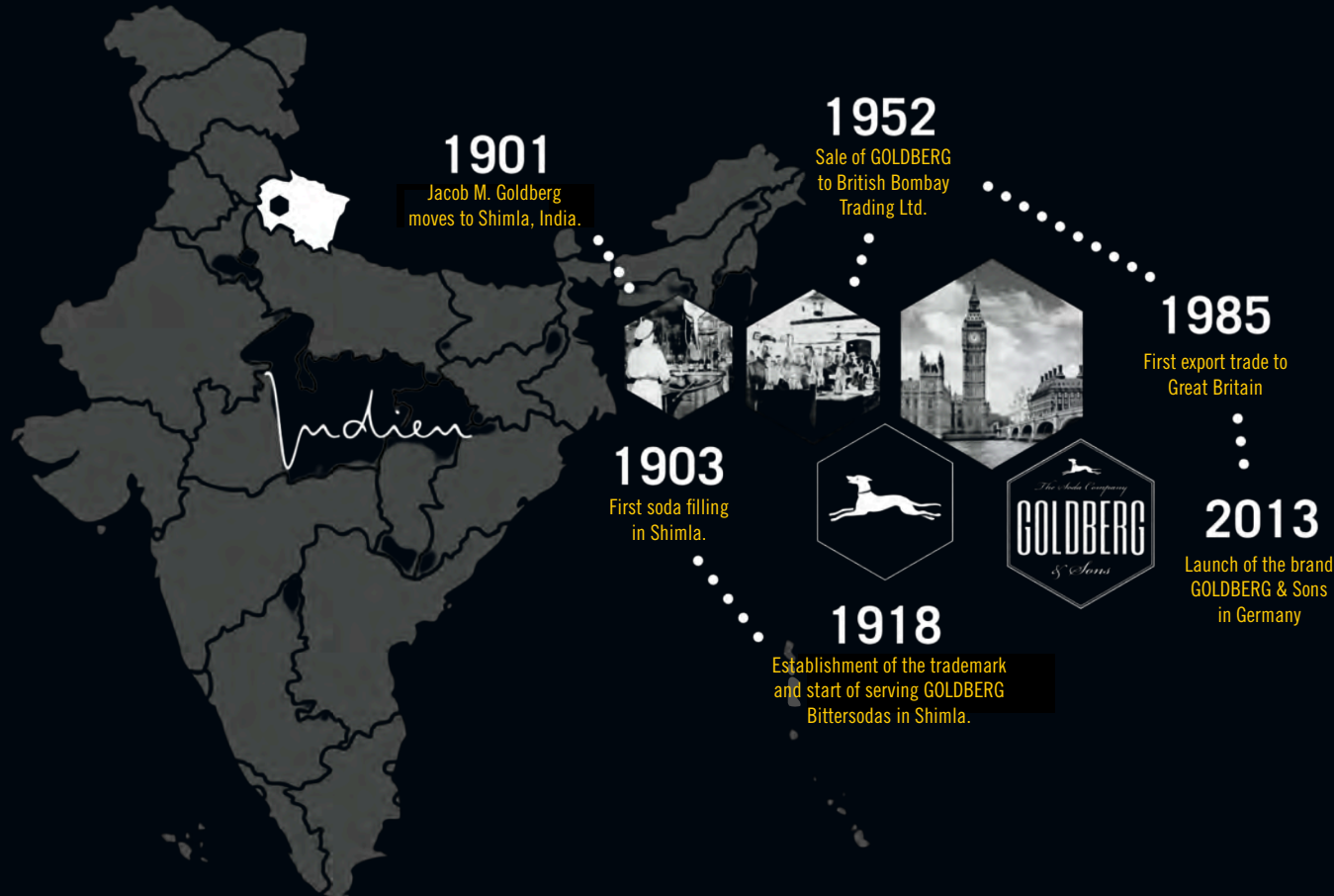


sparkle up your drink!





THE ORIGINS OF THE TASTE



a refreshing SUCCESS STORY

In the early 20th century, pharmaceutical entrepreneur Jacob M. Goldberg from Frankfurt wanted to combat tropical diseases with his medicinal drinks. He emigrated to Northern India in pursuit of his goal, where the products he created soon found the approval of the British colonial rulers. What had once been tinctures produced for medicinal purposes became refreshing soft drinks; in consequence, Jacob M. Goldberg redefined his business segment.

GOLDBERG BITTER LEMONADES WERE BORN

Jacob M. Goldberg added carbon dioxide to his drinks to create ready-to-drink lemonade products which could be enjoyed on their own or mixed with spirits. Sea men from the British Royal Navy blended GOLDBERG lemonades with their favourite spirit, gin, thereby creating a trendy drink that has remained ever-present on all good cocktail lists to this day.

Jacob M. Goldberg chose a hunting dog as his trade mark, symbolising fidelity, speed and high performance. He also always applied his self-imposed promise of loyalty to the service of his consumers.





Taste the Difference



refreshingly
DIVERSE

BITTER LEMONADES FROM GOLDBERG & SONS

Bitter Lemonades with an intensive taste — as exquisite fillers and interesting soft drinks — have been firm favourites with bar owners, bartenders and guests for many years. GOLDBERG is always ahead of the upcoming trends.



DIVERSITY WITH GOLDBERG



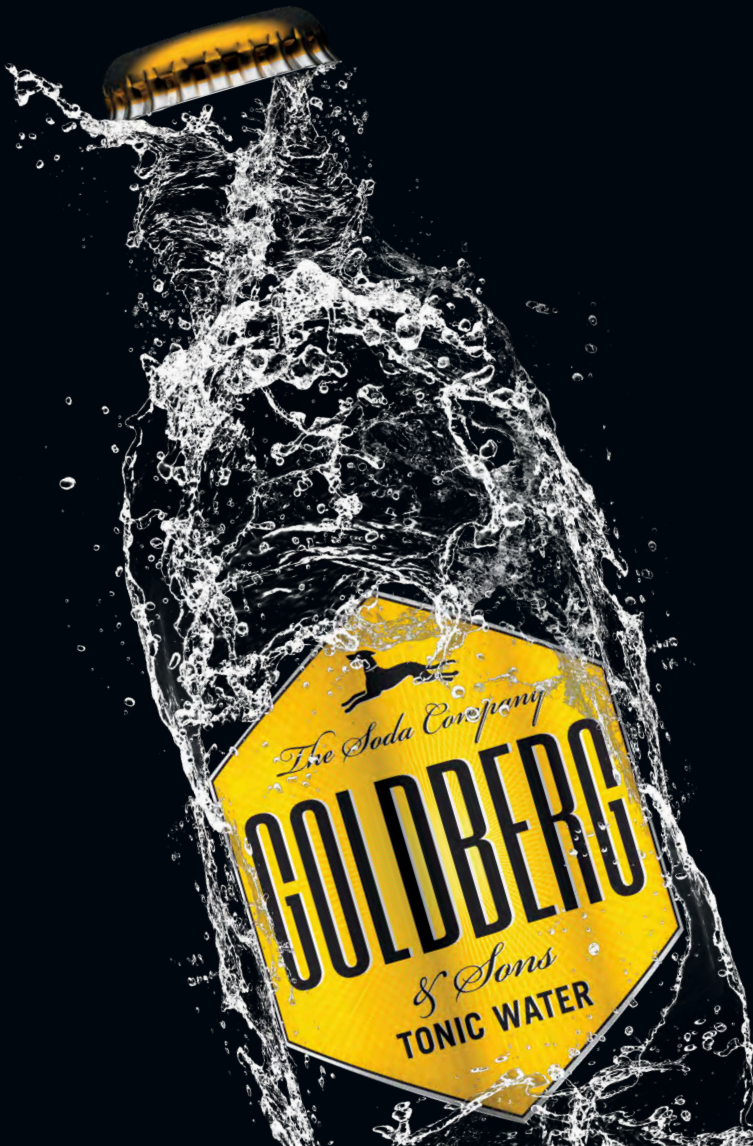
The wide and highly diverse range of flavours GOLDBERG offers clearly distinguishes it from the rest. Each taste has its very own outstanding flavour profile and distinctive characteristics. The proof? GOLDBERG not only turns a high-quality spirit into an exquisite experience but also offers pure enjoyment when drunk on its own.

PERFECT COMBINATION

GOLDBERG is the ideal complement to high-quality spirits. Complex and unusual flavours are enhanced and accentuated by the relatively high proportion of carbon dioxide. The result: Completely new and subtle taste variations in combination with uncompromisingly high quality, and a personal taste superlative for every connoisseur.



distinctive FRESHNESS



THE FILLER MAKES THE DIFFERENCE

Another essential component of a good drink is carbonation. Most drinks have come a long way before they are served. Here it is enormously important that the fillers have a high carbonic acid content so that the drink not only tingles but bubbles perfectly.

THE CARBONIC ACID KING

With 10g/l, GOLDBERG has one of the highest carbon dioxide content in the range of 0.2l glass bottles.

WE ARE CONVINCED ABOUT OUR PRODUCT

"In order to realise our highly carbonated GOLDBERG & Sons products with 10g/l carbonic acid, our liquid has to be cooled down considerably during filling to be able to achieve the appropriate carbonic acid binding."

Daniel Zeiter, Quality Assurance GOLDBERG & Sons.

AWARD-WINNING FILLERS

NOT ONLY DELICIOUS BUT OF *excellent quality*

We are convinced of our products - so are plenty of award presenters.

For several years, we have already won numerous awards and will continue to make an effort to ensure that our products remain top quality in the years to come. However, not only the taste of our products is excellent, but also our distinctive and unique design. Here, as well, we have been able to convince several judges and are proud to present a selection of our awards.



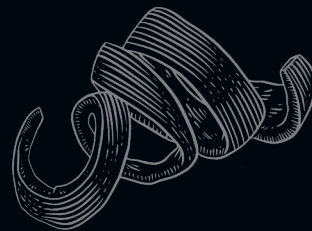
perfect serve
GIN TONIC



TONIC WATER

INGREDIENTS

50 ml Gin (e.g. SEARS)
GOLDBERG Tonic Water
Grapefruit zest
Ice cubes



HOW TO MIX

Fill a highball glass completely with ice cubes, add the gin and top up with GOLDBERG Tonic Water. Garnish with grapefruit zest.

SERVING SUGGESTION

Pure as an optimal refreshing drink or as a perfect filler for long drinks.

FLAVOUR PROFILE

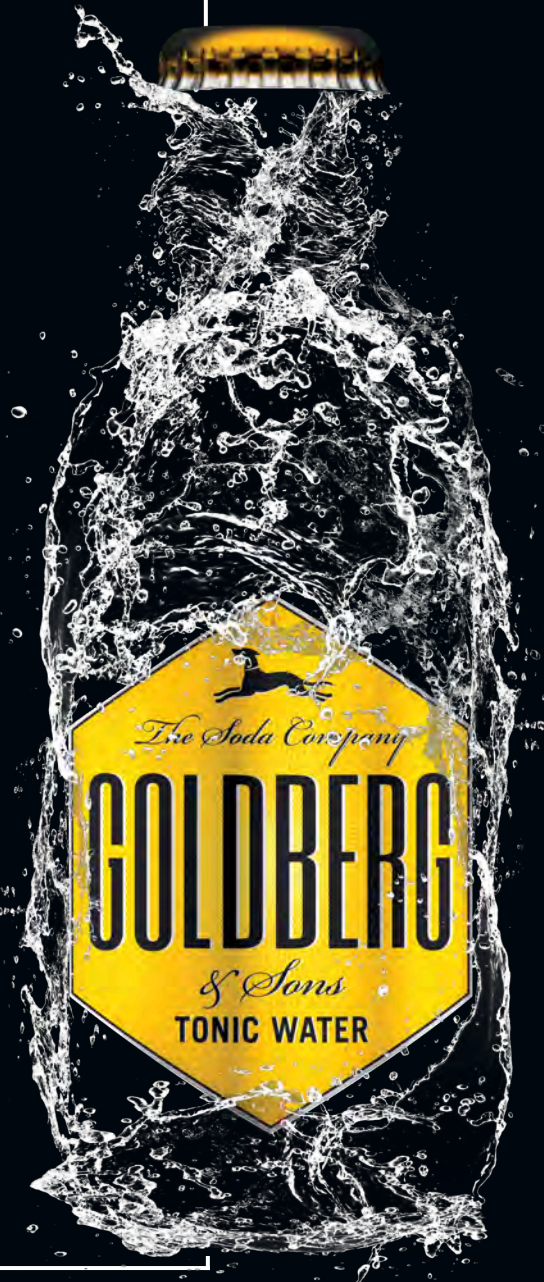
Fine nuances of fresh lemon and a subtle sweetness with a surprisingly bitter, ripe finish.

BITTER BUT POPULAR

The typically bitter taste of tonic water has complemented the most popular fillers in on-trade venues, especially in top bars, for decades.

THE PERFECT TINGLING

GOLDBERG Tonic Water stands for an unexpectedly intense taste experience. Natural quinine, fresh fruit flavours and a high carbonic acid content make it the perfect complement to a fine spirit.



perfect serve
JAPANESE GIN TONIC

YUZU TONIC

INGREDIENTS

50 ml Japanese Gin
GOLDBERG Japanese Yuzu Tonic
Cherries & Oranges
Ice cubes



HOW TO MIX

Add the gin and ice cubes to a tumbler and fill with GOLDBERG Japanese Yuzu Tonic. Then garnish with cherries and oranges.

SERVING SUGGESTION

For creative highball drinks with that certain tonic twist.

FLAVOUR PROFILE

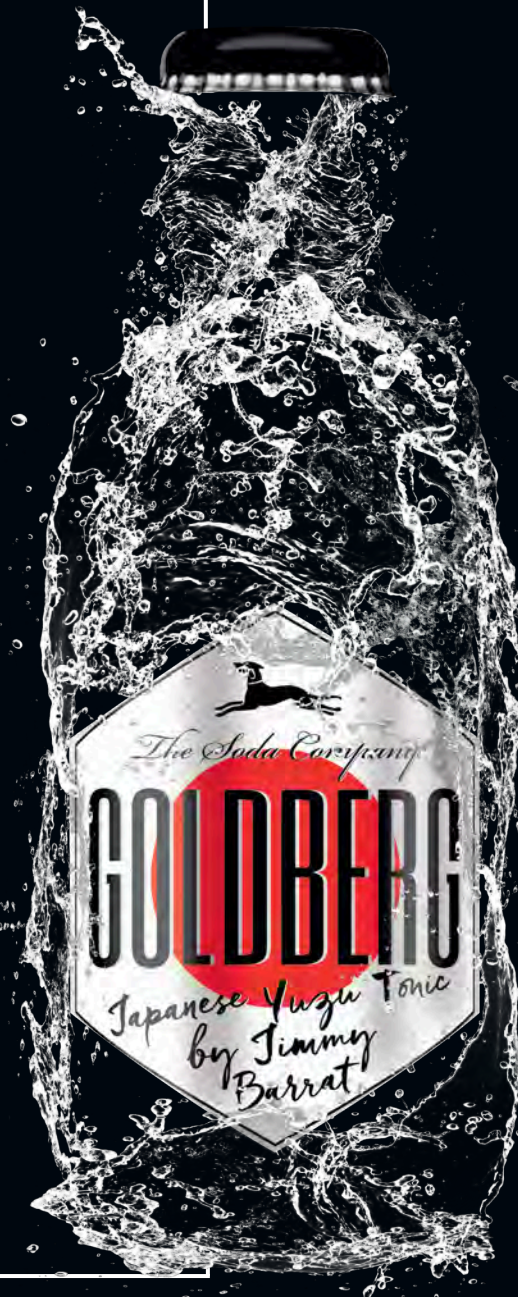
Unusually complex aroma with a slight acidity, a restrained sweetness and nuanced bitter notes.

THE TONIC PERFECTION

GOLDBERG Japanese Yuzu Tonic captivates with its finely balanced interplay of exotic fruit and complex bitterness. With this extraordinary blend, a real taste revelation has been created.

THE CREATOR

Together with the bar director of the Zuma Worldwide Group, GOLDBERG Japanese Yuzu Tonic was developed exclusively for gastronomy. With the creation of this tonic, Jimmy Barrat fulfilled a great dream and takes highball drinks to a new level.



INDIAN HIBISCUS TONIC

perfect serve
PINK BREEZE

FLAVOUR PROFILE

Enchanting floral notes
with strong fruit aromas.

FLORAL & FRUITY

For a few years now, there has been an increasing trend towards floral aperitif drinks. GOLDBERG Hibiscus Tonic is the perfect filler for this and convinces with its botanical note paired with fruity nuances.

HIBISCUS POWER

A premium filler with real hibiscus power! The convincing, floral aroma forms a very exciting counterpart to many spirits and opens up individual potential when mixed.



INGREDIENTS

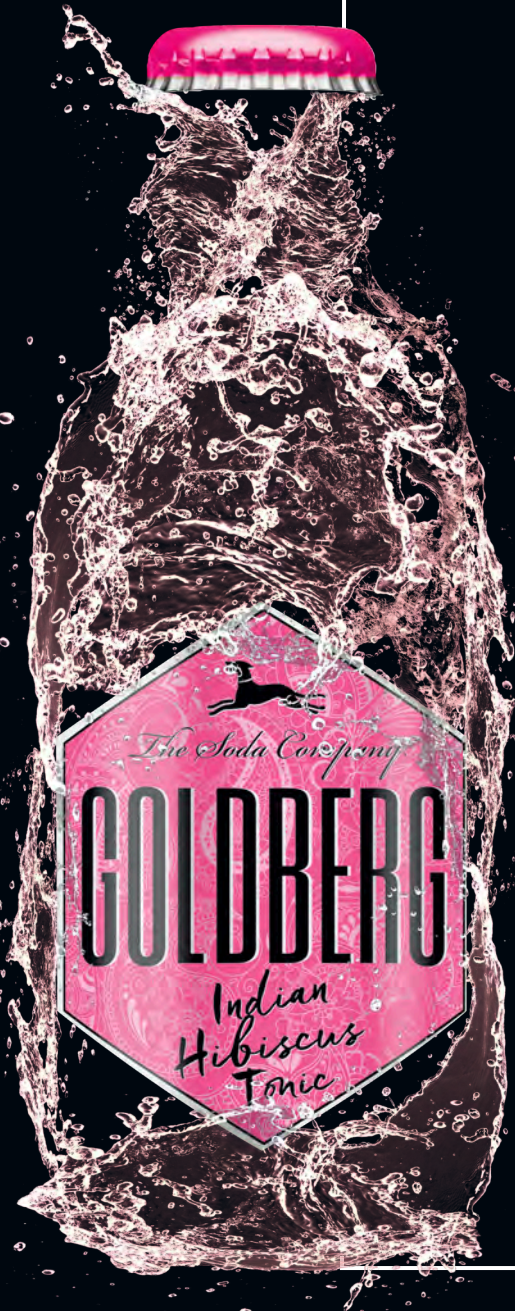
40 ml MERMAID Pink Gin
GOLDBERG Hibiscus Tonic
Strawberries

HOW TO MIX

Place all ingredients in a mixing glass and stir gently. Then strain into a wine glass and top up with GOLDBERG Hibiscus Tonic. Garnish with strawberry slices.

SERVING SUGGESTION

Its hibiscus flavour makes it ideal for the creation of floral-themed blackberry drinks.



MEDITERRANEAN TONIC

FLAVOUR PROFILE

Mediterranean nuances of
Thyme, rosemary, citrus
and orange notes.

MEDITERRANEAN FEELING

A feeling of happiness for the senses for a Mediterranean flair and special moments of pleasure. Mysterious, sincere and unforgettable, it is the perfect perfect filler for a light and floral gin.

HAND-PICKED BOTANICALS

In addition to other aromatic components, four hand-picked botanicals are at the forefront of the GOLDBERG Mediterranean Tonic Water and give it its unmistakable character. Thyme, rosemary, citrus and orange notes provide an intense and refreshing taste experience which is unique.

perfect serve
MEDITERRANEAN FLAIR

INGREDIENTS

40 ml MERMAID Gin
GOLDBERG Mediterranean Tonic
Herb bouquet

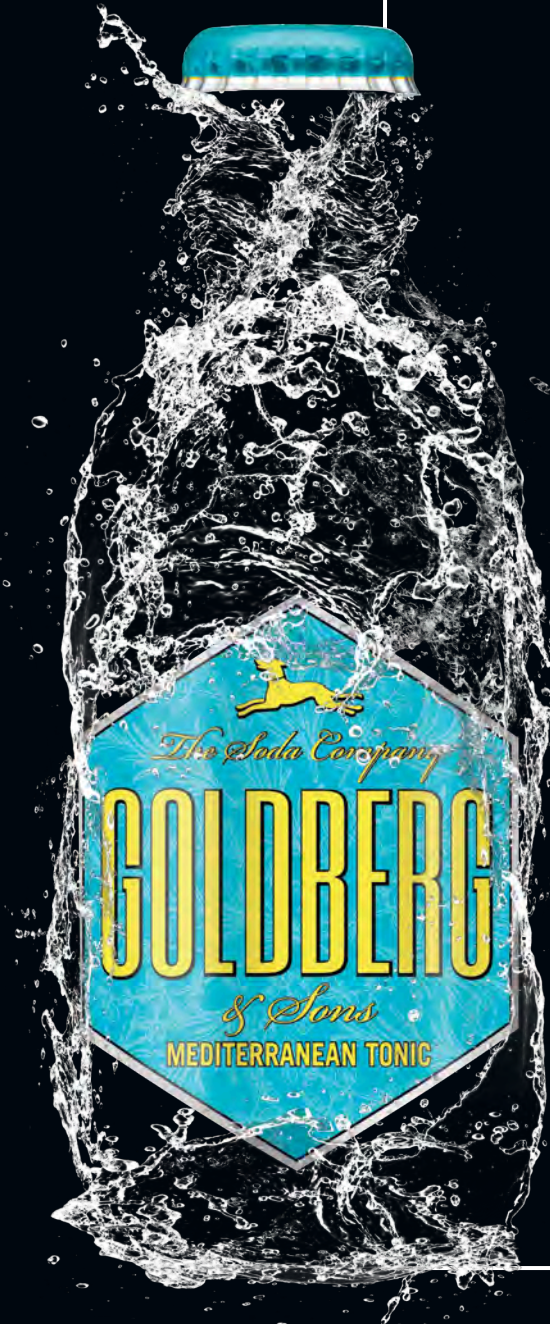


HOW TO MIX

Fill a highball glass with ice cubes and add gin. Fill up with GOLDBERG Mediterranean Tonic Water and garnish with a herb bouquet.

SERVING SUGGESTION

Perfect for Gin & Tonic with light, floral gins such as MERMAID Gin.



perfect serve
THE PALOMA



PINK GRAPE FRUIT

INGREDIENTS

50 ml Tequila Blanco
10 ml fresh lime juice
GOLDBERG Pink Grapefruit
Grapefruit wedge



HOW TO MIX

Coat the rim of the highball glass with grapefruit and then dip it in sea salt. Fill the glass with ice cubes, the tequila and add freshly squeezed lime juice. Fill up with GOLDBERG Pink Grapefruit Soda and garnish with a slice of lime or grapefruit.

SERVING SUGGESTION

Developed for the perfect Paloma Cocktail and other fruity drinks.

FLAVOUR PROFILE

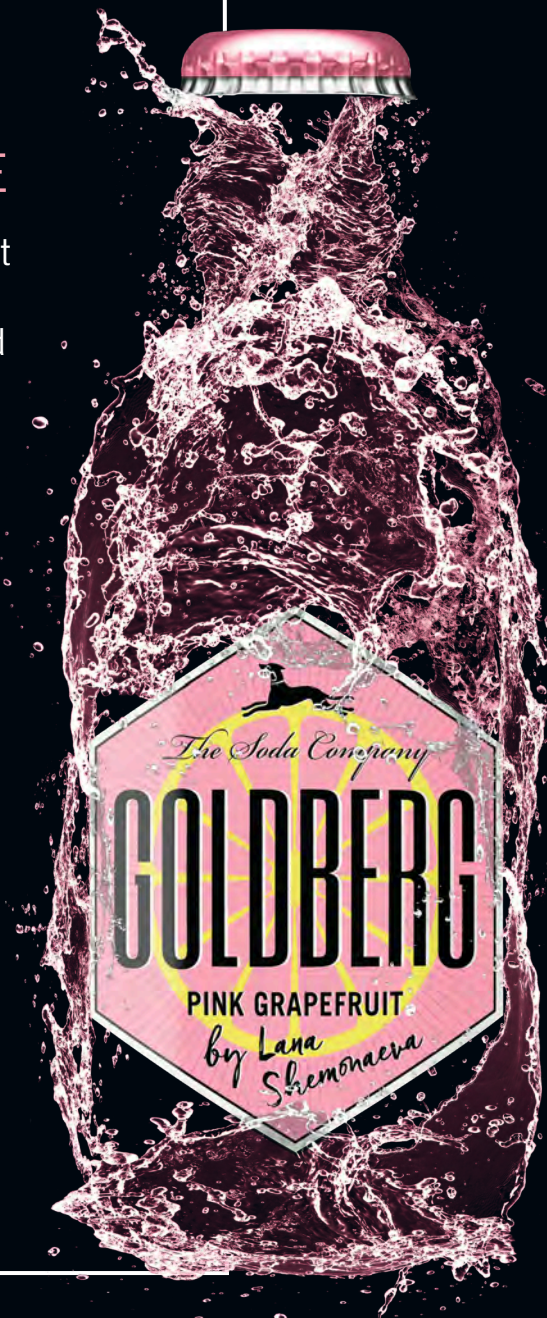
Fruity sweetness and light acidity in combination with grapefruit notes and citrus accents.

SWEET AND SOUR

A unique composition between sweet and sour gives GOLDBERG Pink Grapefruit Soda its distinctive taste. On the palate are the sweetish grapefruit flavour combined with bergamot and Meyer's lemon.

LANA'S FAVORITE

The GOLDBERG Pink Grapefruit was developed in cooperation with Lana Shemonaeva from Dubai. The special feature of our Pink Grapefruit is the Meyer lemon: a cross between a lemon and a mandarin-pomelo hybrid. This gives it comprehensive citrus flavours that are perfectly matched.



GIN GER ALE

FLAVOUR PROFILE

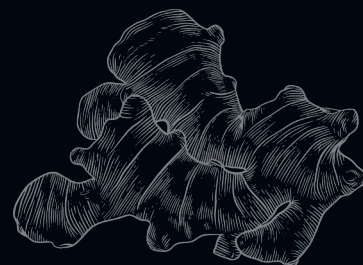
Spicy ginger aroma and a subtle sweetness.

GINGER + SODA?

A simple mixture of fresh ginger, sugar and water has been very popular for years: Ginger Ale. It's not just a treat on its own, but with its high mixability, it is especially popular for drinks with dark spirits.

SPICY AND FRESH

GOLDBERG Ginger Ale combines natural ingredients into an unusual, outstandingly pure and refreshing experience. Its spicy taste of fresh ginger root brings out its varied and subtle aromas at their best.



INGREDIENTS

40 ml Bourbon Whiskey
GOLDBERG Ginger Ale
Orange zest

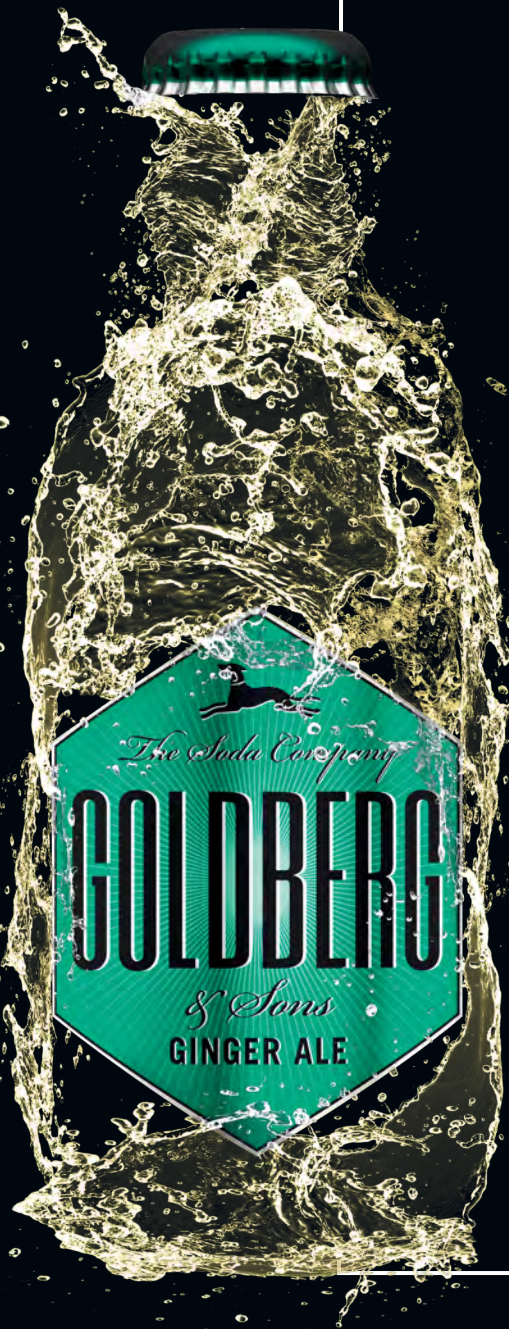
HOW TO MIX

Fill a glass with ice cubes and whiskey. Fill up with GOLDBERG Ginger Ale. Garnish with orange zest.

SERVING SUGGESTION

Ideal filler for drinks with dark spirits and also a pleasure on its own.

perfect serve
HORSE'S NECK



perfect serve
VODKA LEMON



BITTER LEMON

INGREDIENTS

40 ml 9 MILE Vodka
GOLDBERG Bitter Lemon
Mint sprig



HOW TO MIX

Fill a highball glass with ice cubes and add vodka. Fill up with GOLDBERG Bitter Lemon and garnish with a mint sprig.

SERVING SUGGESTION

Highball and long drinks with vodka and other light spirits.

FLAVOUR PROFILE

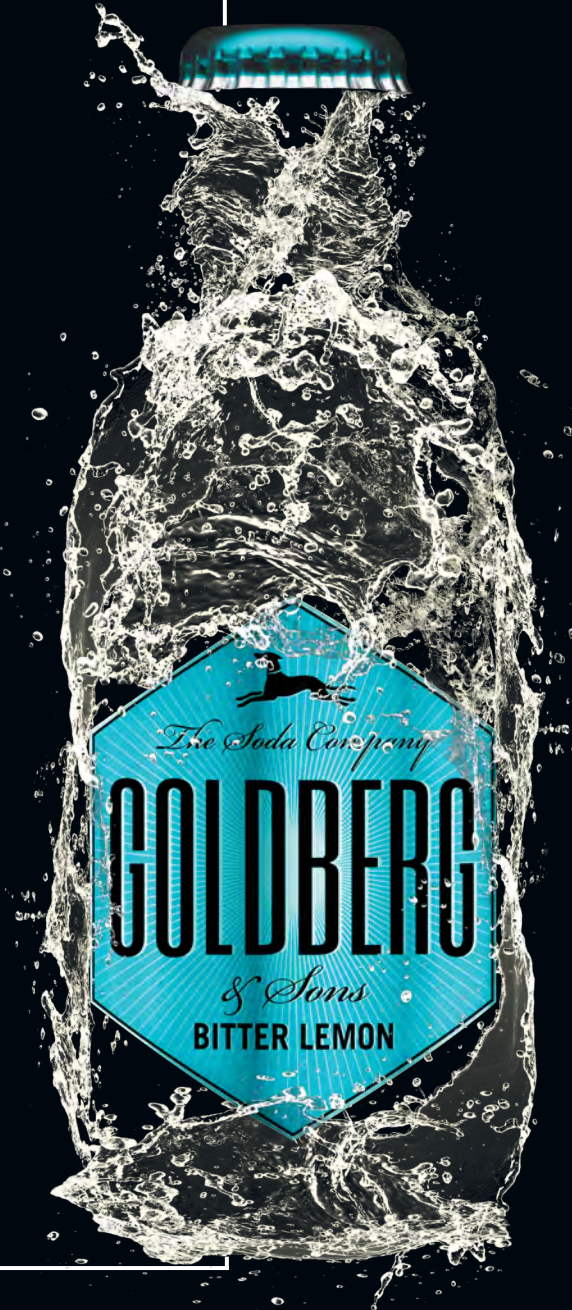
Fresh lemon, orange aroma and balanced bitterness.

FLAVOURED TONIC WATER

Bitter Lemon is a version of tonic water that has been refined with citrus aromas. These also give the distinctive cloudy colour for which Bitter Lemon is known.

SENSUAL TASTE EXPERIENCE

GOLDBERG Bitter Lemon combines the natural freshness of lemons and oranges with the intense bitterness of real quinine. The exciting tingling of the finely tuned carbonic acid brings out the best in this extraordinary pleasure.



GIN GER BEER

perfect serve
HAYNES BUCK

FLAVOUR PROFILE

Fresh lemon flavour with a good spiciness from the ginger root.



THE RIGHT SPICINESS

Modelled on a classic ginger beer, GOLDBERG Ginger Beer brings out the full flavour and spiciness of the ginger root.

GOLDBERG MULE

The intensive taste experience of GOLDBERG Ginger Beer unfolds its full potential particularly well in combination with fresh ingredients such as lime, mint or cucumber. A classic mule takes on a whole new meaning.

INGREDIENTS

60 ml HAYNES Rum
GOLDBERG Ginger Beer
30 ml lime juice

HOW TO MIX

Fill a glass with ice cubes and GOLDBERG Ginger Beer. Add freshly squeezed lime juice and add the HAYNES Rum.

SERVING SUGGESTION

Very versatile for long drinks and cocktails with various spirits.



perfect serve
LILLET WILD BERRY



WILD BERRY

INGREDIENTS

50 ml Lillet Blanc
GOLDBERG Wild Berry
fresh berries



HOW TO MIX

Add ice cubes to a wine glass and add the aperitif. Fill up with GOLDBERG Wild Berry and garnish with fresh berries.

SERVING SUGGESTION

No matter whether in summer or winter - typically enjoyed with a French wine aperitif and fresh berries.

FLAVOUR PROFILE

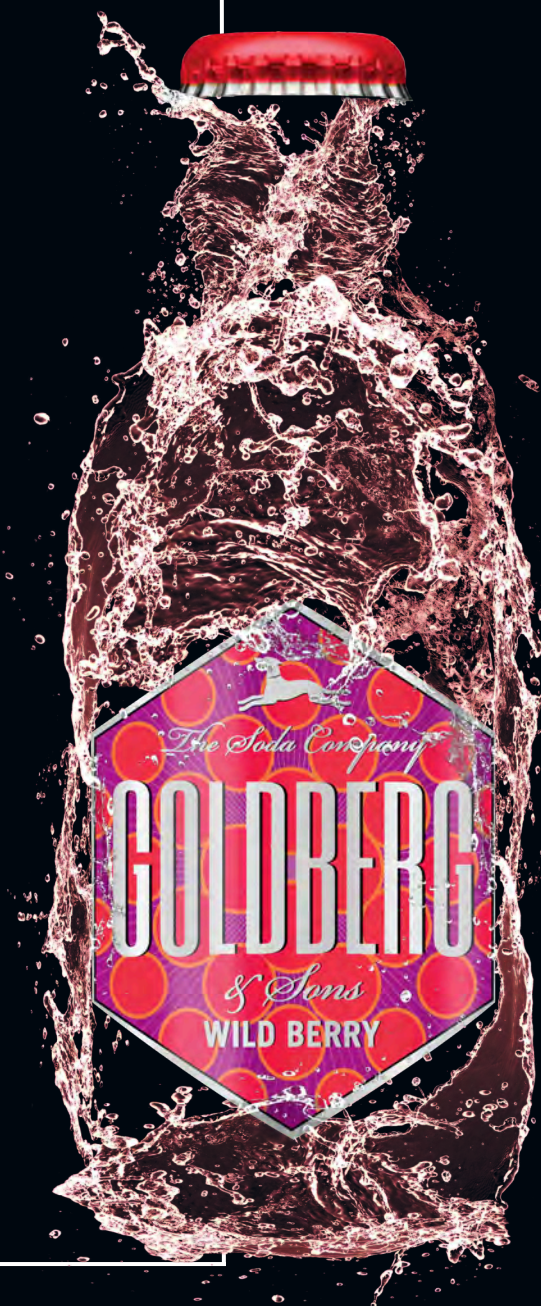
Fresh fruity berry notes of raspberries, strawberries and blackberries.

SUMMER TREND

Elevate your summer beverages with vibrant, fresh fruit notes, infusing your drinks with a rich, berry-flavoured upgrade.

FRUITY AND SPARKLING

As a filler or pure – the ultimate upgrade for your summer days. The fresh fruit aromas and the typical GOLDBERG carbonation ensure a sparkling and delightful experience.



SODA WATER

FLAVOUR PROFILE

Natural table water with a balanced amount of sodium chloride.

PERFECT FOR HIGH QUALITY

GOLDBERG Soda Water harmonises perfectly with high-quality spirits and adds refinement to a classic highball like Whisky and Soda.

NEUTRAL AND BALANCED

Connoisseurs appreciate this filler for its ability to subtly enhance nuances of flavour in a complex spirit.

INGREDIENTS

40 ml 9 MILE Vodka
GOLDBERG Soda Water
Ice cube
Lime slices



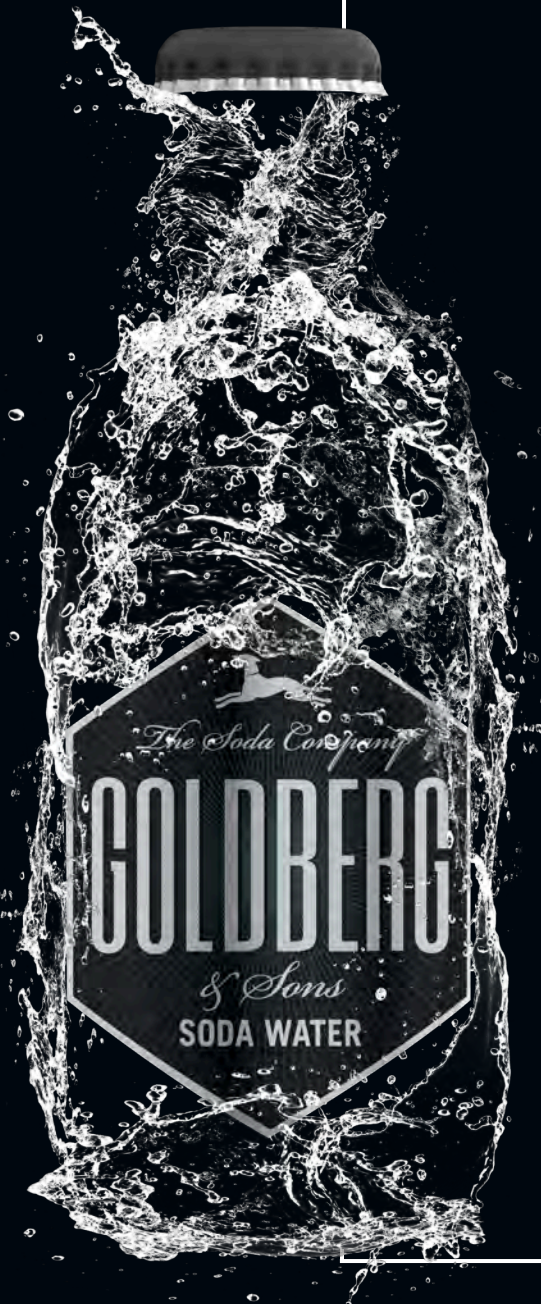
HOW TO MIX

Fill a glass with ice cubes and add vodka. Fill with GOLDBERG Soda Water. Garnish with a slice of lime.

SERVING SUGGESTION

GOLDBERG Soda Water is a flawless complement to premium Whisky or Vodka - perfect to underline the spirit's aromas.

perfect serve
SKINNY BITCH



perfect serve
ITALIAN BONE-DRY

BONE- DRY TONIC

FLAVOUR PROFILE

Classic tonic with reduced sweetness and distinct bitterness.

INGREDIENTS

40 ml Liqueur with bergamot
GOLDBERG Bone-Dry Tonic
Lemon zest and cucumber slice



HOW TO MIX

Pour the liqueur with bergamot into a tumbler with ice cubes, add GOLDBERG Bone-Dry Tonic and stir. Garnish with lemon zest and a cucumber slice.

SERVING SUGGESTION

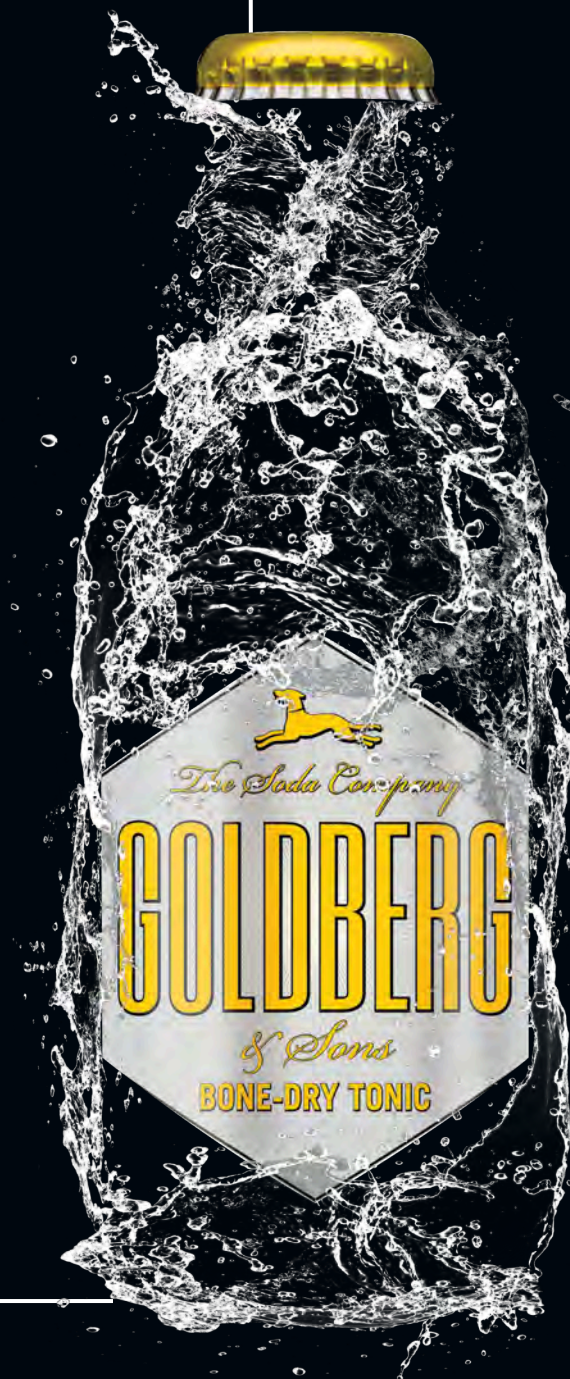
A bold and flavorful taste that pairs perfectly with gins with a lot of botanicals and a burst of aromas - also good for sloe gins!

REDUCED SWEETNESS

The flavour of GOLDBERG Bone-Dry Tonic is based on the classic tonic taste but offers a new dimension through its unique balance of reduced sweetness and characteristic bitterness.

PERFECTLY DRY

An intensive taste experience with a forceful character that harmonises perfectly with any high-proof gin. Equally suitable for classic recipes or exciting experimental creations.



perfect serve
CUBA LIBRE



PREMIUM COLA

INGREDIENTS

50 ml HAYNES Rum
GOLDBERG Premium Cola
Fresh lime juice
Lime slices



HOW TO MIX

Fill a highball glass completely with ice cubes, add the Rum, fresh lime juice and top up with GOLDBERG Premium Cola. Garnish with lime slices.

SERVING SUGGESTION

This Premium Cola was specially designed to pair perfectly with premium dark spirits, such as rum and whiskey.

FLAVOUR PROFILE

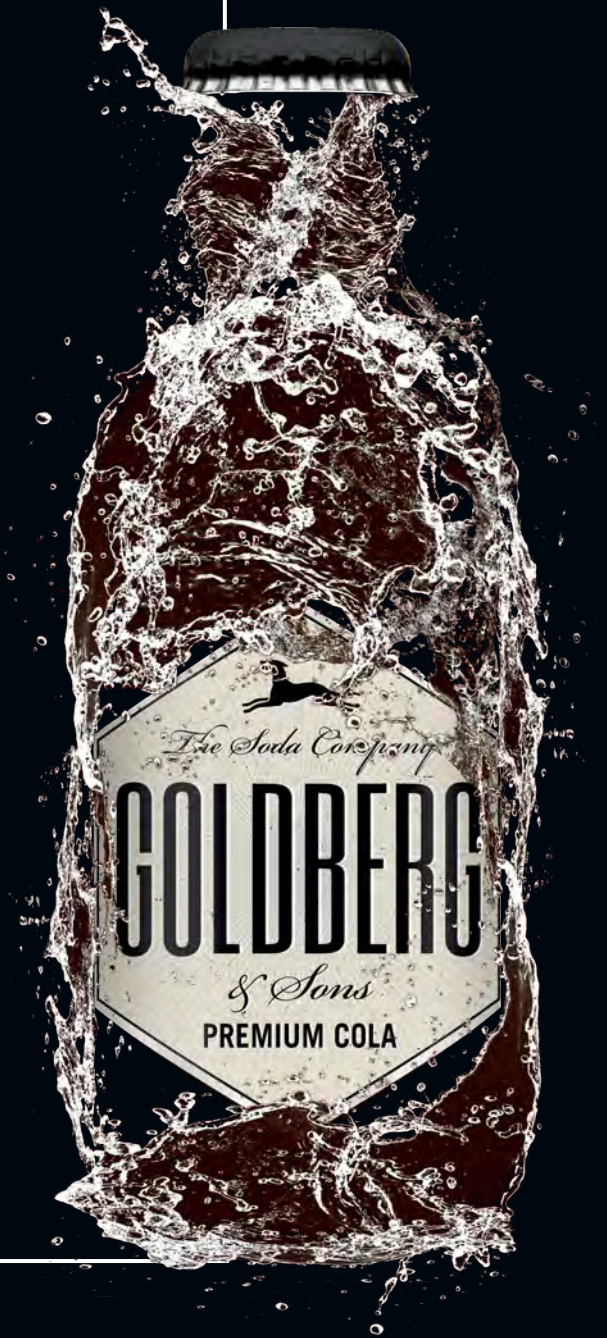
Typical Cola flavour. Sweet caramel-like, citrusy, and spicy.

PREMIUM QUALITY

With this Premium Cola, we have succeeded in creating a filler which perfectly complements dark spirits. In addition, the remarkable carbon dioxide content of the drink guarantees a distinctive drinking experience.

COLA REDEFINED

Experience a new and elevated cola flavour with our perfectly balanced blend of sweetness and subtle notes in every sip. Each taste is a unique treat for your taste buds.



world renowned BARTENDER

LANA SHEMONAEVA



LANA'S FAVOURITE

Having established herself as a world-renowned Head Bartender at the GAIA Group, she has collaborated with us to bring her passion project to life - an exquisite Pink Grapefruit Lemonade, crafted specifically for the top-selling Paloma cocktail.

JIMMY BARRAT



JIMMY'S FAVOURITE

In collaboration with Zuma Worldwide's Group Bar Development Director, we have developed the Japanese Yuzu Tonic exclusively for the gastronomy sector. An outstanding flavour discovery for those who strive for excellence in their work behind the bar and yearn to rediscover the potential of tonic.

PROFESSIONAL BARTENDERS
love  **GOLDBERG** *Sons*

SERKAR BARZANI

In his cocktail bar "Barzani" in Bochum, he mixes and serves high-quality drinks that are very well crafted and prepared with love. Thus, completely unique drinks are served, prepared with homemade ingredients and the premium fillers from GOLDBERG.



MATTHIAS KNORR

Possessing years of experience and certified expertise in the art of mixology, this bar master is deeply devoted to his craft. Together with his wife Anna Knorr, he established the "Barschule München", where they have been revealing their knowledge to aspiring bartenders for many years.



where to find HOTSPOTS

GOLDBERG & Sons and its strong portfolio are already firmly established in countless top outlets. Internationally famous bartenders rely on the outstanding quality of GOLDBERG's distinctive bitter lemonades to create their delicious signature drinks all over the world.

GOLDBERG premium fillers are at home wherever the action is – in good bars found in every metropolis.



PHOENICA *malta*



SANTA ROMA *italy*



ZUMA *mykonos*



ZUMA *dubai*



DAS.GOLDBERG *austria*



GAIA *dubai*

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and don't miss out

THE LATEST NEWS

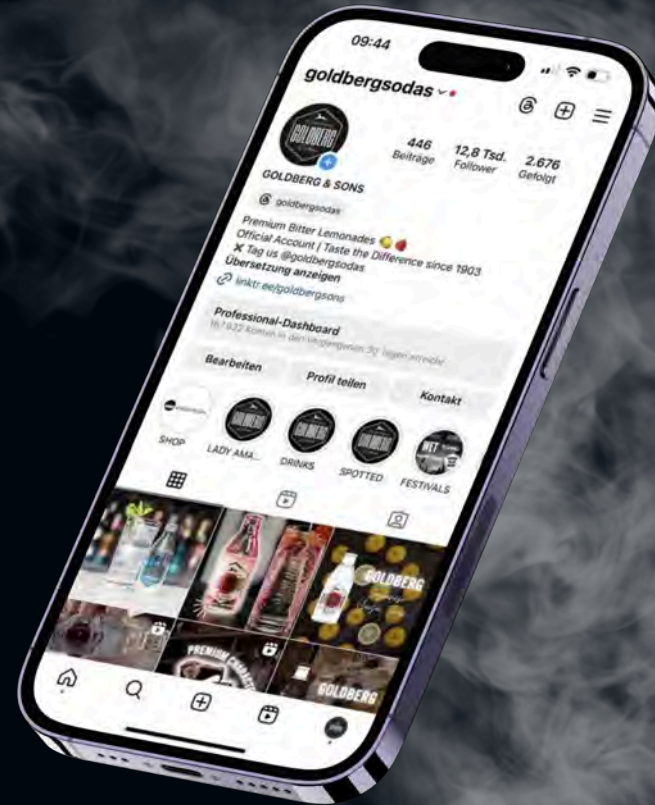
THE BEST RECIPE IDEAS

THE MOST EXCITING GIVEAWAYS

AND THE COOLEST COOPERATIONS



←
SCAN ME
& KEEP IN TOUCH



three steps to your filler
FIND YOUR TASTE

YOU WANT TO FIND OUT WHICH GOLDBERG FILLER
GOES PERFECTLY WITH YOUR FAVOURITE SPIRIT?

TRY THE TASTE-FINDER ON OUR WEBSITE

step 1

PICK YOUR FAVOURITE TASTE

step 2

CHOOSE TWO SPIRITS THAT ARE IN YOUR BAR

step 3

GET YOUR PERFECT MATCH



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