



Underberg x **DIE FANTASTISCHEN VIER** • Underberg festival Tour 2025 • Goodbye, Susanne Styma • Welcome, Franziska Linke

EDITORIAL



Dear Underberg Friends,

The end of the year is fast approaching, and we are looking forward to spending quality time with family and friends. Despite the hectic pace, we are now trying to take a few moments to calm down and enjoy being together.

The topics that Team Underberg has put together for you in this post fit the bill in many respects.

The topics that Team Underberg has put together for you in this post fit the bill in many respects. Under the heading "Small Ritual — Great Friendship," we invite you to come along as "DIE FANTASTISCHEN VIER" pay a visit to us at the Underberg headquarters — an emotional and exciting day for everyone! Their Underberg ritual of "4 seconds of silence" is a unique experience demonstrating how we are on the same wavelength!

Frenzy and quiet, small and great — saying goodbye and welcome is yet another pair of contrasts in this post. Susanne Styma is leaving us after more than 26 years of service; the new Community Manager Franziska Linke is champing at the bit to get started. Our heartfelt thanks goes to Susanne Styma while, at the same time, we look forward to working with Franziska Linke, and we want to wish them both all the best! Your gift choices this year are not limited to our 2025 gift tin with the theme of "165 Years USA". The Underberg snow globe has also just arrived.

All that is now left for us to do is to wish you happy holidays!

Ludwig Ruder &
Hubertine Underberg-Ruder



Underberg® x DIE FANTASTISCHEN VIER

SMALL RITUAL —
GREAT FRIENDSHIP





Front row, left to right: Hubertine Underberg-Ruder, And.Ypsilon, Smudo, Christiane Underberg, Thomas D, Michi Beck
Back row, left to right: Lukas Graf, Vera-Donner-Sander, Michael Söhlke (CEO), Ludwig Ruder, Thomas Mempel (Management Board), Sabine van den Boom, Lukas Stötzner

SMALL RITUAL GREAT FRIENDSHIP: Underberg® x DIE FANTASTISCHEN VIER

Finally — what should be together is together. Underberg and **DIE FANTASTISCHEN VIER** have enjoyed a close relationship for many years, and the two partners have now been officially collaborating since fall 2024.

The relationship between the legendary herbal bitters and the four musicians from Stuttgart goes back to the band's earliest days. Whether at the end of a long and successful day in the recording studio or during a concert tour — the four hip-hop legends come together and raise a glass to themselves and their friendship with Underberg.

Underberg paid special tribute to this connection, so natural for the four members of the group, in honoring the band's 25th anniversary: the gift of a pyramid of 100 Underberg bottles (four x 25) from Emil Underberg was presented to the artists by Dr. Hubertine Underberg-Ruder during their 2014 anniversary tour. "It was an unforgettable evening — they were incredibly happy about the gift," recalls the dedicated family entrepreneur.

"A personal relationship has developed over the years. They have remained truly down-to-earth and sincere, qualities that make them perfect brand ambassadors."

Dr. Ludwig Ruder adds: "I am genuinely delighted about this partnership, which feels more like a friendship. When I met Smudo at the OMR Festival, for example, he enthusiastically related his celebration of the new Underberg Espresso Herbtini."

And so **DIE FANTASTISCHEN VIER** and their four Underbergs have now become three-plus-one. "As I am an espresso aficionado, the Herbtini is simply a success," says Smudo.

For Michael Söhlke, CEO of the Underberg Group, the band members celebrate the herbal bitter from Rheinberg so likeably and genuinely: "You can't help but be enthralled. The group is one of a kind, yet these guys are constantly reinventing themselves — they are a perfect fit with Underberg and, like us, have a very loyal fan community."



Underberg x DIE FANTASTISCHEN VIER



Distinguished visitors: the FANTASTISCHE VIER flag flies at our headquarters



Presentation of an autographed FANTASTISCHE VIER shrine to Christiane Underberg




4 SECONDS OF SILENCE – a cinematic declaration of allegiance

The centerpiece of this extraordinary partnership is the commercial “4 Seconds of Silence: Small Ritual — Great Friendship”. The black-and-white film shows the four musicians celebrating their profound friendship while playing boules on the beach in Büsum or in the catacombs of a large arena, crowning the events with Original Underberg and Underberg Espresso Herbtini. The film was created by the band’s long-standing marketing agency, Radar Media from Bochum (Oliver Ihrens, CCO). “Tape in a nutshell” from Cologne was in charge of the production, directed by Oliver Berberich. Vera Donner-Sander: “The video is more than just an advertisement. The commercial celebrates a shared understanding of enjoyment in moderation and communal rituals, but even more so, a partnership rooted in trust.”



Vera Donner-Sander
Brand Director, Semper idem Underberg AG




Team U and DIE FANTASTISCHEN VIER in the barrel cellar
Left to right: And.Ypsilon, Sabine van den Boom, Michi Beck, Vera Donner-Sander, Thomas D, Lukas Graf, Smudo, and Lukas Stötzner



Best vibes all around — simply a pure connection





AN INTERVIEW WITH THE DIE FANTASTISCHEN VIER

“The only moment in which you have four seconds of peace and quiet.” Imagining the life of the hip-hop legends from Stuttgart without herbal bitters has been impossible for decades. We spoke to Smudo, Thomas D, and Michi Beck about “the Ritual” and its relevance, the special relationship with the Underberg family, and why the Underberg Espresso Herbtini is ideal for the “show-off”.

There’s a first time for everything in life — can you still remember your first Underberg?

Smudo: I think we had it on one of the first days of our text workshop in Vorarlberg. We used to spend a few days in a mountain hut in Austria to start the creative juices flowing for a new album. The rustic ambience heightened our perception and caused us to notice the equally rustic packaging of Underberg bottles whenever we went shopping together. What can I say? It became a nice tradition in our little hut to round off every meal together with a bitter. Over time, we have expanded the ritual. Underberg is always stocked in our so-called “band shrine” so that we have it during our tours, not only after enjoying good food.

And what was your first impression?

Michi Beck: Bitter, of course. But that’s part of it. After all, we don’t drink for fun. (laughs)

Thomas D: It’s as if effect and bitterness go hand in hand. If it were sweet, I wouldn’t feel like it was doing its job.

How would you define a “ritual”?

Thomas D: Lots of bands and artists have their special pre-show rituals. A kind of mental starting signal. It doesn’t have to be Underberg, but it’s always ready and waiting backstage in our band shrine.

Smudo: We are friends who have created something great together in our band. Speaking generally, a ritual reinforces a sense of togetherness — through thick and thin.

A value-oriented family business since 1846. Did you know from the start that there is a family behind the highly appreciated herbal bitter?

Smudo: No. For us, it was initially an old-school spirit that we tried in a deliberate attempt to appear somewhat bizarre, but our enjoyment and a long tradition have turned it into our constant companion.

Michi Beck: When we were celebrating the band’s 25th anniversary, we received a personal letter from Emil Underberg, who had noticed years before that “Rheinberger Kräuter” made an appearance in one or two backstage reports about us. Emil Underberg himself wrote to us; we were more than a little proud and flattered.

How is your relationship with the Underberg family?

Smudo: Above all, warm-hearted. When Christiane Underberg and I mixed cocktails before hundreds of hipsters at the OMR, I experienced what kind of people the Underbergs are: open, eloquent, and ready to party right from the start. What unites DIE FANTASTISCHEN VIER and the Underberg family is a fundamentally down-to-earth attitude in combination with respect for traditions and gratitude that we are still allowed to do what we do best.

And what led to the idea of an official collaboration with Underberg?

Smudo: The way such things always happen: on a whim — and because it’s the right time. We are proud to join Underberg and collaborate in the promotion of the Herbtini. It is important to us that we can tell our stories sincerely and independently and that the family and Team U wanted exactly that.

What role does the new Underberg Espresso Herbtini play in the “4 Seconds of Silence” commercial?

Thomas D: AAll of us clink our glasses or bottles with classic Underberg — except Smudo, the show-off, who has found something new: the Herbtini. Nevertheless, everyone turns up for the band ritual. Because it is sacred and important. The only moment when you have four seconds of peace and quiet.

Smudo: I had the chance to try the special edition of the Espresso Herbtini in 2023 and instantly became a fan.

Do you also collect the bottle tops?

Michi B: Of course! It’s a running gag with us that I ask everyone after the ritual if they’ll give me the bottle tops.

Thomas D: This is not a running gag; you are deadly serious. (laughs) We found out too late that you can collect the bottle tops, I’m sorry to say. After decades of band rituals with Underberg, we would have amassed quite a collection.



Sampling, promotion, meet-and-greet raffles

Underberg and the band’s fans: the next tour will prove that they also go together well. The band will be playing songs from their new album, “Long Player”, which was released on October 4, in 16 cities in Germany, Austria, Switzerland and Luxembourg in December 2024. Always with them: the herbal bitter from Rheinberg. There will be on-site sampling, promotional campaigns, and meet-and-greet raffles on social media for some especially selected concerts. In addition, the “Small Ritual — Great Friendship” campaign will be expanded to include various POS displays in stores.



BEHIND THE SCENES with DIE FANTASTISCHEN VIER

Two days full of action, laughter, and unforgettable moments

Some experiences are imprinted on your memory forever. The two days with **DIE FANTASTISCHEN VIER** at the end of September is definitely one of them! A veritable fireworks display of creativity, team spirit, and countless highlights — let's start from the beginning.

Day 1: The perfect stage is built

Still one day before the grand visit, and yet the Underberg headquarters was even now buzzing in an atmosphere of pure excitement. The normally quiet setting had been transformed into a vibrant creative workshop. Everywhere, people were working, hauling, and building. A boules court appeared in the inner courtyard, photo and video spots were set up in various corners, dressing rooms were decorated for the artists, interview rooms were prepared, video walls were installed — it was the perfect mix of organizational talent and creative chaos.

Even our large hall, normally the venue for strategy meetings, was quickly transformed into a studio for photo and film shoots. Furniture was moved, cameras fine-tuned, lights tested — all surrounded by a mixture of concentrated hustle and bustle and exuberant anticipation. When, after taking a satisfied look over the completed set, we said, "Tomorrow's going to be great!"; we knew: everything was ready.

Day 2: Showtime with **DIE FANTASTISCHEN VIER**

The big day started early and with a real highlight: **DIE FANTASTISCHEN VIER** were standing at our entrance gate, right on time.

Having them live and in color with us in Rheinberg was surreal — and absolutely fabulous. The atmosphere was perfect from the very first second: smiles here, jokes there — the chemistry was simply great. The photo shoot started with such a light air that we were all laughing until we cried within just a few minutes. Spontaneous poses, funny outtakes, and unexpected gags instantaneously cast a spell over everyone. The day was well-paced, from photo and video shoots to interviews and spontaneous moments full of charm. **DIE FANTASTISCHEN VIER** were everywhere. And always ready to prompt a laugh.

A special highlight: the boules match. In company with the Underberg family and our Management Board, **DIE FANTASTISCHEN VIER** demonstrated that their perfect sense of rhythm did not stop with their music. Pure excitement and fun — plus a pinch of friendly competition.

A magical finish

At the end of an action-packed day, we brought the evening to a close in a relaxed atmosphere. We barbecued, laughed, and clinked glasses in the courtyard. Colleagues and friends of the company celebrated together, with the unassuming artists right in the midst of it all. It was as if we had always been one big family. These two days were more than just an event — they were an experience that we will remember for a long time. And one thing is certain: what came together here simply belongs together. We are already looking forward to a repeat performance!



Sabine van den Boom,

Senior International Brand Manager for the Underberg brand





UNDERBERG FESTIVAL TOUR: CELEBRATING WITH 150.000 VISITORS

“Explore the magic world of herbs” — the Underberg Festival Truck brings this slogan to life! The historic Mercedes panel van, unmistakably in Underberg design, is more than an eye-catcher; it is also the perfect scene for thrilling live actions.

This summer’s tour saw the truck at four major festivals, where it delighted thousands of visitors. After its debut at the **OMR Festival in Hamburg** at the beginning of May, it guaranteed unforgettable experiences at the heavy metal spectacle **Dong Open Air in Neukirchen-Vluyn** (July 11–13), the **Juicy Beats Festival in Dortmund’s Westfalenpark** (July 26 and 27), and the electro highlight **Electrize in Erkelenz** (August 9–11).

A total of more than 150,000 festival visitors had occasion to enjoy the herbs from 43 countries. “The Herbal Truck in XXL format was a real draw,” says product manager Lukas Stötzner. “The Original and our Underberg Espresso Herbtini were especially big hits.”

A summer full of herbal magic that will live long in memories!





Underberg Festival Tour 2024





DEAR UNDERBERG Friends,

After 26 years as community manager, the time has come to say goodbye. I am heading off into the sunset of my retirement.

On the one hand, I'm looking forward to this new phase of my life; on the other hand, parting from all of you is proving truly difficult. My work for Underberg has always been a source of great pleasure for me — and I owe no small part of that to you. Thanks to you, every working day has been a new and exciting venture, enriched by your presence.

I want to say “Thank you!” from the bottom of my heart: for your stories, personal phone calls, rituals, creative ideas, photos, and your passion for collecting as part of our tremendous loyalty program Tops&More,

which I have been allowed to manage from day one. Seeing our loyalty program grow steadily and watching as more and more Underberg friends from more and more countries around the world have joined us has been deeply gratifying.

It filled me with pride, and I was deeply grateful to have the opportunity to report regularly to the Underberg family, the Management Board, and the entire team, and to infect them all with my enthusiasm.

As I am an avowed Underberg fan and brand ambassador, I will of course remain loyal to the brand, just like you. I will always have the magic bottle with me wherever I go so that our community becomes even bigger.

All the very best for all of you. Thank you for your support over the years; you are, and always will be, the best fans in the world.

Yours Susanne Styma



Santa Claus ambassador from Finland



DEAR SUSANNE,

Even though you are leaving the company in a material sense, I hope that you will remain with us as a kind of “gray eminence”. Your cheerful and solicitous manner is legendary. You made sure that I was invited to Rheinberg in 2011. Jürgen Schreiber, a German living in Finland, had discovered me shortly before as a Finnish Santa Claus on the market square in Helsinki. But without you, I would never have received the certificate of appointment as Underberg brand ambassador in Finland on November 14, 2011.

At the time, Emil Underberg himself performed the honors. He also taught me how to empty the legendary single-portion bottle properly. Communication between the two of us never felt like work, and that was thanks to both you and the legendary herbal bitter. I am certain that while you may no longer be working for the company, Underberg will always be a part of you.

And I sincerely hope that the two of us will remain in contact for a long time to come. But I am confident about this as well as the relationship between our two families has grown and we have learned to appreciate one another over the years. These bonds will never break.

Timo Alarik Pakkanen,

Santa Claus, Underberg ambassador in Finland





DEAR UNDERBERG Friends,

My name is Franziska Linke, and I am your new Community Manager. I am succeeding Susanne in this position, a person who was there for you with plenty of heart and passion for 26 years. She leaves behind huge shoes to fill, but I will do my best to be there for you with just as much commitment. I live in Rheinberg-Budberg with my husband, Daniel, and our two daughters, Cecilia and Felicitas. Our family includes our dog, Coco, and our cat, Ruby; while they add some more chaos in our everyday life, they also make it even more endearing.

Any spare time I might have is spent in reading (I've just finished the last book of Lucinda Riley's Sisters series — highly recommended!) or — in the best case — on vacation. My favorite travel destination is Thailand as I had the good fortune of living there during a part of my childhood, and my heart has belonged to the country and its people ever since.

I've been part of "Team Underberg" since September 2024, and I'm genuinely looking forward to sharing your stories and pictures and to collaborating with you. I have no doubt that together we will continue to be a vibrant and inspiring community in the future.

See you soon!

Yours Franziska





UNDERBERG FAN submits the 200-MILLIONTH BOTTLE TOP



This loyalty program has exceeded all expectations — and how! Over the past incredible 22 years, Underberg fans have enjoyed the opportunity to send “Tops&More” the bottle tops of the legendary 20 ml single-portion bottles and earn attractive awards. A true milestone has now been reached: one of the bottle tops sent by **Matthias Henningsen** from Lehrte near Hanover broke the impressive mark of 200 million bottle tops — a record that had its beginnings in Rheinberg in 2002.

The Underberg family and the entire team viewed this special moment as an outstanding occasion to invite the 59-year-old vocational school teacher and his wife to Underberg headquarters, where a day full of highlights awaited them. In addition to an exclusive tour of the building so rich in tradition, they received the impressive giant herbal truck XXL — the loyalty program’s top award. “My father, Emil Underberg, launched this program more than 20 years ago,” recounted Dr. Hubertine Underberg-Ruder after the tour.

“The importance the Underberg community places on ‘Tops&More’ never ceases to amaze us. These green bottle tops bring people together, the fans discuss the awards with one another, often pool their bottle tops as a group, and are united by their passion for our herbs from Rheinberg.”

Bottle tops now arrive in Rheinberg from 77 countries — even from the Vatican! The Underberg team receives more than a million of the green bottle caps with the red seal mark every month. Matthias Henningsen, who has been involved in the loyalty program from the very beginning, could hardly contain his enthusiasm about the day at the headquarters: “At the beginning, I rather flippantly said to Ms. Underberg-Ruder: ‘You can spare the sales talk. We are already convinced.’ But looking back, I must say, it was simply overwhelming. This building is full of history and stories.”

A tremendous success for the loyalty program — and a moment that reveals just how much passion, heart, and soul go into the little green bottle tops!





THE UNDERBERG SNOW GLOBE 2024

Heartwarming: the enchanting Underberg snow globe

Christmas is just around the corner, and the search for presents has begun — but never fear, we have the perfect idea for you! We can present something very special that could not be any more appropriate to the 2024 festivities: the Underberg snow globe. Its magical snowfall conjures up a wintry atmosphere in every home and is also a wonderful gift for your loved ones.

Whether serving as a charming highlight in the living room or as a cute eye-catcher on the desk — this snow globe is sure to attract astonished glances and create a festive atmosphere everywhere. Give in to its enchanting magic and bring a bit of winter magic into your everyday life!



NEW: GIFT TIN 2025

The palpable and magical herbal power of Underberg knows no bounds. During the great wave of German emigration to the “Land of Opportunity” in the 19th century, Underberg seized the chance to enter the American market. The USA became the starting point for the global growth of our brand. Underberg stands for more than international expertise; it also embodies the cultural bond across the Atlantic — a bridge between tradition and cosmopolitanism.

American heritage of Underberg

165 YEARS
Underberg
IN THE STATES

