



**Austria's modern drink brand – inspired by antiquity.  
Awarded as Most Innovative Halal Product**

**P.O.S.C.A. is a young and dynamic Austrian start-up that has set out to leave its mark on the drinks menu of upmarket gastronomy and hotellery.**

P.O.S.C.A. is an energetic Austrian start-up on a mission to redefine the beverages menu in premier gastronomy and hotel establishments, and was honoured with the esteemed Gulfood Innovation Award in Dubai in 2021.

“We are thrilled to be invited to the Start-up area of the Anuga fair in Cologne! It may be a nod to our revival of a Roman beverage, marking our inaugural venture beyond the Danube-Limes northwards. We're immensely grateful for this golden opportunity! Cologne, with its significant Roman history of trade and cultural interchange, is the perfect backdrop,” shares Dr. Stefan Köstner, CEO of P.O.S.C.A.

With P.O.S.C.A.'s showpiece, Posca Romana, an attempt is made to capture the flair of Roman antiquity. Drawing from the Roman legionnaires' fondness for the health benefits of vinegar, the oenological flavours have been recreated in an enthralling manner. Acetobacter, probably the oldest bacterium that accompanies mankind, not only turns alcohol into

vinegar acid - but also creates health-promoting substances with unparalleled refreshment, offering a refreshing zest.

Eschewing the common practice of alcohol removal through heat, which destroys the entire harmony of flavours, a wholly natural process was adopted that morphs alcohol into a healthful and rejuvenating essence! Upon the completion of an eight-year serene maturation in wooden casks, this nectar is then harmoniously married with the dense grape juice of the Saint Laurent vine.

“The rising health consciousness often tinges the enjoyment of wine with a certain taste of guiltiness – a sentiment not misplaced given alcohol's drawbacks. Yet, the social grace of a wine ceremony is something we cherished. Our exploration of de-alcoholised wines and non-alcoholic sparkling wines often ended in disappointment, as they lacked a certain vivacity and inspiration. It took exhaustive research and numerous lab hours to truly grasp the nature of our ingredients

and perfect our creation,” the passionate founder elaborates.

The quest for perfection begins with superior raw materials, starting with the Trockenbeerenauslese – a top quality predicate wine derived from botrytis-affected berries, lending an ancient foundational hue to the product. An eight-year fermentation process in wooden barrels imparts sherry and wood undertones, which, when enriched with the lush red grape juice from the Sankt Laurent vine, alongside a few undisclosed elements, gives birth to the legend of Posca Romana. This concoction combines the sweetness of fresh grapes with the exotic tartness of an eight-year-old Balsamico.

Though conceived as a non-alcoholic substitute, Posca Romana is gaining traction among esteemed mixologists as a base for crafting exquisite cocktails, particularly spritz variations with Italian Amaros. The gentle sherry hues, the subtle botrytis essence, and the slightly oxidative finish crowned with a fine pearly mousseux, are highly prized.

