

## Posca Romana

A homage to wine and antiquity!

The young Salzburg company “P.O.S.C.A. – crafted by nature!” from Austria believes that it is possible to enjoy life and have a lot of fun without alcohol. P.O.S.C.A. wants to promote a healthy and active lifestyle! We have all been confronted with the repetitive and recurring range of non-alcoholic beverages on menus, be it through a conscious lifestyle or simply through the car key in our pants pocket, which



had brought us into this situation. P.O.S.C.A. invigorates the variety and, above all, the quality in the non-alcoholic segment of upscale gastronomy. Thanks to the Gulfood fair in Dubai now also internationally!

“Knowing about the invigorating and exhilarating effect of vinegar, we set out to fathom its historical significance and were surprised that it was highly valued from antiquity to the Middle Ages and probably also played a prominent role in the culinary arts of past, ancient times”, says the managing director Dr. Stefan Köstner.

“We want to set the wheel of time right again and are also a little proud of having created a modern drink that can look back on more than two thousand years of history and tradition. In the end, Posca is even able to carry the taste and flair of antiquity into our fast-moving times. We do hope to bring a little joy and enrichment to the taste buds in Dubai – and believe that it meets well the proud history and culinary traditions of the region.”, Dr. Köstner continues.





Already Hippocrates and Hildegard von Bingen swore by the health benefits of vinegar. Modern medicine confirms that vinegar contains essential vitamins, minerals and trace elements, as well as dietary fibre such as potash and pectin. Acetic acid is important in connection with the breakdown of fats and carbohydrates, as well as with the conversion of protein in the body. Surprisingly, vinegar

does not produce acids in the body, but rather an alkaline reaction and contributes positively to the acid-base balance in the body. In addition, the high potassium content has a particularly de-acidifying effect. Vinegar has a beneficial effect on stomach and intestinal complaints as well as of the kidney and bladder area. Having said this it may not surprise that Posca Romana is highly appreciated as companion to fine dining.

Posca Romana at its core is characterized by an 8-year-old balsamic vinegar made from “Trockenbeerenauslese”, which represents the highest quality level of Austrian premium wines. The Trockenbeerenauslese is made from grapes entirely covered by botrytis, also known as noble rot, which occurs solely in certain, climatically favourable vintages – the Lake Neusiedl area in Austria climatically protected by the Leithagebirge mountains is one of them. The fungus perforates the skins of the berries so that the water content evaporates and metabolises the juice of the grapes even before it is fermented into wine. This gives Posca Romana a fine botrytis note.



The delicate sherry tones and wood aromas are created when the balsamic vinegar is stored in wooden barrels for 8 years. The whole flavour is carried by a “heavy”, hand-picked and gently pressed direct juice from the St. Laurent grape which is contributing as well beneficial secondary ingredients. In addition, there is sun, a lot of love and a fine pearly mousseux.



**“OMNIA MUTANTUR, NIHIL INTERIT.”**  
**“EVERYTHING JUST CHANGES, NOTHING DIES.”**

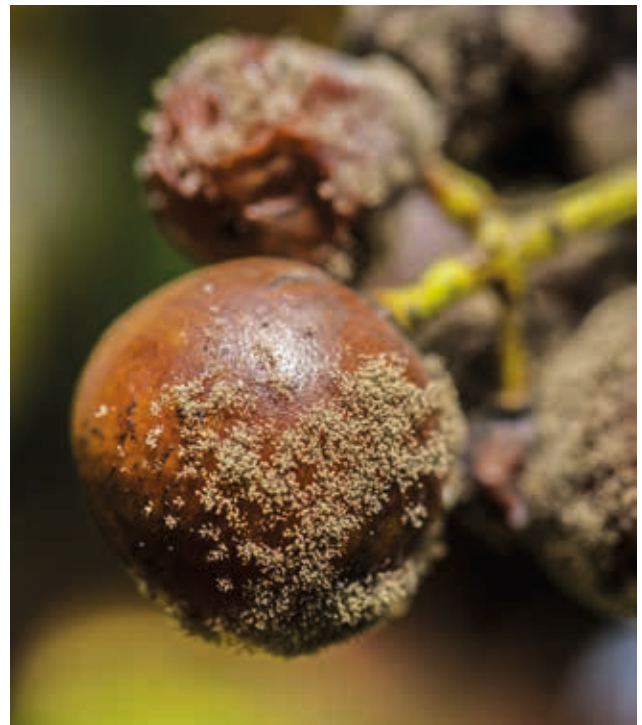
Ovid from Metamorphoses

“Inspired by Ovids metamorphoses we realized that our Posca Romana undergoes quite a few fascinating metamorphoses, often overlooked and undervalued, until it gets served on the dining tables.”, Dr. Köstner says. “Looking into the greater details of nature’s gifts and processes it is undoubtedly a very special drink through metamorphoses.”, he continues.

Life is change – so does Posca go through different phases of maturation and natural transformation, until it is nicely packaged and can give pleasure and refreshment.

### **I. Metamorphosis:**

The noble ripeness (botrytis) only forms on the grapes at special vintages, which perforates the cell walls with its enzymes so that the watery components evaporate. The concentration of the valuable ingredients increases and at the same time the noble fungus metabolises sugar, acids and nitrogen and in turn releases valuable metabolic products. These change the colour and aromas of the grape juice – thus the noble ripeness bouquet is created: the first metamorphosis.



### **II. Metamorphosis:**

This juice from overripe grapes, with a natural sugar content of up to 45%, is fermented with yeast cultures to make wine (Trockenbeerenauslese), where sugar becomes alcohol when it is fermented: the second metamorphosis.



### III. Metamorphosis:

This wine of the highest predicate level (TBA) is in turn the starting point for a third transformation, triggered by the tried and tested mother of vinegar: a gelatinous, stringy mass made of vinegar bacteria. They ferment the alcohol into acetic acid with the help of oxygen. Only now is this special vinegar given its deserved rest - for 8 years in wooden barrels to mature. This is where the sherry notes and wood aromas arise: the third metamorphosis.



### IV. Metamorphosis:

The right dose determines the effect, the right mixture the taste. The natural sweetness and fruit of a rich red grape juice provides the base - coordinated with fresh spring water for the discerning palate with a joyful appetite for a culinary and adventurous journey into antiquity. Ripened and bottled, POSCA now faces the last and most refreshing metamorphosis: the one through the stomach.

To summarize after a somewhat longer odyssey through the various states of metamorphoses this is Posca Romana – a special drink with the touch of antiquity:

Alcohol-free crafted harmony made from hand-picked, red grapes from the Sankt Laurent vine, refined with a balsamic vinegar made from the finest predicate wines called “Trockenbeerenauslese”, aged for 8 years in oak barrels. It has a soft and gentle mousseux and serves as a dining companion as well as an enjoyable wellness drink.

Contains no alcohol or preservatives. Unfiltered. No sugar added - naturally contains: 7.7g / 100ml. Energy per 100ml: 136kJ / 32kcal.