



P.O.S.C.A.[®]
CRAFTED BY NATURE

P.O.S.C.A. relies on purely natural, regional ingredients of the highest quality, and 2,000-year-old processes using no chemicals.

P.O.S.C.A. GmbH

Warwitzstrasse 9
5023 Salzburg, Austria

info@posca.world +43 (0)677 6126 5030
www.posca.world  @poscaworld



Drinks are multifaceted works
of art against thirst!

Dr. Stefan Köstner

FOUNDER

How it all began...

Inspired by the heritage of antiquity – interpreted for modern life

It actually started long before our times, when Roman soldiers learned about the benefits of mixing water with vinegar for their long-distance marches.

To deliver this most refined of ancient beverages, with its rejuvenating power, to modern-day tables, many lessons had to be learned and multiple iterations of recipes have been tested and analyzed in order to reach the high-quality standards of Europe's five-star hotels.

The result is Posca Romana; a drink over 2,000 years in the making! From when Roman soldiers marched throughout Europe to our story which is only now beginning...





Made with love and ingredients of highest quality

After extensive testing, the Austrian Sankt Laurent grape was chosen, which is hand-picked into a heavy grape juice rich in content without the addition of sulphites. Resveratrol is said to have a positive effect on our health along with other flavonoids that occur naturally in red grape skins. We do believe in nature's abundant pharmacy cabinet!

Northern Burgenland, located between Lake Neusiedl and the Leithagebirge mountains, is one of the rare climatically favored areas in Europe, where noble rot (botrytis) can occur more frequently. It adds an oxidative note, which we believe matches well the taste of antiquity, where even fish scraps were put into barrels and pots to make seasonings from them.

Once the dry berries have fermented to the highest grade of predicate wines (Trockenbeerenauslese), this noble juice is poured into calibrated barrels and gets infested with the Acetobacter bacterium. For eight years, following a centuries-old ceremony, it is cherished until it becomes a fine and viscous balsamic vinegar, with all the alcohol naturally converted to the healthy acidity.

We appreciate this old tradition very much and are always impressed by the results of this craft!





Posca Romana


A Grape- Secco with a touch of Antiquity

Posca Romana is an alcohol-free secco made from red grapes refined with an eight-year-old balsamic vinegar from "Troockenbeerenauslese" - a rare, sweet predicate wine of the highest grade. Made from purely natural ingredients, just like 2,000 years ago - without alcohol and without caffeine - Posca Romana naturally invigorates!

The fine botrytis note (noble rot) comes from the balsamic vinegar, made from "Troockenbeerenauslese". The delicate sherry tones and wood aromas are created when the balsamic vinegar is stored in wooden barrels for eight years. The whole taste is carried by a heavy, handpicked and gently pressed direct juice from the St. Laurent grape - in a joyful interplay between sweet and sour.

In addition, there is sun, a lot of love and a fine pearly mousseux - nothing else!





“Omnia mutantur, nihil interit”,
(Everything just changes, nothing dies)

Ovid

The Metamorphose of a Drink

Inspired by Ovid (43 BC – 17AD)

Life is change - POSCA also goes through different phases of maturation and natural transformation, until it is nicely packaged and can give pleasure and refreshment.

1. 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 mushroom metabolizes 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. This juice from overripe grapes, with a natural sugar content of up to 45%, is fermented with yeast cultures to make wine (Trockenbeerenauslese TBA), where sugar becomes alcohol: the second metamorphosis.
- III. This wine of the highest grade (TBA) is in turn the starting point for a third transformation, triggered by the tried and tested mother of vinegar: a gelatinous, stringy mass of vinegar bacteria. They ferment the alcohol into acetic acid with the help of oxygen. Only now this special vinegar is 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. The right dose determines the effect, the right mixture determines the taste. The natural sweetness and fruit of a rich red grape juice provides the substructure - balanced with fresh spring water for the discerning palate - with a joyful appetite for a culinary and adventurous journey into antiquity. Matured and bottled, POSCA now faces the last and most refreshing metamorphosis: that through your stomach.

The Secret of the Roman legionaries

Gerolamo Cardano (Italian doctor and humanist of the 16th century) attributed the superiority of Roman legionaries to their good nutrition and the drinking of POSCA, a vinegar-honey-water mixture in its simplest form.

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 fiber 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 proteins in the body. Surprisingly, vinegar does not generate acids in the body, but rather triggers an alkaline reaction and contributes positively to the acid base balance in the body. The high potassium content has a particularly deacidifying effect. In addition, vinegar has a beneficial effect on stomach and intestinal complaints as well as complaints of the kidney and bladder area.

POSCA is therefore an ideal accompaniment to meals. It has a stimulating effect as an aperitif and supports the digesting as an after-dinner drink!



Promoting a healthy , modern lifestyle

We believe that it is possible to enjoy life and have a lot of fun even without alcohol and therefore want 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 forced by the car keys in our pants pocket. We just wanted to do something for more variety and quality!

Knowing about the invigorating and exhilarating effect of vinegar, we set out to fathom its historical significance and were surprised that it was valued very highly from antiquity on to the Middle Ages and probably played a prominent role in the culinary arts of bygone times - until resourceful baroque businessmen wanted to bring their lemons to market and thus heralded the triumphant success of the lemonadiers.

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 hope to bring you a little bit of joy and enrichment for your taste buds!





Healthy , yet not boring ...

Posca Shrubs - ancient times meet modernity

Etymologically, the word shrub has its roots in the Arabic word "shariba" for drinking and "Sharba" for drink. In the Persian-speaking area you can find the word Sharab, from where it probably conquered the Anglo-American-speaking area as a shrub through trade relations, although it is not clearly defined whether the entire cocktail is meant or just the ingredient made from fruit, sugar and vinegar. What is certain is that Martha Washington's cookbook, the first First Lady of the United States, did not skimp on alcohol.





What once began with the preservation of fruit and was cherished by the mothers and fathers of the United States turned into a cocktail hype in the golden 1920s - that's right, the time of Prohibition, when people looked for sophisticated alternatives with creativity. For those for whom water and lemonade were not enough, there were a number of recipes in housewives magazines under the name "winey", among other things. A truly glorious time - until Franklin D. Roosevelt announced the end of Prohibition in 1933 with a "Dirty Martini" and a well-known lemonade brand began its triumphal march.

P.O.S.C.A. was created as an alternative to alcohol - which it would like to remain. But P.O.S.C.A. also stands for the natural variety of taste and we thought a "work of art" may also contain a bit of alcohol. We wanted to recapture the glamor of the 20s with a gentle touch of antiquity and at this point we would like to introduce you some basic cocktails.

And don't forget, Posca remains an excellent mocktail in itself.



Recipes with Posca

Proven suggestions

We tested a lot and got help and support from the best barkeepers competing at international level.

- Negroni based cocktails work great – in Spagliatos simply replace the Champagne/ Spumante with Posca Romana
- Gins do love Posca Romana – mix as you mix your Gin & Tonic – preferably London Dry Gins or mediterranean Gins with a floral note
- Whiskeys, be it smokey or not, lend themselves well to Penicilin like cocktails with added ginger
- Our Roman Mule is simply based on Gin, ginger syrup and Posca Romana
- Using Posca Romana instead of Prosecco lowers the alcohol content in your Spritz cocktails and gives them a special taste - for example:

5 cl Campari (Milano)

5 cl Posca Romana

5 cl Soda

0,5 cl Luxor Maraschino

3 dashes cherry bitters





CEO and Founder - Dr. Stefan Köstner

- Gold medal winner in white wine challenge 2008 (Grüner Veltliner)
- Grown up in family-owned wine business
- International career at CERN, Max-Planck-Institute, Fraunhofer
- Passion for research and detail
- Passion for different cultures and their culinary heritage



References

Biomedical effects of grape products.

Lisa M Vislocky 1, Maria Luz Fernandez
Nutrition Review, Volume68, Issue11, Pages 656-670
November 2010

PMID: 20961296 DOI: 10.1111/j.1753-4887.2010.00335.x

<https://onlinelibrary.wiley.com/doi/epdf/10.1111/j.1753-4887.2010.00335.x>

The health benefits of berry flavonoids for menopausal women: cardiovascular disease, cancer and cognition.

Huntley AL.

Maturitas. 2009 Aug 20;63(4):297-301. doi: 10.1016/j.maturitas.2009.05.005. Epub 2009 Jun 10.

PMID: 19520526 Review.

Bioactivity of grape chemicals for human health.

Iriti M, Faoro F.

Nat Prod Commun. 2009 May;4(5):611-34. |

PMID: 19445314 Review.

Grape flavonoids and menopausal health.

Huntley AL.

Menopause Int. 2007 Dec;13(4):165-9. doi: 10.1258/175404507783004177.

PMID: 18088528 Review.

Concord grape juice supplementation improves memory function in older adults with mild cognitive impairment.

Krikorian R, Nash TA, Shidler MD, Shukitt-Hale B, Joseph JA.

Br J Nutr. 2010 Mar;103(5):730-4. doi: 10.1017/S0007114509992364. Epub 2009 Dec 23.

PMID: 20028599 Clinical Trial.



“Dig deep within yourself, for there is a fountain of goodness ever ready to flow if you will keep digging.”

Marcus Aurelius (†Vindobona 180 AD)