

2026

Prinz

FEIN-BRENNEREI

seit 1886

SPRING
SUMMER

www.prinz.cc

PRODUCTS ▾ NOVELTIES ▾ ENJOYMENT ▾ RECOMMENDATIONS ▾ RECIPES ▾ INFORMATION



Welcome to the
Schnaps-Prinz!

HIGHEST QUALITY FOR 4 GENERATIONS

*Cheers to all lovers
of fine spirits –
to enjoyment, good times
and good health!*



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Winter is almost over and spring arrives with warm and revitalizing rays of sunshine. As much as we love the snow and cleansing cold, we are very happy to welcome the spring, when nature awakes through the life-giving power of the sun. We too feel the energy of the sun rays after the winter and a boundless inner strength awakes after the winter dormancy. In spring we start with our upcoming tree maintenance work so that we can harvest wonderful, healthy and fully ripe fruit for our spirits.

Like with the seasons, it is the diversity, that makes life fascinating. Much like the changing seasons have something special, it is captivating, to work in harmony with nature. In spring the work starts with tree care, to ensure an even blossom and the fruits are nurtured as they grow until we can harvest the healthy and sun-kissed fruits.

Straight after harvesting, the handcrafted process in consideration of old-traditioned and established methods begins with processing and fermenting the fruits. Experience gained over 140 years helps us to ferment the fruits under optimal conditions so that the complex fruit aromas remain unchanged and can be extracted by distillation. Modern technology is used, where it provides support and enhances the quality.

Afterwards patience is required and it is time to give the products various years time that they can mature in their specially designed



vessels. Depending on the product, they mature in stoneware, stainless steel or wooden barrels to optimize the complex fruit character and the drinking pleasure.

The received diversity gives us pleasure and we can finally enjoy the fruits of our labor.

Apricot and Willams pear schnapps are among the favourite types of schnapps, though the variety is a real asset here as well.

Whether it is a good gentian schnapps after a heavy meal or a sweet cream liqueur to a coffee. Taste, smell and enjoy what makes happy. Be inspired, look forward to diversity and treat yourself, your friends and beloved ones with quality products.

As diverse as nature is, the schnapps range has grown over years and constantly refined – we are sure you will find the right schnapps or liqueur.

We wish you a very wonderful spring and a sunny summer, stay healthy and see you again soon!

Thomas and Maximilian Prinz

CONTENT:

- 04 _ 140 Years Of Craftmanship
- 08 _ Liquid Gold: The Old Varieties
- 12 _ The Traditional 40% Varieties
- 16 _ The Fruity 34% Varieties
- 18 _ Nobilant & Nobilady
- 20 _ Powerful Rum Creations
- 22 _ The Prinz Liqueur Kitchen
- 24 _ Creamy Temptations
- 26 _ Garden-Treasures: Traditional Liqueurs
- 28 _ Wild Things From Nature: Our Wild Liqueurs
- 30 _ Traditional Egnog
- 31 _ Homemade Strudel Liqueurs
- 32 _ Summer Schnapps
- 34 _ Prinz Summer Party
- 36 _ Prinz Herbal Variety
- 38 _ Original Hafele Brandies
- 42 _ Gifts And Accessoires
- 47 _ A Look Behind The Scenes: Distillery Tours



Modern vacuum distillation



Our biodynamic orchard



Specifically developed Prinz-wooden barrels



Exclusive crystal tasting glass

140 Years CRAFTSMANSHIP & PASSION

EXPERIENCE THAT LASTS.

Since 1886, we have been devoted to the art of distillation, a task that requires time, patience and genuine craftsmanship. Each generation has made its own contribution: from the first wood-fired still to modern vacuum distillation, from learned techniques to preserved distilling skills.

One thing has remained the same – the passion for not leaving quality to chance.

It is evident in every detail, in every decision, in the confidence that good things last. 140 years later, our name still stands for the same values: honesty, craftsmanship and the conviction that true enjoyment begins with care.

The origin of every speciality

The orchards are the starting point for every spirit. Carefully tended and gently harvested, they provide the fruit for our mash. Distilled twice under vacuum using a fine distillation process, the middle run is created – the heart of every distillate. Every drop reflects the skill of our master distillers and four generations of experience.

Maturation & patience as a standard

Whether in stoneware or wooden barrels, every distillate needs time to develop. Dedication, experience and sensitivity create quality – the result of a craft that combines tradition and passion.

Excellence in every detail

At Prinz, the utmost care and many years of knowledge are applied throughout the entire development process – from the fruit to the finished product. We constantly strive to improve, drive innovation and yet preserve the tradition of schnapps distilling that has shaped us for generations and can still be seen today in our products and in-house developments.

Our own Prinz wooden barrels: Specially developed barrels with slats milled into the staves create more surface area for the distillate and allow a fine barrel note to develop, giving it more character and expression.

The original with the iconic Prinz-P-embossing: Our swing-top bottles for the old varieties were deliberately developed to combine tradition, quality and recognition. The sturdy swing top is not only part of the design, but also ensures particularly practical handling – reliable, resealable and ideal for moments of enjoyment.



Before each bottle leaves our distillery, the cap is applied by hand – including a final check. A small step with a big impact that shows how much care goes into every bottle.

An in-house development from Prinz: The Prinz Exklusivkelch made of crystal was created based on our wealth of experience and feedback from our connoisseurs. The bulbous shape allows the content to breathe, the narrower neck concentrates the fine nuances and the long stem prevents the glass from warming up in the hand. The stable base and subtle engravings – from the matt Prinz lettering to the embossed crown – make this tasting glass that combines function and elegance.

Our own orchard: It is much more than just a place of cultivation – it is a place of research. Here we observe, test and refine in order to create the best conditions for our fruit. In this way, we combine research with tradition and pass on this knowledge to the next generations. This shows that each of our products embodies decades of expertise, four generations of experience and a love of detail – quality that you can taste and see.

A LOOK AT OUR HISTORY

• **1886** – Young fruit grower Thomas Prinz I establishes a cider mill and cooperage. He realises his dream and distils the first Prinz schnapps, a 40 % vol Williams pear schnapps.



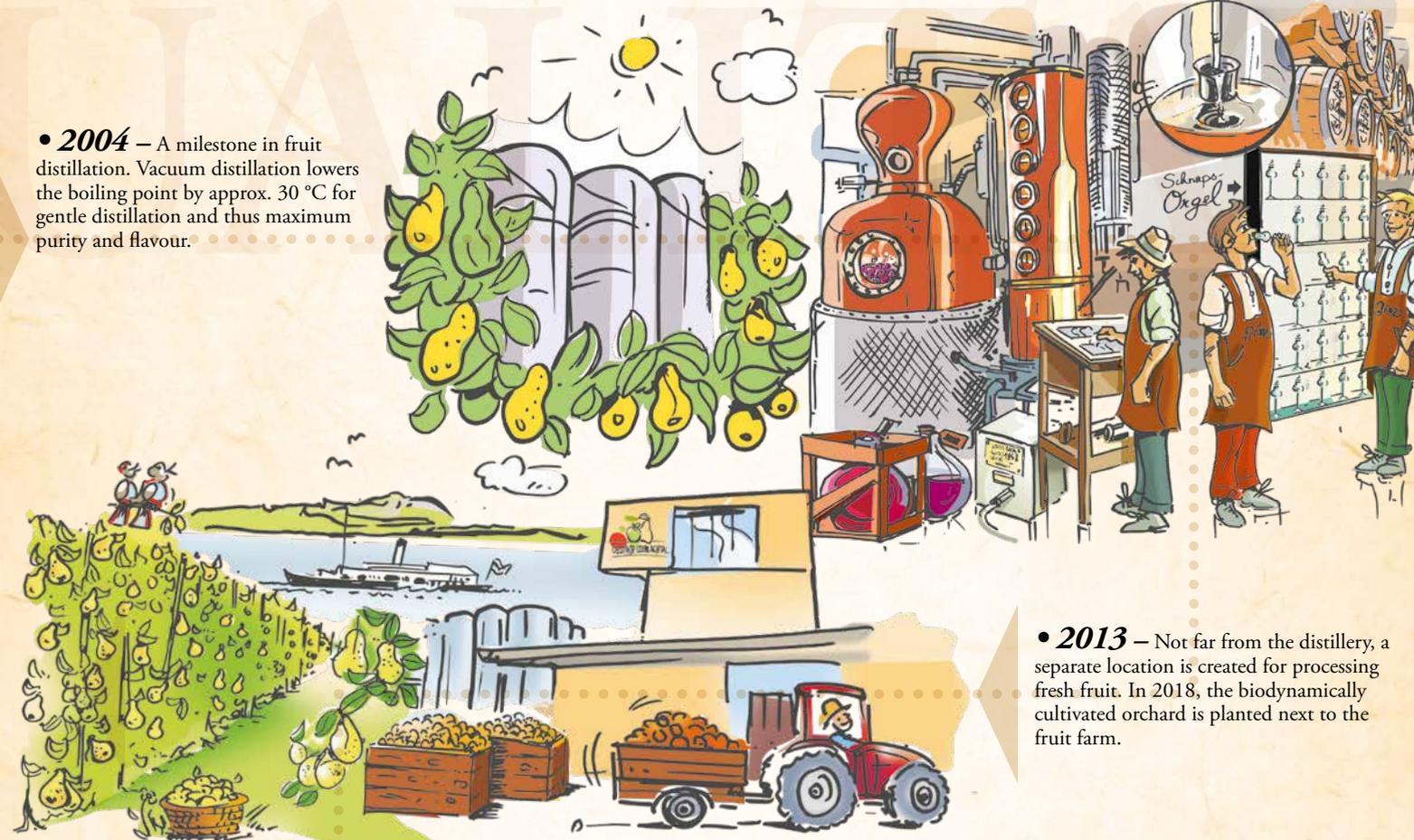
• **1921** – Due to the many orchards in the Leiblachtal and the resulting large harvests, Thomas Prinz I decides to register the distillery business.



• **1934** – After a devastating fire, the distillery is rebuilt. One of the most modern distillation facilities of its time is created.



• **2004** – A milestone in fruit distillation. Vacuum distillation lowers the boiling point by approx. 30 °C for gentle distillation and thus maximum purity and flavour.



• **2013** – Not far from the distillery, a separate location is created for processing fresh fruit. In 2018, the biodynamically cultivated orchard is planted next to the fruit farm.

• **1953** – After the years of war, Thomas II, only 25 years old, takes over his parents' business. Fruit from the region is processed into Obstler and Moscht (fruit wine).



• **1980** – Thomas III and his wife Christa take over the family business. With great commitment and love, they continuously expand and modernise the distillery and the product range.



• **2017** – Thomas Prinz joined his parents' business in 2002, followed by his brother Maximilian in 2005. Both have been managing directors since 2017 and are the fourth generation to run the distillery. They combine tradition with innovation – always with the same commitment to quality and craftsmanship that has been the foundation of the Prinz fine distillery since 1886.



• **2017 - Present** – Brothers Thomas and Maximilian Prinz take over their parents' business and combine tradition with innovation. They are the fourth generation to run the distillery with the same commitment to quality and craftsmanship that has been the foundation of the Prinz fine distillery since 1886.



„Our daily work, our constant efforts and our relentless pursuit of perfection serve solely to enhance enjoyment!“

Thomas
Thomas Prinz



PRINZ OLD VARIETIES

AUTHENTIC DISTILLING – WITH A DELICATE WOODEN BARREL NOTE

WHAT MAKES THEM SO SPECIAL

For generations, we at Prinz have been dedicated to the art of distilling – with passion, experience and the deep knowledge that good things take time. Our Old Varieties are the result of traditional skills, craftsmanship and the commitment to always deliver only the best in every drop.

OUR SECRET

- *Hand-picked, fully ripened fruits from the best locations*
- *Gentle distillation using state-of-the-art vacuum technology at only 48.4 °C*
- *Experience and knowledge of four generations*
- *Careful maturation in stoneware and wooden barrels*
- *Craftsmanship, experience and a feel for the right moment*

DISTILLING WITH SENSITIVITY

Our fine distillery on Ziegelbachstrasse produces what will later delight as Old Varieties. The two-stage vacuum distillation process preserves the delicate structures of the fruit and brings its unadulterated, pure flavour to the distillate. Every schnapps requires patience, precision and a keen sense of the moment when the fruit becomes a true masterpiece.

REFINED WITH FRUIT

Specially produced extracts from home-dried fruit emphasise the typical character of each fruit and give the distillate a special note.

DOUBLE MATURATION – NATURAL DEPTH

Our Old Varieties first mature for years in traditional stoneware vessels. There, they unfold their fine fruit notes and mild character and develop a hint of vanilla and caramel – gentle and round in taste.

WOOD AS A SILENT PARTNER

The distillates are then left to rest in wooden barrels specially developed by us. Fine slats inside the barrels ensure particularly close contact between the distillate and the wood. This gentle interaction gives our Old Varieties depth, elegance and character – a barrel note that tells stories of craftsmanship and time.

FINISHED BY HAND

Before an Old Variety leaves the distillery, our master distillers check every detail. Only when the fruit, depth and barrel maturity are in perfect harmony is it bottled. The final step remains manual work: swing tops and tags are carefully attached by hand in the fine distillery – each bottle is a truly unique example of our distilling art.

All varieties are available in 1.5 l, 1 l, 0.7 l, 0.5 l, 0.35 l and 0.2 l swing-top bottles.



EXQUISITE RAW MATERIALS



INNOVATIVE DISTILLATION TECHNOLOGY



RICH, WELL-ROUNDED PERFECTION

8

A FINE SELECTION FOR PURE INDULGENCE!

ALTE MARILLE
(Barrel-aged apricot schnapps)

ALTE WILLIAMS-CHRISTBIRNE
(Barrel-aged williams pear schnapps)

ALTE HAUS-ZWETSCHKE
(Barrel-aged plum schnapps)

ALTER BODENSEE-APFEL
(Barrel-aged Lake Constance apple schnapps)

ALTE HASELNUSS
(Barrel-aged hazelnut schnapps)

ALTE WALD-HIMBEERE
(Barrel-aged forest raspberry schnapps)

ALTE KIRSCHKE
(Barrel-aged cherry schnapps)

ALTE ERDBEERE
(Barrel-aged strawberry schnapps)

For decades with original 41 % vol

5

CAREFULLY SELECTED VARIETIES AVAILABLE AS 0.2 LITRE-HIP FLASK-EDITION!



100% genuine drinking pleasure passed down through 4 generations!



Prinz ...100 % PASSION – OVER 4 GENERATIONS

As a fruit farmer, great-grandfather Thomas Prinz knew when the fruit was perfectly ripe. This sense for the right moment still accompanies our art of distilling today. Every step - from cultivation and mashing to the careful separation of the middle cut - follows one goal: to create a schnapps that is as honest as its origin.

**HONEST.
CLEAR.
FRUITY.
SINCE 1886.**

THE Original
TRADITIONALS
WITH 40 % VOL
FROM
Prinz





What is now considered a tradition once began with a dream: Great-grandfather Thomas distilled his first schnapps from home-grown fruit - clear, powerful and full of fruit. This laid the foundation for the Original Prinz Traditionals with honest 40 % vol. We still preserve this heritage today - and combine it with modern distilling techniques. Thanks to vacuum distillation, we distil particularly gently at low temperatures. This preserves the fine fruity flavours that make our varieties so unmistakable.

- *Fruit-intensive schnapps enjoyment with 40 % vol*
- *Gentle distillation under vacuum – for typical depth*
- *Full-bodies, fruity – with a long, strong finish*
- *Original recipe of Prinz – since 1886*
- *In the characteristic bottle for a long Prinz tradition*
- *Drinking recommendation: 14 – 20 °C in the Prinz Exklusivkelch*



VARIETIES FOR THE PERFECT INDULGENCE!



WILLIAMS-PEAR SCHNAPPS

40 % vol

1 Litre

0.5 Litre

SAUBIRNEN PEAR SCHNAPPS

40 % vol

1 Litre

0.5 Litre

OBST SCHNAPPS

1 Litre 38 % vol

1 Litre 40 % vol

1 Litre 45 % vol

1 Litre from the wooden barrell (40 % vol)

QUINCE SCHNAPPS 40 % vol

1 Litre

0.5 Litre

APRICOT SCHNAPPS

40 % vol

1 Litre

0.5 Litre

GRAVENSTEINER SCHNAPPS

40 % vol

1 Litre

0.5 Litre

CHERRY SCHNAPPS 40 % vol

1 Litre

0.5 Litre

PLUM SCHNAPPS 40 % vol

1 Litre

0.5 Litre

RASPBERRY SCHNAPPS 40 % vol

1 Litre

0.5 Litre

BLUEBERRY SCHNAPPS

40 % vol

1 Litre

0.5 Litre

ELDERBERRY SCHNAPPS

40 % vol

1 Litre

0.5 Litre

ROWANBERRY SCHNAPPS 40 % vol

1 Litre

0.5 Litre

JUNIPER SCHNAPPS 40 % vol

1 Litre

0.5 Litre

AROLLA PINE SCHNAPPS 40 % vol

1 Litre

0.5 Litre

MASTERWORT SCHNAPPS 40 % vol

1 Litre

0.5 Litre

GENTIAN SCHNAPPS 40 % vol

1 Litre

0.5 Litre

HAZELNUT SCHNAPPS 40 % vol

1 Litre

0.5 Litre

SELECTED VARIETIES ALSO AVAILABLE IN THE HIP FLASK EDITION 0.2 LITRE!



Feiner Haus Schnaps

THE ORIGINAL FROM THE SCHNAPPS-PRINZ

Unmistakable and full-bodied in flavour, delicate and fruity on the nose. Sun-ripened, juicy apricots are the raw material for our popular Haus Schnaps.

OUR TIP FOR YOU!
Fine Haus Schnaps Apricot!

... with
fruity
34 % vol



- 0.5 Litre Bottle
- 0.7 Litre Bottle
- 1.0 Litre Bottle
- 1.5 Litre Bottle
- 0.2 Litre Hip Flask

Honig Birnerla - 34 % vol

Pear schnapps refined with real blossom honey.

Himbeerla - 34 % vol

With the taste of sun-ripened raspberries.

Soadla - 34 % vol

Strong and fruity blueberry schnapps.

Honig Marillerla - 34 % vol

With apricot flavour and blossom honey.

Erdbeerla - 34 % vol

With the taste of fully ripe and juicy strawberries.

Nusserla - 34 % vol

Full-bodied speciality with roasted hazelnuts.

Orangerla - 34 % vol

With the taste of sun-kissed oranges.

Honig Quitterla - 34 % vol

Finest delicacy with quince distillate and blossom honey.

Birnerla - 34 % vol

With the taste of fully ripe pears.

Kirscherla - 34 % vol

Tastes typically like fully ripe cherries.

Pfirserla - 34 % vol

Fruit enjoyment with a lovely peach taste.

Zwetschgerla - 34 % vol

Specialty with a fine plum taste.

THE FINE FRUITY ONES

WITH MILD 34 % VOL – CHEERS TO THE FLAVOUR OF FRUIT

Our charming fruity 34 % vol schnapps is available in 13 tasty varieties. We use only hand-sorted fruits with the best varietal flavour, carefully processed and mashed at the ideal fermentation temperature. Gently distilled several times under vacuum, we extract the middle cut, which is stored in earthenware for many years, depending on the variety.



THE NOBILANT

HANDCRAFTED PREMIUM LIQUEUR

Liqueur composition for men with 37.7 % vol who appreciate authentic taste experiences.



Migliorato

Enhance your coffee with a hint of NOBILANT KAFFEE LIQUEUR – bold, full of character, irresistible.



POWERFUL

LIQUEUR
KAFFEE

Finely spiced, crystal-clear Coffee-Liqueur made from delicately roasted Arabica beans.



STRONG

LIQUEUR
ORANGE

Bitter-sweet and crystal-clear Orange-Liqueur made from orange peel and orange juice distillate.

CRYSTAL CLEAR

LIQUEUR
KAKAO

Bitter-sweet Cocoa-Liqueur enjoyment from handpicked fine cocoa beans.



0.5 litre
in a metal tin



Nobilant
Jigger

NOBILADY

Real enjoyment for real connoisseurs
with lovely 17.7 % vol.



LIQUEUR
KAKAO

kissed by sweet *Apricot*
Sweet liqueur joy with the
flavour of roasted cocoa beans.

JUICY



LIQUEUR
ORANGE

kissed by refreshing *Coconut*
Exotic liqueur joy with flavour
of sun-ripened oranges.

EXOTIC



LIQUEUR
KAFFEE

kissed by fruity *Cherries*
Full bodied liqueur joy with
the flavour of spicy Arabica
coffee beans.

FRUITY



Nobilady
Tumbler



0.5 litre
in a metal tin

KAISER RUM

LIQUEUR WITH CHARACTERFUL 40% VOL

RUM-COCONUT ... exotic rum-infused

RUM-ORANGE ... fruity-fresh

RUM-CARAMEL ... full-bodied and mild

RUM-CHERRY ... sweet and fruity

RUM-CHOCOLATE ... tart and sweet

Powerful and rich in tradition



Try it now!

Creative rum creations in five flavourful varieties. Full-bodied, rich in character, and velvety smooth on the palate. Perfect for enjoying neat or for enhancing cocktails, tea, and coffee.



Drinking recommendation

15-18 °C



Scan the QR code and discover the eggnog cheesecake recipe.

THE PRINZ LIQUEUR KITCHEN

In the liqueur kitchen, the finest raw materials meet genuine craftsmanship.

Using selected ingredients, traditional recipes and a flair for the extraordinary, Prinz creates exceptional liqueurs – fruity, floral or creamy, but always balanced, high-quality and distinctive in taste.

Whether elderflowers from our own bushes or fresh eggs from regional farmers – we only use ingredients that meet the highest standards. The result is liqueurs that can be enjoyed neat, in cocktails or simply as a highlight with dessert.



with eggs from happy chickens



fresh hay milk from the alps



gently stirred by hand

Eggnog

What makes our eggnog so unique? Our high quality standards – and the sensitivity with which it is produced. For each bottle, we use seven fresh egg yolks from happy chickens, complemented by Alpine milk, a carefully balanced sugar ratio and high-quality alcohol from our own production.



The result: a delicately melting consistency, a full balanced flavour and a liqueur that tastes pleasantly sweet and simply well-rounded.

Elderflower liqueur

The mild climate and nutrient-rich soil of the Lake Constance region provide ideal conditions for elderflowers. We use freshly picked flowers from our own elderberry bushes in our biodynamic fields to make our liqueur.

Harvesting is done entirely by hand: in a short window of time in early summer, we collect each individual umbel by hand – carefully and precisely when the flowers are full of fine, yellow pollen. Because it is this pollen that makes the taste so unique.



FOR ONE LITRE OF LIQUEUR YOU NEED AROUND 10 ELDERFLOWER UMBELS.



Recipe tip: ALPINE HUGO

Our apprentices also play an active role in the harvest. They experience first-hand how much skill and care goes into each step of the process – and thus learn about the journey from blossom to finished bottle as part of their training right from the start.

Gently prepared with high-quality alcohol, water and sugar, the result is a slightly floral, fresh liqueur that evokes memories of early summer flower meadows.

Scan the QR code and discover the ALPINE HUGO recipe



PRINZ CREAMS

TEMPTING CLASSICS

ERDBEER CREAM – 15 % vol

... **Strawberry cream** – fresh, fully ripe strawberries give the liqueur its wonderfully fruity note and characteristic colour.

SCOTCH CREAM – 16 % vol

... tenderly melting chocolate and Scotch makes the fine cream just perfect. Enjoyed pure or on vanilla ice cream.

HASELNUSS CREAM – 15 % vol

... **Hazelnut Cream** – milk and finely ground hazelnuts form the basis for the fine nut cream.

MOKKA CREAM – 15 % vol

... **Mocha Cream** – milk and fine mocha are the basis for this cream. Tasty when poured on ice cream or pudding.

KLETZEN-TRAUBEN CREAM – 15 % vol

... dried **Pear & Grape Cream** – this delicious rum grape creation is made from the finest raw ingredients. The raisins are marinated in rum and then refined with dry fruits.

NOUGAT CREAM – 15 % vol

... seductively tender and creamy – **Nougat cream** is an enjoyable chocolaty seduction.

FESTTAGS CREAM – 18 % vol

... **Holiday Cream** – the mix of chocolate, coconut and hazelnut makes the fine holiday liqueur a very special treat for special events.

*Whether to give a gift
or enjoy yourself*

- *Delicate, creamy indulgence*
- *Crafted with care using our old recipes*
- *Made with the finest local ingredients*



INNOVATIVE SPECIALS

PRINZALINEN LIKÖR – 15 % vol

... **Truffle Cream** – the Prinz classic melt-in-the-mouth, creamy liqueur with a praline-like flavour.

EI-COCO LIKÖR – 18 % vol

... Original Prinz Eggnog and Prinz Rum-Coconut Liqueur give this cream a delicately creamy Caribbean feeling.

RUM CREAM – 17 % vol

... Rum and cocoa blended to create a unique flavour – a true delight for both chocolate and rum lovers.

SALTED CARAMEL CREAM – 17 % vol

... send your palate on a sweet & salty journey with our creamy caramel liqueur.

EDELMOHN CREAM – 15 % vol

... **Fine Poppy Cream** – fine ground poppy seeds and fresh alpine milk combined to create our exquisite Poppy Cream – a truly enchanting liqueur experience.

- *Nobly coordinated flavours*
- *The perfect gift idea for family and good friends*
- *For creative desserts and cocktails*



Traditional Liqueurs

MARVELLOUS FRUITYNESS IN THE BEST QUALITY - LET YOURSELF BE SEDUCED!

Carefully harvested by hand and refined according to traditional recipes, we process the fruit directly on our farm into fresh juice - the basis for our unmistakable fruit liqueurs. The natural flavours develop particularly intensively in our in-house kitchen.

Thanks to the fruit juice content, you can enjoy a full-bodied, fruit-accentuated liqueur experience - ideal pure and well chilled at 8 bis 15 °C.



The Prinz Granatapfel liqueur combines real pomegranate juice with high-quality alcohol to create a perfectly balanced sweet-and-tart taste experience. A liqueur that enchants when enjoyed neat or makes every moment special when paired with sparkling wine.



ALT WIENER ZWETSCHKEN LIKÖR

16% vol | Old Vienna Plum Liqueur - fruity enjoyment made from fine plum liqueur and plum brandy.

QUITTEN LIKÖR

18% vol | Quince Liqueur - fruity-tart liqueur with noble quince distillate and juice.

KIRSCHBLÜTEN LIKÖR

17% vol | Cherry Blossom Liqueur - experience the exquisite taste of delicate cherry blossoms.

ERDBEER-RHABARBER LIKÖR

17% vol | Strawberry Rhubarb Liqueur - tasty strawberries and rhubarb give the fruity liqueur its extraordinary note.

GRANATAPFEL LIKÖR

17% vol | a ruby-red delicacy out of real pomegranate juice - a sweet and tart flavour experience.

HOLUNDERBLÜTEN LIKÖR

18% vol | Elderflower Liqueur - produced according to an old family recipe.

WILLIAMS-BIRNEN LIKÖR

25% vol | Williams Pear Liqueur - the juice of fully ripe Williams pears is what gives this liqueur its typical, sweet aroma.

ROTER APFEL LIKÖR

17% vol | Red Apple Liqueur - made from a special apple variety that tastes both sweet and sour.

WEINBERG-PFIRSICH LIKÖR

18% vol | Vineyard Peach Liqueur - crafted from the juice of fruity vineyard peaches.

CASSIS LIKÖR

20% vol | Cassis Liqueur - the juice of black currant gives this liqueur its extra-ordinary aroma.

VOGELBEER LIKÖR

25% vol | Rowanberry Liqueur - crafted from wild-grown berries for a flavourful taste experience.

ROSENMARILLEN LIKÖR

25% vol | Rose Apricot Liqueur - the freshly pressed juice of apricots with intense flavour.

Experience the natural flavour of wild fruit with every sip.



WILD WALDBEEREN
LIKÖR – 16 % vol
Wild Forest Berries Liqueur – enjoyment from colourful wild berries.

WILD HEIDELBEER
LIKÖR – 16 % vol
Austrian liqueur speciality - refined with blueberry juice.

WILD KIRSCHEN
LIKÖR – 16 % vol
Wild Cherry Liqueur – made with the juice of fully ripened cherries.

WILD STACHELBEER
LIKÖR – 16 % vol
Wild Gooseberry Liqueur – irresistible sweet and tart flavour.

WILD HIMBEER
LIKÖR – 16 % vol
highly aromatic liqueur pleasure from handpicked raspberries.

WILD BERGZIRBEN
LIKÖR – 20 % vol
Wild Mountain Arolla Pine Liqueur – offering a truly unique experience.

WILD SUBIRA
LIKÖR – 16 % vol
Wild Subira Pear Liqueur – made from an old regional pear variety.



PRINZ *Wild* LIQUEURS

Discover the diversity of our natural surroundings with our fine Wild Liqueurs. Our domestic Alpine region provides us with a rich choice of aromatic fruits of the highest quality which we use to create our flavourful liqueur specialties.

Taste the wild, untamed fruitiness with every sip.

Perfect for wild aperitif spritzes or as a refreshing ice-cold treat.

- ⇒ Gentle processing of the fruits
- ⇒ High proportion of fruit juice from our own pressing
- ⇒ Particularly intense fruit flavour
- ⇒ Perfect for mixed drinks
- ⇒ Drinking recommendation: enjoy chilled at 10 to 17 °C

in 0.5 litre bottles



WILD BROMBEER
LIKÖR – 16 % vol
Wild Blueberry Liqueur – Austrian liqueur speciality - refined with blueberry juice.

WILD HASELNUSS
LIKÖR – 20 % vol
Wild Hazelnut Liqueur – nutty speciality with hazelnuts from our own roasting.

WILD WALNUSS
LIKÖR – 20 % vol
powerful, spicy liqueur made from green walnuts.

EGGNOG

stirred to creamy perfection

Enjoyed neat, in a cocktail or as a dessert ingredient – its pleasantly smooth consistency and slightly alcoholic flavour have always made the traditional Prinz eggnog a classic treat.

Our eggnoggs are produced according to a traditional recipe. The best ingredients and gentle preparation promise the highest quality. Depending on the variety, the eggnog is flavoured with mocha, orange juice or real bourbon vanilla.

EGGNOG KLASSIK
EGGNOG MOKKA

EGGNOG ORANGE
EGGNOG VANILLE



0.5 Litre

best served at
10 to 12°C
15% vol



fresh hay milk from the alps



with eggs from happy chickens



gently stirred by hand

Homemade Strudel LIQUEURS

*fruity, cheerful
Strudel delight
with sweet 16% vol*

Strudel Liqueurs based on Grandma's traditional recipe from own juices, fruits, raisins, cinnamon and butter crumbs – authentic Austrian pleasure.



All varieties available as 0.5 Litre and 1 Litre bottles.

*Our drinking recommendation:
Enjoy our Strudel Liqueurs best pure
and well chilled at 10 to 14 °C.*

Summer-Schnapps

Summer
Birnen-Limette
pears-lime



Pear-Lime Caipirinha

6 cl Prinz Sommer Birnen-Limetten Schnaps
1 Bio-Lime
2-3 tsp refined cane sugar
4 cl Soda
2 cl pear juice
Crushed ice

Wash the lime and cut into eights. Put the cutted lime slices with 2-3 tablespoons refined cane sugar in a cocktail glass and crush gently with a wooden muddler. Fill the glass with crushed ice, Sommer Birnen-Limetten Schnaps, Soda and pear juice. Best enjoyed ice cold.



Creative summer delights for the sunny season. These delicate creations captivate the nose as well as the palate with the finest distillates made from freshly picked fruits.

Premium-Spirits

Summer
Pfirsich-Orange
peach-orange



Summer
Himbeeren-Minze
raspberries-mint



SUMMER

Party



FRUIT LIMES 16% vol

- MELON LIMES**
...great for cocktails or enjoyed neat
- APRICOT LIMES**
...perfect for fruity long drinks
- CHERRY LIMES**
...the ultimate refreshment
- STRAWBERRY LIMES**
...best enjoyed ice cold
- RASPBERRY LIMES**
...for fruity and creative drinks
- MANGO LIMES**
...takes the cocktail to perfection

Summer time is liqueur time – fruity, creamy and wonderfully refreshing. With versatile options for every moment of indulgence.



RHUBARB LIQUEUR 16% vol

With fresh rhubarb from local gardens

The fruity-fresh rhubarb liqueur sparks your cravings for summer and is the ultimate must-have for every summer party!

0.2 Litre | 0.5 Litre

**Fruity,
smooth!**

We rely on carefully hand-picked fresh ingredients, which retain their delicate, full-bodied flavour within our summer-inspired Prinz product variety. This creates not only delicious liqueurs, but also brings natural freshness in a glass.



SUMMER LIQUEURS 16% vol

- ...tempting fruit flavour*
- Immerse yourself in passion with three full-bodied, aromatic fruit juice liqueurs to discover. They also make the perfect gift for your loved ones!
- ♥ Heiße Liebe (raspberry & vanilla)
- ♥ Feurige Lust (cherry & chilli)
- ♥ Scharfer Kuss (strawberry & pepper)

0.1 Litre | 0.5 Litre



JOGHURT LIQUEURS 15% vol

- BANANA YOGHURT LIQUEUR**
...enjoy pure and well chilled
- CHERRY YOGHURT LIQUEUR**
...tastes delicious over dessert
- PINEAPPLE-COCONUT YOGHURT LIQUEUR**
...perfect for fine cocktails
- APRICOT YOGHURT LIQUEUR**
...the fruity classic

0.5 Liter

Prinz

variety of herbs



Original Alpenthaler 20,5 % vol

Tasty speciality liqueur made from a selection of herbs, roots, berries and fruits with a strong characteristic flavour. Traditionally produced in Austria.

Klarer Alpenthaler

38 % vol

A tasty selection of powerful, native mountain herbs and precious herb distillates are the base of this tasty herb schnapps.

Traditional herb spirits from the Austrian Alps

Highly aromatic herbs, roots and cones make our herb schnapps and liqueurs especially harmonious and aromatic specialties. Hand-picked alpine herbs sourced from the domestic mountain regions are being macerated and distilled at our fine-distillery according to ancient, traditional Austrian recipes.



Prinz Bitter

31 % vol

The tasty and wholesome herb liqueur with 62 highly aromatic mountain herbs was first prepared by our greatgrandfather and rediscovered after more than 40 years.

Zirberla 30 % vol

The cones of the arolla pine give the Zirberla its typical reddish-brown shade and unique but particularly pleasant character.



ZIRBEN SCHNAPS 40 % vol

The pleasantly smelling arolla pine cones are harvested by hand and processed into arolla pine schnapps. The pleasant, slightly resinous note of the arolla pine is unmistakable. A true specialty from Austria.

Pure alpine indulgence

Wild BERGZIRBEN LIQUEUR 20 % vol

The wild-grown arolla pinecones impart a resinous, spicy aroma and distinctive colour to the liqueur. It is an exceptional mountain specialty.



Hexenkräuter LIQUEUR 48 % vol

With the strength of more than 48 herbs and 48 % vol, Hexenkräuter liqueur is a particularly strong representative of its kind, convincing with very fine notes.



www.prinz.cc

*Hafele Brand -
the secret of distilling*



„Every Hafele brandy embodies patience, finesse and passion – a pleasure that we are proud to pass on.“



Maximilian Prinz

Dome fruits

- ALTER APFEL 43 % vol
- ELSBEERE 43 % vol
- GRAVENSTEINER 43 % vol
- HAUSBIRNE 43 % vol
- QUITTE 45 % vol
- SUBIRER 43 % vol
- TRESTER 43 % vol
- WILLIAMS BIRNE 43 % vol

Berries

- BROMBEER 43 % vol
- HIMBEER 43 % vol
- JOHANNISBEER 43 % vol
- RIBISEL 43 % vol
- ERDBEER 43 % vol
- HOLUNDER 43 % vol
- VOGELBEER 45 % vol
- ARONIA 43 % vol

Stone fruits

- KIRSCH 43 % vol
- KRIECHERL 43 % vol
- MARILLE 43 % vol
- PFLÜMLI 43 % vol
- SANDDORN 43 % vol
- TRAUBENKIRSCH 43 % vol

Roots & Herbs

- ENZIAN 45 % vol
- ZIRBE 43 % vol
- MEISTERWURZ 45 % vol



ORIGINAL
HAFELE BRAND
**THE ESSENCE OF FRUIT,
DISTILLED TO PERFECTION**

Each of the 25 Hafele varieties contains a piece of unadulterated nature – shaped by traditional craftsmanship and refined by time. Hafele brandies stand for uncompromising distilling culture: powerful in expression, clear in character and authentic down to the last detail. Gently fermented, double distilled and matured for years in breathable stoneware, they develop that special depth that can only come from patience, experience and genuine passion.

**HAFELE
RIBISEL BRANDY**

43 % vol

Hafele Ribisel Brandy is the pure essence of red currants. It has a light, delicately tart aroma reminiscent of warm sunny days in the garden. On the palate, it reveals its characteristic intensity: lively and fruity, with that unmistakable balance of freshness and acidity that makes red currants so special.

For this fine Hafele speciality, the Prinz distillery uses only hand-picked, ripe red currants – carefully harvested, freshly processed and destemmed. The macerated fruits are then gently double distilled under vacuum. This preserves the delicate, clear nuances of the red currant – pure, fruity and with an elegant lightness.

As with all Hafele brandies, maturation takes place in open-pored stoneware vessels made from a clay-sand mixture. There, the brandy can ‘breathe’ and develop its smooth depth. Every sip tells the story of the essence of the red currant: fresh, intense and unadulterated.

www.hafelebrand.at

ORIGINAL
HAFELE BRAND

333



Special Edition
45% vol

The 333 Vintage Williams Brandy – an exclusive Special Edition form hand-selected Williams pears out of our own fruit orchard. Carefully selected fruits, gentle fermentation and multiple distillations make the Brandy to a very rich, full-bodied composition and to a real speciality. Crafted in small batches, making it the perfect companion for unforgettable moments.

333 VINTAGE BRANDY 2025 WILLIAMS
0.5l

sorgfältig vorgegangen – Erfahrung im lichen Können – alles produziert in einer

★★★★★

Fine fruit brandy at refined strength
100% fruit content



FRUITY STONE FRUITS

45% vol

KIRSCH E

Cherry - 0.5l

MARILLE

Apricot - 0.5l

ZWETSCHGE

Plum - 0.5l

CUVÉE

0.7l

1.5l



SELECTED POME FRUITS

45% vol

SAUBIRNE

Saubirne pear - 0.5l

WILLIAMS

Williams pear - 0.5l

QUITTE

Quince - 0.5l

CUVÉE

0.7l

1.5l



FINEST BERRIES

45% vol

WALDHIMBEERE

Forest raspberry - 0.5l

JOHANNISBEERE

Currant - 0.5l

BROMBEERE

Blackberry - 0.5l

CUVÉE

0.7l

1.5l

3l

4l



BARREL-AGED STONE FRUITS

45% vol

KIRSCH E

Cherry - 0.5l

MARILLE

Apricot - 0.5l

ZWETSCHGE

Plum - 0.5l

CUVÉE

0.7l

1.5l

ORIGINAL

HAFELE BRAND

333

THE GLORY OF HIGHEST PLEASURE!

Selected fruits, gentle fermentation and multiple distillation make our 333 Hafele brandies particularly full-bodied compositions and truly unique.

OUR RECOMMENDATION:

The Hafele 333 are also available in the gift set edition. All varieties of one type of fruit combined as 4 x 0.04 litre.



HAFELEBRAND.AT

A glass to match every moment of indulgence

ENJOY IN STYLE

PRINZ EXKLUSIV-KELCH

High-quality crystal glass, exclusive in a specially created Prinz design, robust with elegant Prinz embossing. Approx. height 16 cm, 2 cl / 4 cl



PRINZ SCHNAPS-KELCH

One should always use the right glass to enjoy fruit brandies. Brandies matured in a wood cask can also be drunk from larger snifters. Approx. height 15.5 cm, 2 cl



HAFELE GLAS

Elegant glass for perfect tasting experience of our refined Hafele brandies. Approx. height 16 cm, 2 cl



NOBILADY GLAS

Matte white glass with extravagant design for the perfect enjoyment of our Nobilady liqueurs. Approx. height 8.8 cm, 2 cl / 4 cl

HÜTTEN-GLAS MIT STIEL

An elegant tasting glass for daily use. Small height approx. 7 cm, 2 cl, Large height approx. 9 cm, 4 cl



HEXEN KRÄUTER GLAS

Sturdy Stamperle glass, designed for our Hexenkräuter Liqueur. Approx. height 7 cm, 2 cl.



PRINZ LIKÖR TUMBLER

Exquisite glass with subtle golden accents. Perfectly suited for liqueurs, creams and rum. Approx. height 8,8 cm, 27 cl.



STAMPERL ZYLINDER

Contemporary Shot Glass Cylinder, With 4 cl- & 2 cl-mark – designed for daily enjoyment. Approx. height 6.5 cm, 2 cl / 4 cl



STAMPERL TULPE

Enjoy spirits and liqueurs out of our durable tulip shot glass. Approx. height 7 cm high, 2 cl



NOBILANT JIGGER

Black jigger with a matte finish for real tasting experience of the Nobilant liqueurs. Approx. height 6.7 cm, 2 cl / 4 cl



COCKTAIL-GLAS 2026

A cocktailglass with collector appeal – perfect for mixed cocktails on ice or sparkling liqueurs. Approx. height 12 cm, 40 cl



Gift ideas and accessoires

CHOSEN WITH LOVE – FOR EVERY OCCASION.

WHERE THE HEART BEATS FOR THE GAME, ENJOYMENT IS A MUST!

PRINZ FOOTBALL

Thanks to its elegant design, this product is a real highlight for all football fans and a gift idea that is guaranteed to delight.

1 Football in a Box à 0.04 litre

FROM THE HEART

a little token of love TO ENJOY AND RAISE A TOAST

FROM THE HEART – A LOVE NOTE GIFT BOX

Seven treasures, each one a moment of pleasure: our love note gift box combines 7 fine schnapps and liqueurs in 0.04 l platinum bottles. A loving gift that brings joy and touches the heart – perfect for special occasions.

Prinz Happy Camping

... on adventure with schnapps that brings joy!

PRINZ HAPPY CAMPING

The five-by-five box with mini schnapps- and rum miniatures (0.02 l each) ensure a good mood while camping or BBQ. You'll also receive a free original Prinz camping sticker – ideal for decorating your motorhome or car. Contains 25 miniatures à 0.02 litre in different varieties.

100% FUN guaranteed

Happy Men's Day!!

PRINZ FATHER'S DAY-BOX

is the foundation for an all-round successful Father's Day. Whether you're chilling in the garden, barbecuing or meeting up outside. Our handy enjoyment package contains 5 x 5 popular schnapps and liqueur minis (0.02 l each) and a fun drinking game.

PLATINA GIFT BOXES

with character



FOR TRUE LOVERS OF FINE SPIRITS: LOVELY PICKED GIFT BOXES, TO GIVE A GIFT OF ENJOYMENT IN STYLE

1 THE LITTLE FRUITY ONES
7 x Fruity spirits – 0.04 l with 34 % vol

2 THE LITTLE DELICIOUS ONES
8 x Old Varieties – 0.04 l with 41 % vol

3 THE LITTLE WILD ONES
7 x Wild liqueurs – 0.04 Liter

4 THE ENJOY SUMMER EDITION
7 x Fruity specialties – 0.04 l

5 PIMP YOUR COFFEE
7 x Carefully selected liqueurs – 0.04 l

6 THE LITTLE TRADITIONAL ONES
6 x Traditional spirits – 0.04 l with 40 % vol

7 THE SMALL HAFELE
7 x Exclusive chosen Hafele Brandies – 0.04 l

8 HAFELE 333
4 x Hafele Brand 333 – 0.04 l with 45 % vol
4 x Hafele Brand 333 – 0.04 l aged in oak barrels with 45 % vol

9 PIMP YOUR PROSECCO
7 x Fruity liqueurs – 0.04 l

10 THE LITTLE NOBLE ONES
6 x Finest liqueur enjoyment – 0.4 l

LITTLE LOVE NOTE GIFT BOX
7 x Versatile schnapps and liqueur delights – 0.04 l

New

*The perfect companion
on the go ...*

HIP FLASK VARIATIONS

*... or as a
unique gift idea!*



MADE OUT OF HIGH QUALITY STAINLESS STEEL & REFILLABLE
You can find more accessoires and gift tips within our onlineshop – www.prinz.cc

1 HIP FLASK HAFELE BRAND - 0.2 l

- Hafele Marille 43 % vol – filled with apricot brandy
- Hafele Subirer 43 % vol – filled with subirer brandy
- Hafele Enzian 45 % vol – filled with gentian brandy

2 HIP FLASK TRADITIONALS - 40 % vol, 0.2 l

- Marille – filled with traditional apricot schnapps
- Haselnuss – filled with traditional hazelnut schnapps
- Williams-Christbirne – filled with traditional Williams pear schnapps
- Gravensteiner – filled with traditional Gravensteiner schnapps

3 HIP FLASK OLD VARIETIES - 41 % vol, 0.2 l

- Alte Marille – filled with Old Apricot schnapps
- Alte Williams-Christbirne – filled with Old Williams pear schnapps
- Alte Wald-Himbeere – filled with Old Raspberry schnapps
- Alte Haus-Zwetschke – filled with Old House Plum schnapps
- Alte Erdbeere – filled with Old Strawberry schnapps

4 HIP FLASK FINE-FRUITY ONES - 34 % vol, 0.2 l

- Hausschnaps – filled with Original Hausschnaps Apricot
- Himbeerla – filled with raspberry schnapps
- Birnerla – filled with pear schnapps

5 SPECIAL EDITION HIP FLASKS - 0.2 l

- **Bodensee – Hip Flask**
Alte Erdbeere 41 % vol – filled with Old Strawberry schnapps
Birnerla 34 % vol – filled with pear schnapps
- **„Raus, Hoch, Glückliche!“ – Hip Flask**
Alte-Williams-Christbirne 41 % vol – filled with Old Williams pear schnapps
Hausschnaps 34 % vol – filled with Original Hausschnaps apricot
- **„Der Berg ruft“ – Hip Flask**
Alte-Williams-Christbirne 41 % vol – filled with Old Williams pear schnapps
Hausschnaps 34 % vol – filled with Original Hausschnaps Apricot
- **Music – Hip Flask**
Alte-Marille 41 % vol – filled with Old apricot schnapps
Birnerla – 34 % vol filled with pear schnapps
- **Jäger – Hip Flask**
Williams-Birnen Schnaps 40 % vol – filled with Williams pear schnapps
- **Fathers day – Hip Flask**
Williams-Birnen Schnaps 40 % vol – filled with Williams pear schnapps

New

Die kleinen PRINZEN

Pleasure packs available with 10 or 20 miniatures!

Try and discover our colorful product diversity!

Whether fine schnapps specialties, exquisite liqueurs, tasty herbal schnapps or seasonal delicacies – our **enjoyment boxes** contain all kinds of culinary delights.



10 miniatures à 0.02 Liter

20 miniatures à 0.02 Liter

Pure indulgence for your summer!

Our classics

Our classics

IT'S ALL SCHNAPS

- Alte Williams-Christbirne 41 % vol
- Alte Marille 41 % vol
- Alte Wald-Himbeere 41 % vol
- Marillen Schnaps 40 % vol
- Williams-Birnen Schnaps 40 % vol
- Haselnuss Schnaps 40 % vol
- Holzfass Obst Schnaps 40 % vol
- Hausschnaps Marille 34 % vol
- Himbeerla 34 % vol
- Honig Birnerla 34 % vol

IT'S ALL LIQUEUR

- Wild Haselnuss Likör 20 % vol
- Wild Kirschen Likör 16 % vol
- Wild Himbeeren Likör 16 % vol
- Rosenmarillen Likör 25 % vol
- Weinbergpfirsich Likör 18 % vol
- Holunderblüten Likör 18 % vol
- Erdbeer-Rhabarber Likör 17 % vol
- Prinzelinen Likör 15 % vol
- Rum-Coconut Liqueur 40 % vol
- Rum-Orange Liqueur 40 % vol

MIDSUMMER NIGHT'S DREAM

- Heiße Liebe 16 % vol
- Scharfer Kuss 16 % vol
- Feurige Lust 16 % vol
- Alte Marille 41 % vol
- Rum-Coconut Liqueur 40 % vol
- Himbeer Limes 16 % vol
- Marillen Limes 16 % vol
- Wild Kirsch Likör 16 % vol
- Honig Birnerla 34 % vol
- Himbeerla 34 % vol

EXPLORE MORE OF OUR TASTING PACKAGES AT WWW.PRINZ.CC

EXPLORE THE ART OF DISTILLING

in our craft distillery

Let us take you away into a unique world and show you the art of and our love for distilling schnapps up close! Come and look over our shoulders in the distillery. You will also learn a lot of interesting things about the high art with which we process fruit.

PRINZ FINE-DISTILLERY „EXPERIENCE-TOUR“

- Aperitif in the courtyard of the fine distillery (Prinz headquarter)
- **The secret of distilling** – we will lead you through our fine distillery and invite you to watch us when distilling schnapps
- **Tasting** of the Prinz product range in our own store
- Shopping opportunity in our **store**
- **Meals** available in the adjacent Landgasthaus Rose
(Reservations please at office@gasthaus-rose.at or +43 5573 83765)

FREE GUIDED TOURS:

Monday and Friday: 2 PM to 3 PM
Tuesday, Wednesday and Thursday: 4 PM to 5 PM

GROUP TOURS:

For a group of less than 15 people, a tour costs € 25.00. For groups of 15 or more it is free of charge. Tours take about 30 to 45 minutes. Juices and refreshments are available to you at no cost.



PRINZ TOUR „FROM THE ORCHARD TO THE GLASS“

- **Aperitif** in the **orchard** with **subsequent fruit production tour**
- Learn interesting things about fruit renement in **our orchard**.
- **The secret of distilling** – we will lead you through our fine distillery
- **Tasting of the Prinz product range**
- Shopping opportunities in our **own store**
- **Meals** available in the adjacent Landgasthaus Rose
(Please make a reservation at office@gasthaus-rose.at or +43 5573 83765)

INTERESTING INFORMATION:

This guided tour takes about 90 to 120 minutes and costs € 80.00 for up to 10 persons; the price increases by € 8.00 for every further person. (Every participant will receive a shopping voucher with a value of € 4.00). Juice and refreshments are available to you for free use.

Please register at

besichtigungen@prinz.cc

You can find more information about our distillery tours here:



*We are looking forward to meeting you
at our store in Hörbranz!*



*The fastest way to us ...
Simply scan the QR code
and you will find us via
Google Maps*

Fein-Brennerei Thomas Prinz GmbH
Ziegelbachstraße 7 · 6912 Hörbranz
Vorarlberg / Österreich
T: +43 5573 / 82203
F: +43 5573 / 82203-29
schnaps@prinz.cc · www.prinz.cc

Visit us on ...

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<https://www.prinz.cc>



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*Warm regards,
your family
Prinz!*

P
Opening hours:
Monday–Friday: 8 AM - 6 PM
Samstag: 8 AM - 4 PM
*Distillery tours
with prior
sign-up*

