



25 years of the Alte Wache in Freiburg

May 2022

A quarter of a century for a Baden gem

A Baden success story: the Alte Wache in Freiburg is celebrating its 25th anniversary

When 24 wineries from Baden joined forces with the city of Freiburg and two smaller nearby towns to create the *Alte Wache – Haus der badischen Weine GmbH* back in 1996, they were making a positive decision for the future. The opening in the summer of 1997 created an institution representing Baden wine in the heart of Freiburg – a place that now attracts wine lovers and connoisseurs from near and far. In addition to the special collection of wines, the modern interior of the historical sentry building, which itself dates from 1733, and the location next to Freiburg cathedral and the bustling Münstermarkt lend the Alte Wache its unique charm.

CEO Alixe Winter has been inextricably linked with the Alte Wache since it first opened and has continued to develop the institution for Baden wine culture ever since. With the ever-increasing wine sales – both at the bar and as bottles – innovative wine creations like the hot winter drink “Winter Marie” and the iced wine “Kalte Sofie”, “the bottles with the W” and creative designs, the trained winemaker, former Baden Queen of Wine and skilled sensory analyst has turned the Baden wine establishment into an important location for wine culture in the region.

The COVID pandemic derailed rising sales figures

Over the last 25 years, the Alte Wache has grown accustomed to upheaval and change, but the pandemic-hit years of 2020 and 2021 were especially challenging. The Alte Wache underwent extensive renovations between the end of 2019 and March 2020. The reopening did take place, albeit later than planned, but the lockdowns and restrictions brought about by the COVID pandemic prevented the Alte Wache from a successful relaunch. After constant increases in turnover in the preceding years and

the best ever annual results in 2019, the pandemic impacted on the Alte Wache's business during 2020 and 2021.

A joyful start to the 2022 anniversary year

The developments during the first few months of 2022, however, have allowed Alixe Winter and her team to look ahead with confidence. Thanks to the lifting of the COVID restrictions, business can now get back into full swing and the new concept is popular with guests. Visitors especially enjoy the new terrace, and not just on sunny days, so the many tables are often full. The new series of events and wine tastings, which have been on offer since this spring, have also been received enthusiastically. Further highlights include the traditional Freiburg Wine Festival, which takes place in July in the area around Münster cathedral, and the second Freiburg Summer of Wine.

The Alte Wache at a glance

The Alte Wache Freiburg – Haus der badischen Weine GmbH has 35 shareholders, including 23 winegrowing cooperatives, 11 winegrowing estates and the City of Freiburg. The winegrowers are from the Kaiserstuhl, Tuniberg, Markgräflerland, Breisgau and Ortenau winegrowing regions. The Alte Wache houses around 100 wine specialities from the Baden region for sampling and purchasing.

When it was founded by winegrowing cooperatives, wineries and the City of Freiburg back in 1996, the Alte Wache was intended to serve as a shop window for Baden wines. In 1997, following extensive renovations, it first opened its doors on Münsterplatz in central Freiburg.

During the past 25 years since its opening, the Alte Wache has developed into a “gateway to Baden wine”, bringing wine lovers closer to the many different quality wines from the Baden region in a simple and unique atmosphere. Freiburg has more vineyards per square metre than any other German city and, as such, is undoubtedly a city of wine.

Photos available for download from: <https://www.alte-wache.com/presse/>

25 years of the Alte Wache in Freiburg - key milestones along the way

1996 - Founded: Alte Wache – Haus der badischen Weine GmbH is founded and the building on Münsterplatz is renovated to create a wine shop and wine-tasting space.

- 1997 - Start: Official opening of the Alte Wache on 26th June.
- 2003 - Opening: The first vintage party takes place. The new vintage is presented in a simple and unconventional way – at a party. This becomes an annual tradition.
- 2004 - Premiere: First winter mulled wine stand outside the shop. The Alte Wache's very own premium hot drink begins its own success story.
- 2006 - Start: Development of the first product brand "Alte Wache EXCLUSIV".
- 2006 - Breakthrough: The first Alte Wache mulled wine stand celebrates its debut at Freiburg Christmas market. Guests come in their droves.
- 2007 - Bottled: The successful "Winter Edition" – the premium hot drink from the Alte Wache – is sold in bottles for the first time.
- 2010 - Change: Renovation of the ground floor showroom to include a large wine bar.
- 2010 - Innovation: The "Kalte Sofie", an iced wine drink for the summer months, is launched after many months of development.
- 2010 - VIP visit: In December, the Alte Wache welcomes then German Chancellor Angela Merkel as a guest.
- 2012 - Building site: The first floor wine-tasting room is renovated.
- 2014 - Renewal: New mulled wine stall under the Alte Wache arcade.
- 2017 - Co-operation: After 18 months of development, "WIER – kein Wein, kein Bier" is launched – the aperitif for people looking to try something new – a successful collaboration with Freiburg-based brewery Ganter.
- 2017 - On the move: The "Kalte Sofie" goes on tour, visiting festivals in its own themed vehicle.
- 2019 - Relocation: The Alte Wache mulled wine stall moves. As part of the extension to Freiburg Christmas market, it is relocated to the Rotteckring. Loyal customers are happy to visit the new location and new mulled wine fans discover the "Winter Marie".
- 2019 - Success: The numbers all add up: the highest turnover and most successful year in business since it was founded.
- 2020 - Renewal: The Alte Wache undergoes further renovations and adopts a new strategy. The relaunch lends the "Alte Wache" brand a new, contemporary feel.
- 2020 - Relaunch: The "Winter Edition" is also redesigned: The "Winter Marie" captivates the premium hot drink market. In red, white and rosé, and, for the first time, as an alcohol-free edition.
- 2022 - Anniversary: The Alte Wache celebrates its 25th anniversary.

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