



Conversation with: Mirco Wolf Wiegert

Founder and CEO of fritz-kola

Could you introduce fritz-kola?

fritz-kola is not only a product, but above all an attitude. One evening in the kitchen, over frozen pizza and cola, my friend and I came up with the idea of developing a kola that was better than the market leader. A kola with more caffeine, a little less sweet, a hint of citrus and a clear attitude – challenging the big corporations with more creativity, better packaging and higher quality. We founded fritz-kola in 2002 as students. Today we are a medium-sized Hamburg-based company. The first kola was launched in 2003, followed by other kola variations and a number of lemonades and spritzers. Our indie brand has become the market leader in the craft kola segment in Germany and in the on-trade sector of several other European countries.

How does fritz-kola better the world?

For the sake of enjoyment and the environment, fritz-kola shows commitment and gets vocal about an open-minded and democratic society, the protection of the environment and climate and the initiation and promotion of social projects. The “Drink from Glass” movement is in our core. The beverage industry is considered one of the biggest plastic polluters: more than 480,000,000 plastic bottles are produced every year. And I'm proud to say fritz-kola isn't one of them and has relied on reusable glass bottles since its founding. Glass bottles can be refilled up to 50 times, are 100 percent recyclable and contain 60-90 percent recycled glass. In addition, fritz-kola engages consumers with its own “Every Bottle Helps” initiative, supporting deposit collectors all over Europe. In the Netherlands, fritz-kola has already put up deposit holders in three cities, and the aim is to have 20 cities by the end of 2022.

How does fritz-kola work with the creative community to reach their goal?

It is enormously important that in the current times - also as a company - we take a stand for democracy, the fight against racism and right-wing extremism. At fritz-kola, we stand for open, colorful and free coexistence. We support and collaborate closely with artists & creatives that stand up for these very values. Last year, fritz-kola and Bobbie Serrano partnered around a political campaign against right-wing extremism, Bobbie reinterpreted the election-flyers in his own colorful way. The money raised by selling his artwork was donated to a good cause.