



International Marketing Report: Fritz Kola

By Tim Buse

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Master's Thesis from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A, Webster Graduate School London, language: English, abstract: The Fritz-Kola GmbH is a German enterprise founded in 2003 by Lorenz Hampl and Mirco Wolf Wiegert, two students from Hamburg. The original idea behind the product was to create a cola drink that tastes different from the products of Coca-Cola or Pepsi, being less sweet with more caffeine. Focussing on the distribution through restaurants, cafés, bars and clubs, the brand became popular among the targeted group of young individualists and party-goers. It is due to that popularity, which also was supported by the trend of supporting regional brands, that Fritz-Kola's revenues were increasing by two over three years in a row. In 2006, the company launched other beverages like lemonades and a 'morning-cola' that has the taste of coffee and caramel.

By 2010, the company's revenue was €2.7 million. The internationalization of its products is an on-going process. Today, Fritz-Kola is available in Germany, Poland, The Netherlands, Austria, Switzerland, Spain and Belgium. Fritz Kola is also available in the UK, but only in one restaurant, which is a German restaurant importing the product from Germany.

The corporate objectives of Fritz-Kola GmbH are not to become a market leader in the segment of soft drinks, but to provide a considerable alternative to the big players like Coca-Cola and PepsiCo. For that reason, the company strives to create a diversified product portfolio under the brand name Fritz-Kola, consisting of cola lemonades.

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