



Prenzel is a New Zealand owned and operated company based in Marlborough that straddles both the food and beverage industries. With an emphasis on quality, only natural ingredients are used to ensure that customers receive a product they can be confident in using.

Prenzel began life in the Steadman's cherry orchard in 1989 with trial distillations of Kirsch and Pear William that astounded a visiting European distiller with the superb quality of the resulting brandy. The young distillery's Pear William Eaux-de-Vie brandy went on to win Gold in the most competitive class of Europe's premium fruit brandy distilling competition.

On the strength of the initial results, a commercial distillery was formed and the product base began to grow. Diversification into schnapps and liqueurs followed. Awards continued to flow in and sales began to rise.

The Food Service Industry has always been an important focus of European distilleries. Prenzel began working with New Zealand food service clients to create a range of essential flavours that could be incorporated into local products. Designed to save time and money, the initial culinary concentrates were 60% alcohol, offering four times the flavour of the standard liquor equivalent. Focusing initially on core flavours they were expanded over time to include more than thirty-eight flavours with many more being available on request. Quality, taste and value are the three main criteria for any new Prenzel products and this is particularly true with the competitive food industry.

Our concentrated flavours range is currently going through a revamp which has resulted in stronger flavour profiles and represents an even greater cost saving for our customers. Typically at 4 x 60% concentration these concentrates are extremely versatile and can be used in a multitude of applications.

In 1998, top chef Peter Thornley began work with Prenzel after Air New Zealand Catering approached us to create a red and white wine cooking concentrate. From this Vincon was born and awards for innovation and taste quickly followed. Re-branded as Winestock, it continues to be a favourite with chefs nationwide and throughout Asia.

Today Food Service has a core team of four ready to offer outstanding service to all of our customers. With a by-line of "Essential Flavours – offering a quality solution", Prenzel Food Service is here to help YOU with a flavour solution to enhance your business.

Available by mail order from our Blenheim based distillery, Prenzel Essential Flavours are currently used by bakers, ice cream makers, food manufacturers, and other miscellaneous food service providers. Our Food Service team is available to answer your queries and offer a solution to any of your flavour requirements.