

MAŁOPOLSKA'S DELICACY: THE REGION'S SHOWCASE

Maurer juice extraction plant

In 2002, Krzysztof Maurer, a farmer from the village of Zarzeczce in southern Poland, renewed a family tradition of extracting juice from fruits with a hand press, which was first used for years by his grandfather, and then by his father. Over time, the process of cold pressing and pasteurisation was improved, and the range of tastes was enriched. In 2003, the Maurer juice extraction plant (Tłocznia Maurera) opened and Maurer Juice became a rarity and the region's showcase. Currently, the plant produces juices in dozens of tastes, which are then pasteurised in a traditional manner. Thanks to original recipes, all juices have excellent health benefits, contain many vitamins and microelements. Maurer Juice owes its original taste and flavour to the fruits it is made from. These are bought from local farmers of the Łącko valley, where they grow on mountain slopes and enjoy widespread recognition. Grown since the 12th century, Łącko apples made it to the List of Traditional Products in 2005, and they were granted the mention of Protected Geographical Indication in 2010.

Tłocznia Maurera specialises in the production of natural fruit and vegetable juices as well as fruit syrups, wines, spirits and cider. Its products have four main features:

HEALTH: the juices are pressed, so all the valuable ingredients go directly to the bottle of Maurer Juice

NATURE: the juices are pasteurised with no sugar, water or preservatives added

TRADITION: the juices are pressed according to a family tradition

TASTE: the fruits the juice is made from come largely from IPO (Integrated Fruit Production) organic farms in the Łącko region

The secret to a good juice is a selection of tasty and healthy ingredients. Our juices are made from fruits which:

- are not grown on huge plantations, but mostly in small gardens and orchards in Łącko and its neighbouring communes, under the watchful eye of farmers who do care about quality,
- have an intense taste and an excellent flavour due to the Łącko microclimate: after ripening in the mountain air, they have a pronounced juicy flavour,
- grow on the slopes, near the Dunajec river and mountain

streams, far from highways or factories (Małopolska is one of the ecologically cleanest regions in Poland), • enjoy an excellent reputation across the country and abroad.

Maurer's Manufactory

Continuing the long tradition of Łącko highlanders, Maurer's Manufactory offers a selection of fruit aquavits and fruit wines in several flavours, naturally fermented, traditionally distilled, and properly matured. This makes them have a well-flavoured bouquet.

The basic raw materials for the production of wines and aquavits are organic fruits, ripening on mountain, sunny slopes. The completeness and reliability of the manufacturing process ensures that Maurer's is a synonym of high-quality, which distinguishes it from other brands and makes it competitive. We make sure that the manufacturing process is in compliance with the procedures. Since the Middle Ages, the gardens of Łącko have been famous for ripe and healthy fruits. For years, these gifts of Mother Nature have been processed into various preserves according to old recipes handed over from generation to generation. The variety of wines and spirits produced is a real treat for all those looking for interesting and new flavours. Maurer's wines and aquavits are very aromatic. Try, and feel the pronounced taste right after opening the bottle!

Numerous awards confirm, high quality and good taste of our juices. These include:

- Pearl 2004 in the contest "Our Culinary Heritage"
- Regional Specialty at the 20th Fair of Healthy Lifestyle and Food Ecolife 2004
- 1st place in "Małopolska Taste 2005"
- 3rd place in the 6th national contest "Recipe for success 2006"
- 1st place in the semi-finals of Małopolska Taste Contest, Nowy Sącz 2008
- Wiktoria Entrepreneur Quality Mark 2013
- Krakowski Dukat 2014
- Gold Medal in the category Percents and Permillis at the 2nd Fair of Traditional and Regional Products "Regionalia 2014" for Łącko Śliwowica (Plum Aquavit).
- 1st place in the category Food Products at the Taste Festival 2014 for Gooseberry Wine in Gruczno
- 1st place in the category Food Products at the Taste Festival 2014 for Łącko Morelowica (Apricot Aquavit).