



UPGRADING TO 1883



Why Upgrade?

1883 Syrups are not status quo. And since when is your business content to be just status quo?

Your growth and success is built on providing your customers with uniqueness - an elevated experience not found elsewhere.

This is the world of 1883 France.

1883 is the only premium syrup:

- made in France to European standards of unparalleled quality
- favoured across blind taste tests
- with flavour-mapped authentic characteristics
- featuring attractive modern branding





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How to Upgrade?

At Gerhards, we have been your partners for many years. Contact your rep to see how we will assist you with switch-overs, inventory, racking, POS, and anything else you need.

FAQ:

Q: Do my recipes need to change?

No. Syrup pumps & concentration are the same

Q: What should we do with our current stock?

Contact your Gerhards rep and we'll work out a solution tailored to you

Q: Is it more expensive than what I am using now?

Actually no - your margins will likely increase

Q: Does Gerhards have inventory on hand?

Yes, we are steadily bringing in full containers

Q: Is 1883 really preferred in blind tests, or are those just *your* tests?

Fair question! We invite you to blind taste test for yourself and see why customers keep choosing 1883!



[Link here for more FAQ's](#)

