

# Distilling for future generations

Etter Kirsch is a brand name synonymous with Zug cherry culture and the art of distilling. Take a guided tour to find out everything there is to know about fruit schnapps.

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Gabriel Galliker-Etter has a passion for the craft of distilling.



Book a tour now to find out more about distillers Etter Söhne AG [zug-tourismus.ch/en/etterkirsch](http://zug-tourismus.ch/en/etterkirsch)



It takes 15 kg of cherries to produce 700 ml of Etter Kirsch cherry schnapps.

Gabriel Galliker-Etter and this reporter are the lucky ones on such a hot summer day in Zug, because they get to enjoy the permanently pleasant temperature in the cellars of Etter Söhne. Down here in the basement of the distillery, fine spirits are ageing in neatly arranged barrels and baskets amid elegant surroundings, maturing into a fruit schnapps that can be enjoyed at any time of the year and in any weather – a product for which Etter Söhne and the city of Zug itself have been known for generations.

Gabriel Galliker-Etter has worked at the distillery in Zug for more than 30 years; he and his wife Eveline now represent the fourth generation to run the family business. Etter products are not just “made”, they are – in the truest sense of the word – distilled with the artisanal passion of those who work here; with the entrepreneur's love for the products he and his twenty or so long-standing employees create – a love you can really feel when being guided through the distillery by Gabriel Galliker-Etter himself.

### Traditional craftsmanship

Fine fruit brandies of all varieties are made here at Etter using traditional craft methods. The company head explains that it takes 15 kg of cherries to produce 700 ml of Etter Kirsch. And of course, all of the “chriesi”, or cherries, are harvested within the perimeter required to warrant the AOP (appellation d'origine protégée) “Zug Cherries”, i.e. the region around Rigi Mountain. Gabriel Galliker-Etter sometimes feels more like a tour guide when showing inter-

ested visitors around the company facilities. “Here, you get to see Zug from its best side,” he tells us.

And, in truth, Etter Kirsch is more representative of Zug cherry culture than any other name. More than just an alcoholic beverage, Etter Kirsch is a cultural asset esteemed by many in Switzerland and all over the world, including the Swiss expatriate communities in Australia, the US and elsewhere. For those who live in countries without such a tradition, these cherry and other fruit schnapps are a taste of home. Etter has a fan club in Germany with a dedicated website, whose members come in for a visit from time to time. Roughly half of the distillery's production is exported, so Etter products themselves travel all around the world.

You can learn a lot by taking a tour of the distillery – for example, how a quality product is crafted from cherries and other fruits; how the product has come to represent a cultural asset; and the challenges faced today by the entrepreneur, who has made it his mission to conserve this cultural asset for future generations. Visitors will be glad to hear that they also get to sample some of this wonderful asset!

## Zug cherry schnapps, and more!

Everything you might want to know about the art of distilling, about Zug cherry schnapps and other high-quality fruit schnapps you can find out on a tour of the Etter Distillery, located at Chollerstrasse 4, Zug. The name Etter stands for the 150 years of family tradition and craftsmanship that go into the products that leave the distillery. The range offers much more to discover beyond the famous *Kirschwasser* (cherry schnapps). Guided tours ending with a tasting are regularly offered; just contact Zug Tourism or the distillery directly to make reservations.