# APPLICATION FOR REGISTRATION OF THE DESIGNATION OF ORIGIN / GEOGRAPHICAL INDICATION 1) FOR AN AGRICULTURAL PRODUCT OR FOODSTUFF

### I. Applicant

#### 1. Name<sup>2)</sup>:

Producer group - 'Consortium of Producers and Manufacturers of Podpiwek Kujawski'

#### 2. Seat or residence and address:

'Consortium of Producers and Manufacturers of Podpiwek Kujawski' ul. Muszlowa 21 A/1, 85-435 Bydgoszcz

#### 3. Mailing address:

"Konsorcjum Producentów i Wytwórców Podpiwka Kujawskiego" ul. Muszlowa 21 A/1, 85-435 Bydgoszcz E-mail: agnieszka@podpiwek-kujawski.com.pl

#### 4. Person acting on behalf of the applicant:

Agnieszka Zamojska

### 5. Group:

Provide information on the composition of the group.

The Consortium of Producers and Manufacturers of 'Podpiwek Kujawski' comprises two producers of 'podpiwek kujawski'.

Names and surnames, places of residence and addresses or names, seats and addresses of group members	It should be indicated whether the group member is a producer or participates in the activities of the group on a different basis
SMAK DZIECIŃSTWA Agnieszka Zamojska ul. Muszlowa 21a/1 85-435 Bydgoszcz agnieszka.zamojska@gmail.com www.podpiwekkujawski.pl	Family traditions, product promotion, producer

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<sup>1)</sup> Delete as appropriate.

<sup>&</sup>lt;sup>2)</sup> Only a group is entitled to apply for registration. A natural or legal person may apply for registration after the European Commission has laid down the conditions under which such a person may be treated as a group.

Subcontracted parties:	
"Krajan" Browary Kujawsko-Pomorskie Sp. z o.o.	
ul. Browarna 1, Trzeciewnica	
89-100 Nakło nad Notecią	
www.krajan.com.pl, e-mail: browar@krajan.com.pl	
PHU CRISTAL KLOREK JAKUB WALDEMAR	Manufacturer, product promotion.
ul. Bydgoska 8	
86-070 Ostromecko	
NIP: 554-269-70-81	

# II. Specification

#### 1. Name:

Provide the name of the agricultural product or foodstuff.

#### PODPIWEK KUJAWSKI

2. Application concerns the registration:

Mark with a cross if the applicant is seeking to register the name referred to in Section 1 as a designation of origin or geographical indication.

1) designation of origin	
2) geographical indication	X

3. Category: Indicate the category to which the agricultural product or foodstuff belongs<sup>3</sup>).

Class 1.8 – Other products of Annex I of the Treaty (spices etc.) *Food concentrate, roasted-grain coffee blend.* 

#### 4. Description:

Provide a description of the agricultural product or foodstuff and, where necessary to demonstrate the link referred to in Section 8, also information on the raw material composition, physical, chemical, microbiological, or organoleptic characteristics.

'Podpiwek kujawski' is a dark brown, carbonated, fermented, sweetened, non-alcoholic roasted grain beverage, the main ingredients of which are: roasted barley grains, roasted ground chicory root and aromatic hops. 'Podpiwek kujawski' is placed on the market in two forms: as a ready-made carbonated drink and as a dry mixture that can be made into a drink at home.

'Podpiwek kujawski' does not contain chemical preservatives, flavouring agents (natural flavourings, nature identical flavourings, synthetic flavourings) or colours (natural colours, nature identical colours).

<sup>&</sup>lt;sup>3</sup>) For completion by the body submitting the application to the European Commission.

#### <u>Physico-chemical and organoleptic characteristics of the ready-made drink:</u>

- dry matter content from 8 to 12% (m/m) (acceptable deviation  $\pm 1.0$ ),
- sugar content not more than 50 g/l,
- ethyl alcohol content -0.5% (acceptable deviation from -0.1 to +0.5)
- taste the roasted grain drink has a refreshing, distinctive, yeasty taste. It is slightly sweet with a hint of bitterness and slightly tart,
- dark brown in colour.

### 'Podpiwek kujawski' – dry mixture:

- roasted barley grains -89.92% of the mixture (acceptable deviation  $\pm 2\%$ ),
- roasted ground chicory root -9.93% of the mixture (acceptable deviation  $\pm 2\%$ ),
- citric acid 0.15% (acceptable deviation  $\pm 0.05$ %).

The packaging also includes dried aromatic hop pellets (packed separately) -5% of the weight of the mixture.

#### Physico-chemical and organoleptic characteristics of the dry mixture:

- water content not more than 12%,
- loose consistency, fine-grained, lumps which disintegrate under finger pressure permissible. Fineness may range from small (passes through a sieve with a 1.5 mm square mesh) to large (whole roasted barley grain, roasted chicory meal or flakes 3–5 mm),
- brown to dark brown in colour, lighter or darker particles acceptable,
- somewhat bitter taste with the characteristic taste of roasted-grain beverages.

#### 5. Geographical area:

Indicate geographical area.

Kujawsko-Pomorskie Voivodeship, as defined by its administrative boundaries.

### 6. Proof of origin:

Please indicate the method used to confirm that the agricultural product or foodstuff originates in the defined geographical area.

The name 'podpiwek kujawski' may only be used for the finished drink or the dry mix in a packet produced in the Kujawsko-Pomorskie Voivodeship. The roasted barley grains combined with chicory and the way in which fermentation takes place have a fundamental influence on the unique character of this product.

'Podpiwek kujawski' may be marketed by a specific entity provided that it notifies the Consortium of Producers and Manufacturers of 'Podpiwek Kujawski' of its intention to do so and undertakes in writing to adhere to the specification.

Any entity producing 'podpiwek kujawski' is obliged to keep a record of the raw materials used and the 'podpiwek kujawski' produced, in the form of a finished drink and a dry mix. An up-to-date list of producers of 'podpiwek kujawski' is available from the Consortium of Producers and Manufacturers of 'Podpiwek Kujawski'.

# 7. Method of production

Provide a description of the production method for the agricultural product or foodstuff and provide information on packaging if there are reasons why packaging should take place in the geographical area defined in Section 5 and indicate those reasons.

7.1. Production of 'podpiwek kujawski' – dry herbal mix for the preparation of the beverage at home

The mixture for the production of 'podpiwek kujawski' consists of roasted barley grains, chicory root, and dried aromatic hop pellets.

Proper roasting of the barley grains is carried out at 220–245 °C for 40–50 minutes. The process may be interrupted by the addition of water up to 15% in relation to the raw material input. Roasting of chicory root is carried out at a temperature between 110–160 °C for 15–20 minutes. During roasting, 1% oil may be added to reduce the brittleness of the raw material and, at the end of the process, about 3% water may be added in relation to the raw material input. The resulting products are cooled and crushed to the desired granulation (about 2 mm on average, up to a maximum of the size of pearl barley groats).

The ingredients are mixed using approximately 90% barley and approximately 10% chicory, then packaged in the target individual or bulk packs. Dried aromatic hops weighing 5% of the mixture's weight are added to the finished packets, packaged separately.

- 7.2. Production of the beverage.
- 7.2.1. Preparation of raw materials for production roasting of barley grains and chicory root.
- 7.2.2. Boiling of the wort.

Water is heated to 100°C. When the water comes to a boil, the 'podpiwek kujawski' mixture is added and boiled for another 10 minutes. Hops are added after the mixture has boiled for 10 minutes, and the mixture is boiled for a further 5 minutes.

After the hops mixture has boiled for 5 minutes, the boiling process is completed. Sugar is added into the hot drink at a rate of 500–600 g per 10 litres of water and stirred until the sugar is dissolved.

7.2.3. Cooling and straining the drink.

Depending on the quantity of beverage to be prepared and the prevailing outside temperature, the cooling process can take from 1 to several hours. In the event of a large loss of water vapour (15–20%), it is permissible to supplement the missing water to a maximum of 15%.

Once the drink has reached room temperature, it is strained through thick cheesecloth or suitable filter screens. No advanced filtration is used, as this can adversely affect the colour and taste of the drink obtained. As a result of the lack of advanced filtration, natural sediment may appear at the bottom of the bottle in the finished beverage.

### 7.2.4. Fermentation and bottling.

The ability to create a fermentable beverage requires knowledge and experience. Otherwise, the process can adversely affect the structure and taste of the beverage. Therefore, when making 'podpiwek kujawski', it is important to know the fermentation process and to stop it at the right moment. If the fermentation process is not stopped, the alcohol content of the beverage may be exceeded, the beverage will lose its flavour, the pleasant sweetish aftertaste will disappear, the drink will turn sour, and its structure will turn from liquid to foam.

Trials conducted in 1938 by the quality control of the United Chicory Factories Ferd. Bohm & Co i Gleba Spółka Akcyjna indicated that the optimum alcohol content in 'podpiwek kujawski' should not exceed about 1%. The drink's greatest flavour qualities are preserved when fermentation is carried out between 0.4–1% alcohol. The critical moment for 'podpiwek kujawski' is when the fermentation process stops.

When the beverage reaches a temperature of 20°C, the sugar in the beverage is measured; the extract should be at a level of 9.0° blg. The beverage is directed to the tank-fermenter where yeast is added at a rate of 5 grams per 10 litres of beverage. After 60 hours, when the extract has dropped by 1.0° blg, 'Podpiwek Kujawski' is bottled, pasteurised, or otherwise made to extend its shelf life (yeast inactivation).

Overflow or tunnel pasteurisation is used to stop the fermentation process and produce alcohol. For overflow pasteurisation, the beverage is heated to  $60-72^{\circ}$ C. The process takes a short time: at  $60^{\circ}$ C for 5– minutes, at  $72^{\circ}$ C for several seconds. Tunnel pasteurisation involves heating the beverage bottles at  $60-0^{\circ}$ C for 15 minutes after the temperature has been reached.

The pasteurisation process extends the shelf life of the finished beverage to 9 months.

Other methods of yeast inactivation using state-of-the-art technical equipment (e.g., ultraviolet radiation, sonic vibration) that will not affect the final taste of the beverage are also acceptable.

Fixation by chemical methods using preservatives is not permitted.

The use of organic acids, i.e., ascorbic acid as an antioxidant or citric acid as an acidity regulator and preservative, is permitted.

The traditional way of stopping fermentation, by keeping the temperature of the drink low, below 5°C, is acceptable. The beverage consumed in this form has the highest health benefits, as it contains live yeast cultures. The beverage in its 'live' form should be kept at a low temperature for a maximum of 7 days, after which time the fermentation process should be stopped.

#### 8. Link with the geographical area.

When applying to register the name indicated in Section 1 as a designation of origin, provide elements demonstrating the link between the quality and characteristics of the agricultural product or foodstuff and the geographical environment in the area referred to in Section 5.

Historically, 'podpiwek kujawski' was most commonly consumed to quench thirst and boost vitality during heavy physical exertion at harvest time in the Kujawsko-Pomorskie Voivodeship.

'Podpiwek kujawski' is made according to a recipe from a pre-war *podpiwek* advertisement from 1938, which reads:

'Pour a packet of podpiwek into 10 litres of water and boil for 10 minutes, add hops and boil for a further 5 minutes. Strain through a thick cloth and cool. Take a cup of the liquid and stir well 5 grams of fresh yeast, pour into a pot and add 500 to 600 grams of sugar. Stir and pour into bottles with a tight stopper'.

# 8.1. Kujawy – The Granary of Poland.

The Kujawsko-Pomorskie Voivodeship has soils characterised by good physical properties and optimum humus content; these are loess and chernozem. It is not only the soil that has been conducive to agriculture in the area, but also the temperate climate, characterised by low rainfall. These conditions have made the Kujawsko-Pomorskie Voivodeship the most important region in Poland where agriculture has developed.

The basic raw materials used to produce *podpiwek* are roasted barley grains and chicory root. The quality of the basic raw material for the production of 'podpiwek kujawski' is closely linked to the soil and climatic conditions of the Kujawsko-Pomorskie Voivodeship. This region, one of the warmest in Poland and characterised by low annual rainfall and extremely fertile soils, provides optimum conditions for growing both chicory and barley (the largest growing area in the Kujawsko-Pomorskie Voivodeship). Spring barley, because of its poorly developed root system, requires soils rich in nutrients. It is the fertile soils in this area that have an effect on the tillering of barley and the production of side shoots, and consequently on the higher quality of the grain, which is reflected, among other things, in a higher percentage of protein in the grain. The variability in protein content is also dependent on the weather. The moderately dry climate in the area prevents the dark spots and darkening of the barley husk that are characteristic of this cereal during high rainfall. The sunny positions and moderately dry climate of the Kujawsko-Pomorskie Voivodeship also provide excellent conditions for the development of thermophilic chicory.

## 8.2. The history of grain coffee in Kujawy.

The basic raw material used to produce 'podpiwek kujawski' is grain coffee. Since 'podpiwek kujawski' has historically functioned as a product in two versions: a mixture of dry roasted-grain coffee and a finished beverage, we need to look back at the history of grain coffee itself in the Kujawy area. Natural coffee became fashionable in Poland at the turn of the 17<sup>th</sup> and 18<sup>th</sup> centuries. It was an elite drink. The poorer inhabitants of Kujawy used its cheaper counterpart, grain coffee. Coffee was made by roasting barley beans, which were poured into a pan and roasted over a slow fire, stirring constantly. Some housewives had special pans with a lid and a sheet metal stirrer moving inside. This ensured even mixing and guaranteed better roasting of the grains. Purchased roasted chicory root extract was added to the ground barley. Chicory was sold as a fine, brown-coloured powder that resembled ground real coffee in taste. The low price of this product compared to real coffee meant that the demand for chicory-infused grain coffee increased year on year.

At the turn of the 19<sup>th</sup> century, the importance of the Vistula River as a trade route for cereals was increasing. Ninety percent of grain for export flowed along this route annually, and the first factories using the abundantly available raw materials began to emerge. Owing to its convenient location on the navigable Vistula, Włocławek has for centuries played the role of a trading port and customs house for the whole of Poland. Goods arriving at Włocławek, as a Vistula port, were first stored in local warehouses and grain granaries and then floated down and transported up the Vistula River.

In 1815, as a result of arrangements made at the Congress of Vienna, the Kingdom of Poland was resurrected and a new border between the Prussian and Russian partitions was created, separating Bydgoszcz and Włocławek. Ludwik Wilhelm Bohm, who had owned the Chicory Factory in Bydgoszcz since 1810, together with his father-in-law Giese, lost part of their profitable market as a result of the division.

(...) In 1816, there were a couple of small manufactory-type industries in Bydgoszcz, mainly in the food industry. Among them was the Sugar Refinery, existing since 1774, which belonged to the Berlin trading house of the Schickler brothers. This plant, with an annual production of 250 tons, employed 20 workers. The next largest factories were the chicory factory of Giese and Bohm with a production capacity of over 50 tons per year and employing 21 workers (...)'. 3

The new government of the Kingdom of Poland began to encourage foreign capital to invest in its territory. Loans were offered and the development of industrial investment was encouraged. Customs duties on Polish cereals were reduced, freeing up the market and increasing production.

In 1816, Ludwik's brother, Ferdinand Bogumił, came to his aid in solving the problems associated with the loss of the market. The attractive conditions for industrial development that prevailed in the Kingdom of Poland encouraged the brothers to open a new company in the area. The enterprising brothers signed a contract on 1 March 1816 and formed a trading company called 'Ferd. Bohm et Comp.' – the aim of the company was to run a factory producing grain coffee with chicory.

#### Quoting from Ferdinand Bohm's diary:

'It is the year of our Lord 1816, winter. It is with emotion that I reach for my pen to write what are probably the most important words in my life: after a year's effort, my brother and I have opened our own factory. Many people think that becoming a factory owner only means increasing the capital. But

this is a great deal of work and a huge responsibility. After all, you cannot put your own name to a despicable product. We will therefore strive for the highest quality first and foremost. We have decided to produce chicory coffee because it is healthy and cheap. I often think about the future now. I know that the factory will continue to exist after I am gone. What will be its fate? In my dreams, I see it as a great factory, not only producing coffee but many other goods for the table'.4



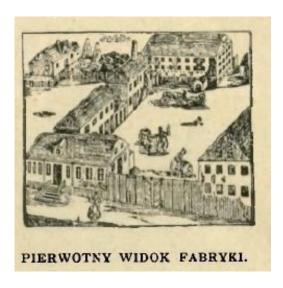


Figure 1. Portrait of factory co-founder Ferdinand Bohm and an engraving of the original view of the factory. Source: 'Przewodnik Ilustrowany po Włocławku' [Illustrated guide to Włocławek], 1922.



Figure 2. Factory mark of the Bohm Factory. State Archives in Włocławek.

The first railway line connecting Bydgoszcz with Włocławek was not built until 1855. Due to transport problems, the brothers decided that one would stay in Bydgoszcz, which had become one of the two regions of the Grand Duchy of Poznań and was developing dynamically, and the other would move to Włocławek. Ludwik Wilhelm and his wife Anna Dorota Luiza, née Giese, remained in Bydgoszcz, while Ferdinand settled in Włocławek and supervised the expansion of the factory on site.

The brothers chose an attractive site for the factory, the location of which was linked to the proximity of the grain port to the town and the mills. The site lay on the left bank of the Zgłowiączka River at its confluence with the Vistula, in the small village of Zazamcze on the outskirts of Włocławek. In the Bohm and Giese company in Bydgoszcz, the raw material for

the chicory drying plant was imported. Ferdinand, in the new company, decided to produce the raw material himself. He imported chicory seeds from Holland and founded its first industrial cultivation in Kujawy and Dobrzyń Land. Thus began the history of Poland's oldest and largest grain coffee plant.

### 8.3. The origins of *podpiwek* in Poland.

#### 8.3.1. History of the *podpiwek* drink in Poland.

The name 'podpiwek' in the oldest Old Polish dictionaries from 1806 is related to the word 'Taśbir' and means *półpiwko* [semi-beer], *podpiwko*, *podpiwek* [quasi-beer], *cieńkusz* [thin beer]. 5

The word is derived from the German *das Tischbier*, meaning the thinnest table beer served to journeymen. It was probably brought to Poland by German colonists along with their beer-making methods.

This fact can be evidenced by a publication by K.W. Schmidt, translated from German, titled 'Dokładna nauka warzenia piwa do wynalazków najnowszych zastosowana dla użytku ziemian polskich' [Exact science of brewing beer applied to the latest inventions for the use of Polish landowners].6

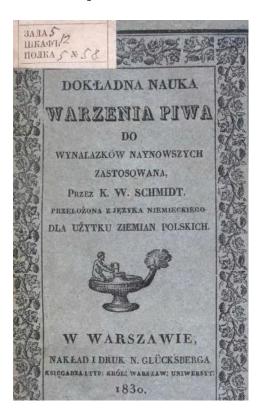


Figure 3. Cover of 'Dokladna nauka warzenia piwa' [Exact science of brewing beer], 1830 by K.W. Schmidt.

The recipe for *podpiwek*, which was later called 'podpiwek kujawski', reveals to us the not-so-good reputation of this beverage, and the author himself seems to refer to it with disdain, claiming that it is a beverage not particularly worthwhile.

Podpiwek bowiem iest trunkiem mniey dobrym i do konserwacyi niesposobnym, przeto též nie zasługuje na zachód szczególnieyszy, i iako przedmiot uboczny uważany bydź powinien. Głównym celem w przyrządzaniu go, iest ostudzenie słodzin znaydujących się w kadzi zacierowey, które gdyby ogrzane czas dłuższy leżały, zakisłyby i do pożywienia bydła niezdatnemi stałyby się. – Z tey też przyczyny niektórzy fabrykanci Piwa wybierają chmieł z kotła, zrzucają go do kadzi zacierowey na słodziny (\*) i polewają ie wodą, którym to sposobem wcześniey ieszcze ostudzenie ich następuje, i kadź zacierowa prędzey wypróźniona i do następującego waru przyrządzona bydź może. Nie pozostaje iuż nie więcey do czynienia po odebraniu podpiwku, iak tylko wyparzyć statki.

Figure 4. Recipe for podpiwek in 'Dokładna nauka warzenia piwa' [Exact science of brewing beer], 1830 by K.W. Schmidt.

According to the author, *podpiwek* was a decidedly less good beverage that could not be stored for too long. The pulp left over from beer production was poured over with water, hops were added, and *podpiwek* was made.

#### 8.3.2. Podpiwek in the Kujawy region.

In 1816, when the Bohm brothers set up a factory in Kujawy, *podpiwek* was gaining recognition among doctors. It was a drink that was recommended to the sick in their quest for full health.

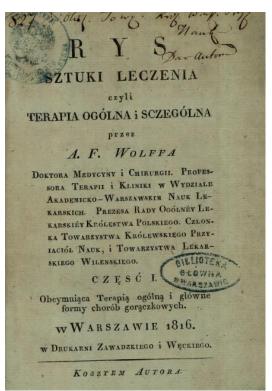


Figure 5. 'Rys sztuki Leczenia' [Outline of the art of healing] – edition of the year 1816.

Its health-promoting properties were recognised during this period, and it was a drink more highly regarded by doctors than beer.

6. 566. Używanie piwa należy zalecać według iego własności. Cienki podpiwek iest prawie toż samo co pospolity odwarięczmienny, i iest dobrym napoiem w wielu gorączkowych chorobach, lecz dobrze sporządzone piwo zbliża się tém bardziey do napoiów winnych im icst wystalsze. Młode piwo szkodzi chorym; co się tycze piw gorzkich i musuiących, potrzeba mieć wzgląd na uboczne okoliczności. W ogólności piwo łatwiey obcięża niż wino, osobliwie w chorobach chronicznych połączonych z uszkodzonym stanem trawienia. O winie i napoiah wyskokowych wspomniało się iuż przy lekarstwach.

Figure 6. Quote from 'Rys sztuki Leczenia' [Outline of the art of healing] – edition of the year 1816.

The popularity of *podpiwek* in the Kingdom of Poland is evidenced by the taxes imposed on the inhabitants.

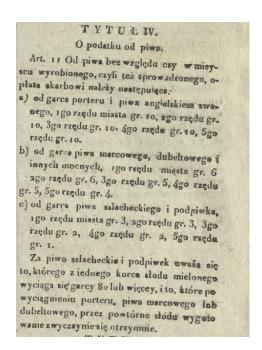


Figure 7. Excerpt from an advertisement in the Powszechny Dziennik Krajowy (Universal National Gazette) published in the years 1815-1831. Publisher: Kingdom of Poland Government Commission for Religious Denominations and Public Enlightenment.

The richness of the Kujawy region in brewing barley and the popularity of beer beverages in this area was already written about by Sebastian Klonowiec:. 7

On the right bank at this islet
Dobrzyn was established, the head of this land.
Behind it is Włodsławski Ostrów,
No new willow tree on it.
Below to the left is the former

Włodsławek, famous for its priests, customs, and beer.

### 8.4. History of the Bohm *podpiwek* production packet.

In 1930, the Bohm company became a joint-stock company under the name Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba [United Chicory Factories Ferd. Bohm & Co i Gleba] with its headquarters in Włocławek.



Figure 8. Trademark of Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba joint-stock company in 1931, National Archive in Włocławek.

In 1935, the Board of Directors of the Company decided to start publishing a monthly magazine for young people entitled 'Promień Słońca' [Ray of Sun]. The purpose of the monthly was educational as well as advertising.8



Figure 9. Title page of the monthly magazine 'Promień Słońca', 1938.

The first documents describing the production of podpiwek according to the Bohm recipe appeared before the Second World War in 1938, in 'Promień Słońca'. The monthly magazine published an advertisement describing a new product of the BOHMA factory called *podpiwek*. *Podpiwek* was a ready-made mixture of grain coffee, to which customers themselves added hops, sugar, and yeast in appropriate proportions.



Figure 10. Advertisement for podpiwek in 'Promień Słońca' (1938), No 4 (42).



Figure 11. Advertisement for podpiwek in 'Promień Słońca' (1938), No 4 (42).



Figure 12. A packet of podpiwek with a recipe.

In the following years, the Company strongly advertised its new product. 10



Figure 13. Advertisement in 'Promień Słońca', 1939, No \*8 (36).



Figure 14. Advertisement in 'Promień Słońca', 1939, No \*8 (36).

In the following issues, the Company intensified its promotional and marketing campaign by creating new advertisements for *podpiwek*.



Figure 15. Advertisement in 'Promień Słońca', 1939, No \*9 (36).

Koń mechaniczny jest znacznie styb-szy od żywego, bordziej od niego wy-trzymały na trudy i złe drogi. Nie ma-bowiem takich wybojów, piachu, błota a nawet wody, których nie można by przejechać motocyklem. W państwach, które posiadają setki tysicycy motocykli, stale odbywają się tóżne wyścigi i za-wody, w których motocykliści muszą przejeżdzać przez okropne wertepy i żle drogi. Zresztą i w Polsce w ostatnich latach często bywają urządzane takie zawody na przelaj, po lasach, bocznych drogach a nawet i górach.

Jednak motocykl niezego się nie o-bawiał Każdą przeszkodę wprawny jeż-dziec potrafi przebył bez uszkodzenia marzyny i siebie.

Dlatego motocykl dla swych lieznych Koń mechaniczny jest znacznie szyb-

Dlatego motocykl dla swych lieznych

zalet znajduje duże zastosowanie w a mii. Nawet w niektórych krajach, jak np., w Belgii, kawaleria rostala calko-wicie zmotoryzowana, a poczejwe koni-ki poszły sobie na dobrze zasłużoną cmeryture.

meryturę. Motocykl, a zwłaszcza motocyklista, podobnie zresztą jak kierowca samo-chodu, obasta się tylko jednej rzeczy: miarowicie rłych drieci, które rzucają kantieniami do nadjeźdzającego pojaz-du mechanicznego, tleką burelki na szosie, przebiegają tuż przed pędzącą maszyną albo nieostrożnie jeżdzą na

lleż to było z tego powodu wypad-ków, często zakończonych kalectwem lub kmiercią małych urwisów!

A tymeasem wszyscy powinniamy

dążyć do tego, żeby u nas podobnie, jak w imnych krajach, było jaknajwięcej motocykli i samochodów.

Przecież jeśli jest dużo pojazdów mechanicznych to masą dużo pracy robotnicy w fabrykach (bo i w Pelsec też seg robi motocykle), mechanicy, kowałe, ślusarze, kupcy benzyny i oliwy. Każda wycieczka motocyklisty lub automobilisty to zarobek dla ludzi coraz to innej części kraju, w hotelach, schroniskach, zresztą na "szczerej" wsi, gdzie często wycieczkowicze przystają, zeby się napić mleka, lub kupść owoców.

Dlatego powinniśmy pamiętać, że

Dlatego powinniśmy pamiętać, że kożdy pojazd mechaniczny to przyjaciel człowieka, jego wielki pomocnik w wal-ce z czasem i pezestrzenią...

Stef. Koper.

#### MILE LISTY BARDZO

K ażda nowość spotyka się począt-kowo z nieufnością. Przed pół rokiem, wypuszczając na rynek nasze nowe produkty. Pulchnik i Wa-nilo-cukier, bylismy przygotowani na to, że z początku konsumenci będą z pewnym niedowierzaniem odnosić się do tych nowości i że dopiero po kildo tych nowości i że dopiero po kil-ku latach propagandy z naszej stro-ny stopniowo zdołamy to niedowieny stopniowo zdołamy to niedowierzanie rozproszyć. Tymerasem reczywistość okarziła się lepszą niż nasze
przewidywania. Pomijając już jakość
naszych produktów, która jest istotnie bez zarzutu, speryja nam poparcie
z strony społeczeństwa polskiego.
Wiród gospodyń Polek jest coraz
więcej jednostek, które niecbętnie kupają wyroby zagraniemych koncernów i które z radością witają pojawienie się na rynku każdego nowego wyrobu prawdziwie polskiego, pochodzącego z wytwórm, dhającej naprawdę, aby to co polskie — było dobre.
Wiród kupiectwa polskiego coraz

żywszy i silniejszy jest prąd, aby po-pierać wytwórnie polskie, dając im w swych sklepach pierwszeństwo pczed

wyrobami obcego przemysłu.
Od czytelników naszych otrzyma-liśmy szereg listów z wyrazami uzna-nia za rozszerzenie naszej produkcji

na nowe dzieły i z oświadczeniem po-parcia dla tej inicjatywy.

Spośród tych listów drokujemy w calości list pani Heleny Dobrzeniec-kiej, właścielki sklepu kolonialno spożywczego w Bieżuniu. List ten, pispożywczego w Bieżuniu. List ten, po-sany samorzutnie i szczerze, sprawil nam wielką tadość nie tylko jako wy-raz uznania dla naszej pracy, lez tak-że jako objaw budzącego się patrio-tyzmu gospodarczego: "Będąc już dluje lata samodzielną gospodynią, miałam okazję i możność wypróbowania całego zreregu gatunków proszków do pieczenia ciast. Z niekla-naną radością stwierdziłam obecnie, że

maną radoście stwierdziłam obecnie, że ostatnio przez WPonów wypuszczony na rynek proszek do pieczenia "Pulch-

nik" jak rownież i "Warilo-cukler" nie msią dotad sobie równych pod względem swej dobeoci. Inne przereklamowane proszki do pieczenia muszą bezwzględnie ustapóć "Polchnikowi" i "Wanilo-cukrowi". Clasto upieczene na "Polchniku" pięknie wyrasta, ma bardzo dobry smak, wspaniały spetyczny wygląd i piękny zapach. Inicjatywie Wparów unatodowiania polskiego przemysia, opartego wyłącznie na polskim kapitale, należy doć szczery pokłask.
Uwagami tymi po prostu musialam

kapitale, należy doć szczery pokłask.

Uwagami tymi po prostu musialam się podzielić z WPanami, gdyż jako pospodymi Polka cieszę się niozmiernia, że 
i na tym polu potrafimy się doskonale 
obejść bez usłużnych zagranicznych, a 
niby "rodzianych" producentów, czerpiących pokażne syski z kieszeni gospodyń 
Polek.

Laczę wyrazy szacunku, życzę WPanom dalszej owocnej pracy na polu go spodarczym i pozostaję z uznaniem.

Helena Dobrzeniecka"

# PODPIWEK NA SWIETA

Przyrządzając święcone, prosimpamiętać o podpiwku. W świ,
ta na pewno podpiwku będzie
cieszył się wielkim powodzeniem, więc
należy zawczasu przyszykować podwójną porzję; pierwszy raz ugotować w środę, a drugi raz w czwartek
w tygodniu przedświątecznym.
Przypominamy, że podpiwek kosztuje bardzo tanio. Oto katkulacja:
paczka podpiwka, która zawieto już
duniel, kosztuje 30 gz.

30 gr. 50 gr. 3 gr. chmiel, kosatuje pół kilo cukru 5 gram (pół deka) drożdży

> 83 gr. sazem:

Za tę sumę będziemy mieli 25 bu-telek podpiwka. Dokładny przepis, jak przyrządzać, jest na kazdej pacz-

Ponieważ podpiwek zawiera dużo gazu, należy otwierać butelki ostroż-nie, żeby nie opryskiwać ubrania i stołu. Korek powinno się wyjmować, powola, przytrzymując go pakena, do-póki nie ulotni się nadmar gazu.

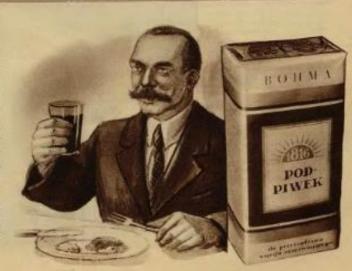


Figure 16. Advertisement in 'Promień Słońca', 1939, No \*9 (36).

The new product was hugely popular, as evidenced by the consumer letters sent to the editorial team of the monthly magazine, as well as the fierce competitive actions the Company had to face.



Figure 17. 'Promień Słońca' – information on unfair competition against Bohm 1939 10 (48).

As a result of the competition's activities, the Company decided to claim the refreshing drink 'Podpiwek' at the Patent Office and obtained its protection in 1938.11

The spectacular success of the new product of the Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba, based in Włocławek, was interrupted by the Second World War. In 1946, the Bohm family lost the life's work of several generations under nationalisation.

In 1948, the descendants of Ferdinand Bohm convened a general meeting of the officers and tried unsuccessfully to fight for the exclusion of the family property from the nationalisation act. In 2006, the company was reactivated by Ferdinand Bohm's great-granddaughter Elżbieta Witkiewicz-Schiele. Unfortunately, the reprivatisation law awaited by the heirs did not come into force. Currently, Mrs. Elżbieta Witkiewicz-Schiele collects family memorabilia and cherishes the family history. She also supports the activities of others who promote the Company's history dating back to 1816. In 2011, the company Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba signed an agreement with the company SMAK DZIECIŃSTWA Agnieszka Zamojska on cooperation in continuing the tradition of 'podpiwek kujawski' and using the trademark of the sun with the date 1816 on it to promote this product and popularise the pre-war history of the Company. 12

# 8.5. Historical composition of the 'podpiwek kujawski' packet and the development of its production

8.5.1. Pre-war ingredients of the 'podpiwek kujawski' packet and quality of raw materials

The production process of *podpiwek* was described in detail in the monthly magazine 'Promień Słońca' [Ray of Sun] in 1939. According to this information, the basic ingredient was roasted barley grains with an admixture of chicory root.



Figure 18. 'Promień Słońca', 1939 No 6 (44).

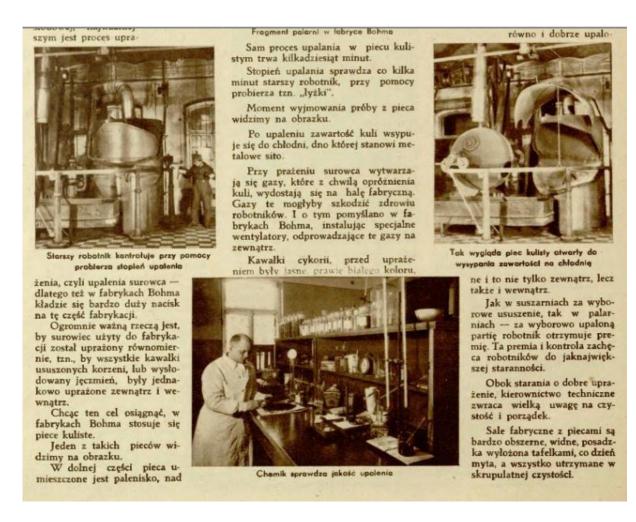


Figure 19. 'Promień Słońca', 1939 No 6 (44).

The finished drink obtained as a result of the producer's recipe was not a true *podpiwek* in terms of the brewing raw material (barley malt), a malt beverage, but a grain-herb beverage. The only raw materials linking 'podpiwek kujawski' to malt *podpiwek* were water, yeast, and hops.

This is where the history of 'podpiwek kujawski' in the Kujawy region begins, as it is the only region in Poland where grain coffee with a touch of chicory was used to make *podpiwek*. In other regions, it was made from the malt left over from beer production (brewing malt). There was also a difference in that *podpiwek* in the Kujawy region was prepared by first pouring wort, which allowed the full wealth of barley grains and chicory grass to enter the drink. The production of brewer's *podpiwek*, a by-product of beer brewing, consisted of pouring malt liquor during the third wort setting.

Before the war, when *podpiwek BOHMA* was produced in an area where no artificial fertilisers were used, an interview with a resident of the region (the original spelling of the Kujawy dialect has been preserved) bears witness to this:

'In the summer, we would go out to the field, work the soil; there were no artificial fertilisers like now, only mostly manure'.13

It can therefore be assumed that 'podpiwek kujawski; was made from barley grown without artificial fertilisers. Another important ingredient is chicory, which at that time was already

being experimented with artificial fertilisers. In 1930, as a result of the establishment of the Zjednoczone Fabryki Cykorii Ferd. & Co i Gleba Spółka akcyjna, a Board of Directors was set up, which also included farmers. It was they who led to the fact that the Company had its own Experimental Agricultural Stations on the territory of the Kujawsko-Pomorskie Voivodeship for testing new species of chicory seeds. In 1935, at a meeting of the Company's Board of Directors, the members expressed their satisfaction with the breeding of seeds of the 'długa kujawska' [Kujawy long] species. They stated that it achieved superior prolificacy over other species (e.g., Silesian chicory) and authorised the management of the Company to purchase these very seeds, as they provided a guarantee of strength and high yields. It was also in this year that the management decided on the first experimental trials with artificial fertilisers. In this respect, the company cooperated with Prof. Chrzanowski, who was commissioned to determine the dose of fertilisers for individual trial plots to be installed at the Experimental Stations in Głodów and Stare Brześć.<sup>3</sup> The first trials of the Company ended the typically 'ecological' cultivation of this raw material in the region. Unfortunately, the breeding of Polish chicory varieties did not survive to the present day, as it was supplanted by Dutch varieties.

#### 8.5.2. Importance of water quality in the production of 'podpiwek kujawski'

Water, the main ingredient of 'podpiwek kujawski' in the form of a ready beverage, played a critical role, as the inhabitants of Kujawy attached great importance to its quality. There was a huge number of small craft breweries in Kujawy. Every good brewer knew that success in making beer and sub-beers also depended to a large extent on good quality water.

The founders of the Bohm factory lived in Bydgoszcz, a city that was the first in Poland to take care of the quality of the water supplied to its inhabitants by taxing its brewers to modernise the water supply system. Residents at a public assembly in 1673 proclaimed:

Having diligently regarded the ruin in the pipes, escaping the inconvenience and scarcity of water, and diligently ensuring that this element should forever be available for all needs and emergencies in the town, and seeing that in these strict times, where so much beer is not made, the pipe keeper does not reach his daily salary at all, wishing to keep him in further service and to satisfy him from arrears – we have uniformly resolved what follows: Firstly, in addition to the usual water duty, which, by old custom and resolution, the beer makers have paid, pay, and will continue to pay from each brew, except for the mayor and councillors, 27 groszy. For the rest of the year, from the present act, for each quarter, all households in general should pay 3 groszy per house for public waters, and for private waters in vats and breweries, their owners should also pay two zlotys per quarter forever. They have appointed the famous Gabriel Linkiewicz, alderman, as the executor and pipe keeper for the brewery water and private waters, and the city servants will collect the promised 3 groszy per house per quarter and give it to the hands of the executor. All this is to be used for the repair of pipes, wells, as well as the salary for the pipe keeper. To satisfy the pipe keeper regarding arrears, according to the former guarantees and public promises, they have provided, given, and donated city land near the Kuyavian gate for his house, and promised timber for the building, but with the obligation that the pipe keeper must have an apprentice and that he is perfectly trained in the pipekeeping craft for all the town's needs and conveniences, and that the pipe keeper shows diligence in the supervision of pipes'.14

The Bohm brothers transferred their concern for water quality from Bydgoszcz to Włocławek. In 1847, an artesian well was drilled 180 feet deep on the factory premises. The high quality of the water obtained there caused residents to line up in long queues for it. This fact was recorded in Oskar Flatt's book 'Brzegi Wisły' [The banks of the Vistula] in 1854:

'Every self-respecting Włocławek citizen, even if he lived in the New Market, used only Bohm's water for tea'.15

The wave of pilgrims coming to fetch water disrupted the order of factory work and forced the factory owners to set up a pipeline to drain some of the water outside the factory. The popularity

of Bohm's water was so great that there were attempts to trade in adulterated water. In 1895, the Kurier Warszawski [Warsaw Courier] described a scandalous practice of people distributing and trading in drinking water. The haulers put the words 'Bohm water' on their barrels, while in reality they were drawing water straight from the Vistula, into which sewage from the whole city was directed. 16

Bohm's water was used for the first quality tests of 'podpiwek kujawski' in 1938. These tests were recorded in the quality book and are a qualitative indicator of the drink.

Currently, the artesian intake of Bohm's water does not exist, but thanks to contemporary geological and hydrogeological research, we know from what aquifer the artesian well drilled at that time drew water.

The water drawn from the Bohm factory intake in the Zazamcze district was based on the Lower Cretaceous aquifer. The shallower groundwater resources in the Włocławek area — the Quaternary and Tertiary — have a free water table, and only the chalk deposits are characterised by subartesian pressure.

Geologically, the area of Włocławek and Bydgoszcz lies within the Central Polish paraanticlinorium (Fig. 20), the floor of which is made up mainly of limestone, Upper and Middle Jurassic marls, and Lower Cretaceous.

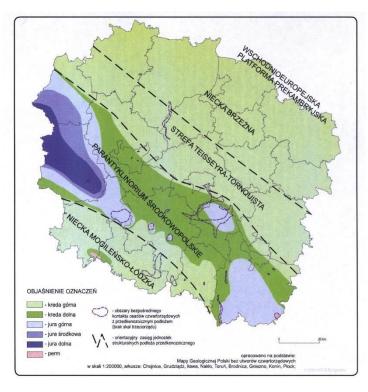


Figure 20. Structural units located on the geological map without Cenozoic formations in the area of the Kujawsko-Pomorskie Voivodeship. ('Quality of ordinary groundwaters in the Kujawsko-Pomorskie Voivodeship based on regional monitoring results in the years 2000-2004'. Voivodeship Inspectorate of Environmental Protection in Bydgoszcz, Environmental Monitoring Library, Bydgoszcz 2005).

In hydrogeological terms, this is the so-called Pomeranian-Caucasian region, where the floor of the Cretaceous horizon is located between 80 and 120 m below the land surface (Fig. 21), and in the Włocławek area, the recognised water-bearing layer is fine-grained sands of the Lower Cretaceous.



Figure 21. Kujawsko-Pomorskie Voivodeship in relation to the physico-geographical regionalisation (Konracki, 2002).

The Lower Cretaceous aquifer in the Zazamcze region is isolated from the land surface by a layer of poorly permeable silt and clay sediments belonging to the Quaternary and Tertiary hydrogeological horizons. This is conducive to the natural protection of groundwater resources against the ingress of pollutants. The existing pine forest in Zazamcze was and is another element that has favoured the protection of groundwater. At present, water for the city of Włocławek obtained in this area through several Cretaceous wells has very good quality parameters in relation to Polish and European Union standards, and one of them has been included in the Regional Groundwater Monitoring for the Kujawsko-Pomorskie Voivodeship under No 89. Due to the limited yield of the Cretaceous water resources, the municipal intake also operates Quaternary wells drawing water from the Main Groundwater Reservoir No 220. These waters are of much poorer quality and require treatment. When Bydgoszcz decided to produce the beverage 'podpiwek kujawski', a detailed analysis was made of the quality of the water to be used in its production. The water had to meet the quality criteria of Bohm's water

and, on this basis, water from the Las Gdański [Gdański Forest] intake was selected. The location of this intake was designed as early as 1894 by the hydrologist Otto Smerker.17 An important element in the choice of location was the distance from industrial and urbanised areas and the large wooded areas present here. At present, water is extracted from the Lower Cretaceous aquifer by, among others, deep wells 4Mz and 5M. The Quaternary erosion trough is deep enough here to reach the bottom of the Miocene layer, which makes it possible to exploit the Lower Cretaceous layer with wells that are not too deep. Similarly to the Zazamcze intake in Włocławek, in the Gdański Forest, the existing afforestation (pine forest) and the established direct protection zone of the water intake are conducive to groundwater protection. In 2000, the PZH carried out an assessment of the quality of water from well 4Mz, deeming it to be originally pure water requiring no treatment and suitable for drinking in its natural state. On this basis, the MWiK in Bydgoszcz Sp. z o.o. [Water Supply and Sewerage Company] made the water available to the public for consumption at a draw-off point and covered it with permanent quality monitoring. At present, long queues of Bydgoszcz residents line up for water from the above-mentioned well of the Las Gdański intake, just like for Bohm's water in the days of the Bohm Factory.

If the consumers do not have the opportunity to use originally pure water, they can use tap water, as it is regularly tested by sanitary services, which decide whether it is acceptable for consumption.

### 8.5.3. The post-war fate of 'podpiwek kujawski' production packet

After the war, the factory ceased continuous production of *podpiwek* packets. The new authorities who took over the Bohm factory distanced themselves from its history. *Podpiwek* packets reappeared in the late 1950s under the name 'Napój Piwny' [Beer Beverage] and were produced by the Kujawska Fabryka Koncentratów Spożywczych in Włocławek.



Figure 22. Packet of Napój Piwny produced by Kujawskie Zakłady Koncentratów Spożywczych in Włocławek.

However, the name 'Napój Piwny' was not adopted by consumers; for them, the packet with a mixture of grain coffee and a characteristic recipe was still *podpiwek*. The disappearance of the *podpiwek* packet from the market did not mean that production of this refreshing drink in the region ceased. People made it themselves using their own grain coffee.

The name *podpiwek* became so well known among the region's inhabitants that the Kujawskie Zakłady Koncentratów Spożywczych decided to return to the pre-war name *podpiwek* by adding the participle *kujawski*.



Figure 23. Packet of 'podpiwek kujawski' produced by Kujawskie Zakłady Koncentratów Spożywczych in Włocławek.

# 8.5.4. The evolution of the production of a beverage called 'podpiwek kujawski'

*Podpiwek* was a ready-made mixture of grain coffee, to which customers themselves added water and hops, as well as sugar and yeast in appropriate proportions. The Bohm factory provided only the recipe and raw materials, putting the production of this drink in the hands of its customers. Here began the rich history of the drink prepared at home.

The historic recipe for 'podpiwek kujawski' did not mention how long the drink could be stored, so methods had to be devised to determine its shelf life. In the case of malt *podpiwek*, no methods were used, as it was considered that *podpiwek* was 'an unsuitable beverage for preservation and not worth too much trouble'. In Kujawy, however, this drink was treated with special care. The methods of slowing down the yeast that were developed by the locals can be linked to the fact that they consumed it most readily during the harvest. The high temperatures during the summer months contributed to the search for methods of fixing the drink, as the yeasts living in the drink were able to multiply to such an extent that the bottles could not withstand the pressure of the gas produced by fermentation. The popularity of 'podpiwek kujawski' cemented in the locals the knowledge of how to handle a live fermented beverage.

For people with no connection to the Kujawy region, the first experiences of making *podpiwek* provided plenty of excitement. In many Polish households, anecdotes about shooting bottles have gone down in history. Here is one of them:

In 1958, we came to Poland. The city was demolished and presented a pitiful sight, just rubble and smashed houses. Only the army was everywhere. Above all, there were Russians in military units. In front of our windows, across the street, a Russian soldier with a rifle on his shoulder stood at the gate all the time, their radio station interfering with my father's reception of Radio Free Europe.

A few peaceful months passed until suddenly one night...

...A series of gunshots could be heard from the hallway. We woke up frightened. My sister next to me started crying. Mum was sitting motionless on the bed, and Dad was running around the room terrified, holding up his pyjama trousers with his hands.

- 'Mum, robbery, they're shooting!' - he whispered conspiratorially.

I looked towards the window to see if there were rifle barrels sticking out of there, just like in 1951 when the Russians arrested my father and deported him to the faraway Vorkuta.

My parents were shocked and I was not surprised – it was a new environment, Russians downstairs, Germans nearby. Dad was running around, and Mum listened, listened carefully and said:

'Stachu, don't be afraid, it's podpiwek.

- What podpiwek, who? Podpiwek?' mumbled the panicked Dad, not jokingly. I'm not surprised, he survived both the war and Siberia.
- It's the bottles that break, Mum explained clearly.

A neighbour had persuaded Mum to make beer. Apparently, she added too much of something before pouring it into the bottles. When one of them exploded, more followed, causing a gunshot effect. To top it off, the bottles were standing in a cupboard and echoed against the wooden walls. We wiped the floor for a long time, and the smell of beer lingered around the flat for days.

From then on, my mother always warned my father with a mysterious wince.

- 'Stachu, I'm making podpiwek, if you hear gunshots, don't be afraid, it won't be the third war'. Dad was smiling too, although then at night, he experienced a real return to the past. 18

In the memories of the inhabitants of the Kujawy region, *podpiwek* was hailed as the iconic drink of the harvesters. Taken out of the cool cellar rooms in the summer, it was excellent for quenching thirst and restoring vitality. The beverage was brought to the harvesters in tightly sealed cans or bottles with a lightning stopper. The region's inhabitants developed a wide range of ways of storing 'podpiwek kujawski', e.g., in cool cellars, backyard dugouts, iceboxes, wells, or pits dug in the ground, as ethnographic interviews conducted with local people testify.



Figure 24. Bottle with a lightning-type closure.

Ethnographic interview conducted with Miroslaw Kryska. 19

How far back does the memory of making a particular product, foodstuff, or beverage go (for example: I remember my mother, grandmother, great-grandmother making it, etc.)?

The late 70s and early 80s. Farmers did it, we didn't do it. I hired myself out to work on farms, then we were treated to podpiwek. I remember that as a child, whenever my parents worked and took me to the fields, I started working for a living at the age of 11.

On what occasions was the product, the drink, prepared (e.g., for weddings, holidays [which], indulgences, etc.)?

Harvest work, haymaking.

The podpiwek was cooled in wells in the water. Milk cans were lowered into the water. This was done in 20-litre milk cans. The podpiwek was brought by horse to the field on a cart.

There was a trough dug in the ground into which we put the cans to keep them cool. We poured it for ourselves with a ladle.

It made us feel as good as real beer. Often the boys would drink a lot of it on their trips to the stacks, and it was true!

They would run to the dug with the can to pour some more podpiwek and get to work or to the haystack. Young boys peeped, and old boys fought... Work and fun were the days!

Who made the product, the drink, and who participated in the preparation and the work?

Farmers did it. we didn't do it.

Where did the semi-finished products come from (e.g., own farm, purchase at the market, exchange with neighbours, etc.)? I don't know where they came from, but I remember a packet of podpiwek that had a Kujawy resident on it with a pint.

What do you have to keep in mind to make the proper product or drink?

The most important thing was the temperature, it had to be cool.

When was the last time, and on what occasions, that a product was made with family, neighbours, friends, or relatives from a nearby village?

In the 1980s.

Where did the name of the product or drink come from (perhaps there are some stories told about it)?

It seems to me that podpiwek took its name from the hops that are added to this drink.

With what accompaniments was the product consumed (e.g., bread, potatoes, sauces, salads, drinks), and why did it taste better then?

The product was consumed for refreshment, sipped to quench thirst, to flush out dust... Although I do remember that sometimes there were buns that we cut in half and spread with butter.

Any other particulars to bear in mind when making or consuming the product?

We always drank it in hot weather, and it had to be cool.

In the memories of the inhabitants of Włocławek, 'podpiwek kujawski' could also be bought in the form of a drink, as evidenced by an ethnographic interview conducted with Edward Rojszyk, a native of Włocławek.20

How far back does the memory of making a particular product, foodstuff, or beverage go (for example: I remember my mother, grandmother, great-grandmother making it, etc.)?

I remember that in the 1950s in Włocławek, podpiwek was sold in the shops of the Spółdzielnia Spożywców in bottles with a lightning-type closure. I recently found one of these bottles in the attic and am now passing it on to you as a souvenir.



Figure 25. An old bottle with a lightning-type closure.

On what occasions was the product, the drink, prepared (e.g., for weddings, holidays [which], indulgences, etc.)?

I associate podpiwek above all with very hot summers, it quenched thirst perfectly. It was dark and sometimes foamed better than beer, had a grain coffee aroma and a slight bitter taste.

Who made the product, the drink, and who participated in the preparation and the work?

When we moved to Bydgoszcz in the 1960s, I remember my mother making her own podpiwek from a packet containing grain coffee and hops.

What do you have to keep in mind to make the proper product or drink?

I remember that the podpiwek had to be cool. There were companies in Włocławek that made it their business to scoop ice from the Vistula during the winter. These were 40x20 cubes, stored until the summer period and sold for refrigeration to shops, so the podpiwek was cooled in the right premises.

# The specific characteristics of 'podpiwek kujawski' that distinguish it from the *podpiwek* produced in other regions:

'Podpiwek kujawski' is made by pouring the first wort and boiling it with hops. In contrast, the *podpiwek* produced in other regions are by-products of beer production, made by fermenting the second or third wort on the 'brewers' grains' left over from brewing beer.

'Podpiwek kujawski' is made by fermentation. It is <u>not</u> an unfermented sweetened beverage artificially enriched with carbon dioxide.

Unfermented sweetened beverages labelled 'podpiwek' typically have a significantly higher sugar content than 'podpiwek kujawski'. In the case of 'podpiwek kujawski', there is only a slight sweetness, as ethanol and carbon dioxide are formed from sucrose through alcoholic fermentation.

'Podpiwek kujawski' is not made with beer malt or malt flour.

It does <u>not</u> contain malt, unlike other types of *podpiwek* which are malt beverages.

'Podpiwek kujawski' does not contain dried beetroot, rye, or wheat.

It also does <u>not</u> include preservatives, synthetic additives, flavourings, or organic colourings.

# 8.6. Reputation of 'podpiwek kujawski'

#### 8.6.1 Awards

Over the past twenty years, the popularity of 'podpiwek kujawski' has declined significantly, influenced by the political changes in Poland and the evolution of the way Poles live. As people began living faster and spending less time preparing meals at home, the availability of abundant and inexpensive food products led to an increased reliance on ready-made meals and drinks from shops. However, this trend is gradually reversing.

With the rise of lifestyle diseases such as obesity and cancer, consumers are paying more attention to their diets. This new wave of returning to tradition and adopting a healthier lifestyle has spurred numerous competitions that encourage the cultivation of forgotten culinary traditions.

In 2009, one such competition, Nasze Kulinarne Dziedzictwo [Our Culinary Heritage], organised by the Polish Chamber of Traditional and Regional Products, featured 'podpiwek kujawski'. It garnered great interest and won first place in the competition. A year later, it was nominated for the Pearl statuette.

The year 2011 was a string of successes for Nasze Kulinarne Dziedzictwo.

In April, the beverage was entered on the List of Traditional Products of the Minister of Agriculture and Rural Development.



Figure 26. 'Podpiwek kujawski' featured on the List of Traditional Products.

In August, 'podpiwek kujawski' participated in Poland's largest two-day 'Festiwal Smaku' [Taste Festival] in Gruczno, where it won all possible awards. The beverage was so highly regarded that on the first day of the announcement of the results, there was not enough 'podpiwek kujawski' to satisfy the eager festival participants.



Figure 27. Diplomas at 'Festiwal Smaku' [Taste Festival] in Gruczno.

Another major success was winning the prestigious Pearl Award at the POL-AGRA FOOD fair in Poznań.



Figure 28. POL-AGRA FOOD fair 2011.

This wave of recognition led to widespread publicity for 'podpiwek kujawski' in the press, on the internet, and on television.

The drink appeared at local events organised by the Marshal's Office of the Kujawsko-Pomorskie Voivodeship. During these events, a campaign was held to encourage the inhabitants of the Kujawy region to register 'podpiwek kujawski' together in the European Union, attracting significant interest. This campaign resulted in dozens of memories being recorded in a Souvenir Book, testifying to the popularity of this drink in many families in the region.



Figure 29. POL-AGRA FOOD fair 2011 and 'Festiwal Smaku' [Taste Festival] in Gruczno.



Figure 30. Entries in the 2011 ethnographic book.

8.6.2. Sales, distribution, and economic value of 'podpiwek kujawski'

'Podpiwek kujawski' is sold through direct channels at outdoor events and in local restaurants. Each commercial activity is supported by information on the tradition, health, and taste qualities of this beverage.

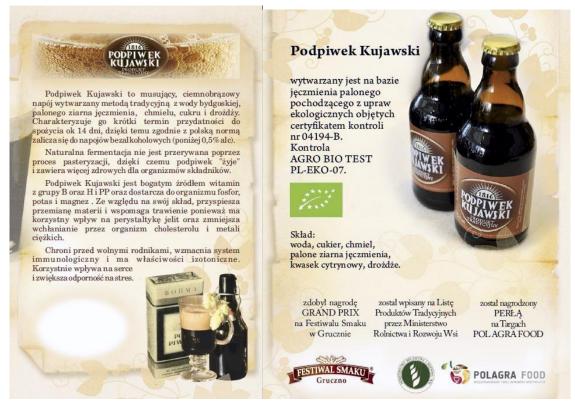


Figure 31. Leaflet for unpasteurised version of 'podpiwek kujawski'.





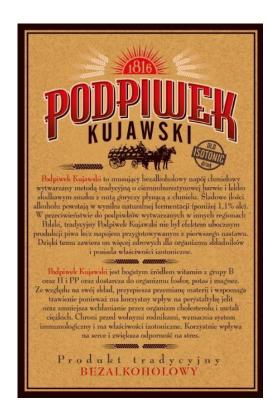


Figure 32. Leaflet for pasteurised version of 'podpiwek kujawski'.

In 2015, 'podpiwek kujawski' gained new distribution channels in wholesalers and chain shops, increasing production from 2,000 to 20,000 units per month.

8.6.3. Health benefits of 'podpiwek kujawski'



Figure 33. Ingredients of podpiwek: roasted barley, chicory, dried hops.

Grain coffee, a key ingredient, supports digestion and reduces cholesterol levels thanks to its fibre content. Polyphenols (natural antioxidants) in grain coffee enhance immunity and provide cancer-preventive properties. Chicory, a recognised medicinal plant, contains inulin, a prebiotic that nourishes intestinal flora and improves calcium absorption. Additionally, chicory root stimulates gastric juice production and treats digestive disorders and general debility.

Hops are valued in medicine for their bitter acids and catechins, which exhibit antibacterial, antioxidant, and anti-inflammatory properties. Hops also help lower cholesterol levels and have anti-ulcer properties. As an herb, hops possess sedative properties, are used in many sedative medicines, increase resistance to stress, improve mood, delay cellular ageing, and reduce blood inflammation.

Beer yeast in 'podpiwek kujawski' provides the body with vitamin H and B vitamins, including vitamin B5 (source of pantothenic acid). Beer yeast promotes healthy hair, nails, and skin, improves carbohydrate metabolism, aids in protein and fat digestion, and supports proper oxygen exchange in cells. It is also valued for its weight loss support properties, due to its high vitamin B6 content.

A beverage based on such valuable ingredients prevents fatigue, improves cardiovascular health, and has pain-relieving and regenerative effects on the body, making it a popular drink during strenuous physical efforts, particularly among harvesters.

Thanks to its vitamin B12 (cobalamin) content, 'podpiwek kujawski' ensures a good mood, helps focus attention and learning, and strengthens the skeletal system.

# 9. Control body:

Provide the name and address of the body or departments carrying out the control of compliance with the specification and the scope of controls.

9.1. The name of the entity carrying out controls on 'podpiwek kujawski', packets, and beverage.

# CHIEF INSPECTOR OF THE AGRICULTURAL AND FOOD QUALITY INSPECTION

00-930 Warsaw, ul. Wspólna $30\,$ 

tel.: 22 623-29-00 fax: 22 623-29-99

<u>⊠</u> <u>sekretariat@ijhars.gov.pl</u>

### 10. Labelling:

Provide, if any, specific labelling rules for the agricultural product or foodstuff in question.

#### None

#### 11. Specific requirements introduced by current regulations:

Please indicate whether there are specific requirements imposed by European Union or national legislation concerning the agricultural product or foodstuff to be notified.

#### None

#### 12. Additional information:

Please provide additional information, if any, on the agricultural product or foodstuff to be notified.

#### None

# 13. List of documents attached to the application:

Please provide a list of materials and publications referenced in the application and a list of accompanying annexes.

- 1. List of photographs
- 2. CD containing the application
- 3. Proof of payment of the fee of PLN 300

#### **Footnotes:**

1. Słownik nazw geograficznych Królestw Polskiego i innych krajów słowiańskich [Dictionary of geographic names of the Polish Kingdoms and other Slavic countries], published in 1860 in Warsaw.

- 2. *Tradycyjna Kuchnia Pomorsko-Wielkopolska* [Traditional Pomeranian and Greater Poland Cuisine] by Zbigniew Przybylak.
- 3. Quoted from *Historia Bydgoszczy* [History of Bydgoszcz] edited by Marian Biskup, vol. I, p. 471.
- 4. Tomasz Dziki, *Przemysł Włocławski w latach 1870-1918* [Włocławek industry in the years 1870-1918], p. 53.
- 5. *Słownik dokładny języka polskiego i niemieckiego* [The accurate dictionary of Polish and German language], part 2, Breslau 1806. J.S. Bandtke,
- 6. Dokładna nauka warzenia piwa do wynalazków najnowszych zastosowana dla użytku ziemian polskich [Exact science of brewing beer to the latest inventions for the use of Polish landowners], published in Warsaw in 1830 by K.W. Schmidt.
- 7. Sebastian Klonowiec (ca. 1545-1602), Flis [Timber rafting].
- 8. Board meetings of Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba Spółka akcyjna in 1935, State Archives in Włocławek.
- 9. Board meetings of Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba Spółka akcyjna in 1935, State Archives in Włocławek.
- 10. Warsaw University Digital Library Frequency: monthly; 1939 (June): Last known No 10=48; Numbering: No 1 (1 November 1934); The magazine is not published in July and August; from 1935, No 3, editor Leonard Życki-Małachowski; from 1935, No 1(9), editor and publisher Zygmunt Chełstowski; from 1936, No 1(19), published in Włocławek.
- 11. Communications of the Patent Office 1938, registration No 29264.
- 12. Cooperation agreement concluded on 30.11.2011 between Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba Spółka akcyjna and SMAKI DZIECIŃSTWA Agnieszka Zamojska.
- 13. Text. Recorded in 1946-47 by Z. Sobierajski, *Gwary Kujawskie* [Kujawy dialects], pp. 115-116; told by a 60 year old man.
- 14. Source: <a href="http://www.mwik.bydgoszcz.pl/index.php/historia">http://www.mwik.bydgoszcz.pl/index.php/historia</a>
- 15. Zdzisław Arentowicz (1927), Z dawnego Włocławka [From old Włocławek].
- 16. Kurier Warszawski (1895), morning supplement R.75, No 211.
- 17. http://www.muzeum.mwik.bydgoszcz.pl/index.php/historia-bydgoskich-wodociagow
- 18. http://kasia-komi60.blog.onet.pl/2011/04/10/341-wojna-domowa/.
- 19. Etnographic interview.

Product name: Podpiwek, 'podpiwek kujawski'

Interviewee: Mirosław Kryska (1961), resident of Koronowo since childhood

Interview date: November 2010 Interviewer: Agnieszka Zamojska

20. Etnographic interview.

Product name: Podpiwek, 'podpiwek kujawski'

Interviewee: Edward Rojszyk (1945), resident of Wloclawek as a child

Interview date: December 2010 Interviewer: Agnieszka Zamojska.

# **List of Figures**

- Figure 1. Portrait of factory co-founder Ferdinand Bohm and an engraving of the original view of the factory. Source: 'Przewodnik Ilustrowany po Włocławku' [Illustrated guide to Włocławek], 1922.
- Figure 2. Factory mark of the Bohm Factory. State Archives in Włocławek.
- Figure 3. Cover of 'Dokładna nauka warzenia piwa' [Exact science of brewing beer], 1830 by K.W. Schmidt.
- Figure 4. Recipe for *podpiwek* in 'Dokładna nauka warzenia piwa' [Exact science of brewing beer], 1830 by K.W. Schmidt.
- Figure 5. 'Rys sztuki Leczenia' [Outline of the art of healing] edition of the year 1816.
- Figure 6. Quote from 'Rys sztuki Leczenia' [Outline of the art of healing] edition of the year 1816.
- Figure 7. Excerpt from an advertisement in the Powszechny Dziennik Krajowy (Universal National Gazette) published in the years 1815-1831. Publisher: Kingdom of Poland Government Commission for Religious Denominations and Public Enlightenment.
- Figure 8. Trademark of Zjednoczone Fabryki Cykorii Ferd. Bohm & Co i Gleba Spółka akcyjna in 1931, State Archives in Włocławek.
- Figure 9. Title page of the monthly magazine 'Promień Słońca', 1938.
- Figure 10. Advertisement for podpiwek in 'Promień Słońca' (1938), No 4 (42).
- Figure 10. Advertisement for podpiwek in 'Promień Słońca' (1938), No 4 (42).
- Figure 11. Advertisement for podpiwek in 'Promień Słońca'
- (1938), No 4 (42).
- Figure 12. A packet of *podpiwek* with a recipe.
- Figure 13. Advertisement in 'Promień Słońca', 1939, No \*8 (36).
- Figure 14. Advertisement in 'Promień Słońca', 1939, No \*8 (36).
- Figure 15. Advertisement in 'Promień Słońca', 1939, No \*9 (36).
- Figure 16. Advertisement in 'Promień Słońca', 1939, No \*9 (36).
- Figure 17. 'Promień Słońca' information on unfair competition against Bohm 1939 10 (48).
- Figure 18. 'Promień Słońca', 1939 No 6 (44).
- Figure 19. 'Promień Słońca', 1939 No 6 (44).
- Figure 20. Structural units located on the geological map without Cenozoic formations in the area of the Kujawsko-Pomorskie Voivodeship. ('Quality of ordinary groundwaters in the Kujawsko-Pomorskie Voivodeship based on regional monitoring results in the years 2000–2004', Voivodeship Inspectorate of Environmental Protection in Bydgoszcz, Environmental Monitoring Library, Bydgoszcz 2005).
- Figure 21. Kujawsko-Pomorskie Voivodship in relation to the physico-geographical regionalisation (Konracki, 2002).
- Figure 22. Packet of Napój Piwny produced by Kujawskie Zakłady Koncentratów Spożywczych in Włocławek.
- Figure 23. Packet of 'podpiwek kujawski' produced by Kujawskie Zakłady Koncentratów Spożywczych in Włocławek.
- Figure 24. Bottle with a lightning-type closure.
- Figure 25. An old bottle with a lightning-type closure.
- Figure 26. 'Podpiwek kujawski' featured on the List of Traditional Products.
- Figure 27. Diplomas at 'Festiwal Smaku' [Taste Festival] in Gruczno.
- Figure 28. POL-AGRA FOOD fair 2011.
- Figure 29. POL-AGRA FOOD fair 2011 and 'Festiwal Smaku' [Taste Festival] in Gruczno.
- Figure 30. Entries in the 2011 ethnographic book.
- Figure 31. Leaflet for unpasteurised version of 'podpiwek kujawski'.
- Figure 32. Leaflet for pasteurised version of 'podpiwek kujawski'.

- Figure 33. Ingredients of *podpiwek*: roasted barley, chicory, dried hops. Figure 34. Logo of 'podpiwek kujawski'. Figure 35. A packet of 'podpiwek kujawski' by SMAK DZIECIŃSTWA Agnieszka Zamojska.