

The peak of enjoyment.

3454

BEYOND
BALSAMICO

www.beyond3454.com



*3454. Beyond Balsamico
is attracting global
attention from investors,
top chefs and
connoisseurs.*

— Flash of genius

How does storing balsamic vinegar in the mountains affect its taste? The team of Baerg Marti AG, an innovative food company, wanted to find the answer to this question and, after years of development work, the first storage tunnel on the Mutthornin Switzerland's Jungfrau region entered into operation in 2009. A short while later, the highest balsamic vinegar factory in the world made itself at home some 11,332 feet (3,454 meters) above sea level. Since then, limited quantities of incomparable balsamic vinegar products have been aging to create a unique pleasure.

*The result is a lasting experience
that will leave you wanting more. We name it after the elevation
at which it becomes a work of art: 3454. Beyond Balsamico.*

⋮

— *Excellence from the very beginning*

As with all good things, 3454. Beyond Balsamico begins with a flawless raw material: the apple. Instead of traditional balsamic vinegar made from grapes, this creation made from old apple varieties from Swiss tall-stemmed trees is harvested and processed in the traditional way.



The variety of flavors contained in Swiss apples forms the basis for the multi-faceted taste of 3454. Beyond Balsamico. The result is a rare natural product without additives: the more limited and precious, the more unrivaled and valuable.

⋮



*The Alps are the soul of Switzerland, a country
that has itself become a trademark for quality.*

— *Unique*

*3454. Beyond Balsamico obtains its unique value
behind Europe's highest train station at Jungfrauoch.*

This is where 3454. Beyond Balsamico, one of the world's most sought-after luxury products, matures in perfect conditions.

In barrels made of French Limousin oak. Under strict temperature control, for at least 5 years. A constant, low-oxygen climate promotes the maturation process and triggers additional chemical processes.

By storing it in artificial tunnels, peace and quiet are guaranteed.

The result is an apple balsamic vinegar with a sweet, creamy, slightly acidic taste and approx. 5% residual acid.

⋮

— *Unrivaled*

3454. Beyond Balsamico is a rare, high-quality natural product that is in great demand all over the world. This is because 3454. gains emotional and culinary added value after 5 years of storage. Due to the maturation process in a perfect climate, due to the balsamic crystals so coveted by top chefs. The longer the maturation process, the greater the yield. After 5 years, it is entirely up to you whether you use your barrel for your own consumption, sell it on or continue to store it.

Buying one or more barrels is an expression of a way of life. And means you are also supporting the ongoing, careful manufacture of a unique product with the highest Swiss quality, a product that is unrivaled anywhere in the world.

⋮



The balsamic vinegar factory of Baerg Marti has been using the finest raw materials to produce 3454. Beyond Balsamico in the Swiss Alps since 2009.

By purchasing an 8-gallon oak barrel, customers can share in the passion for high-quality food.



*“Top gastronomy requires passion.
And products that leave convention
behind.”*

— *New horizons*

Unprecedented taste sensations which come about through finesse, creativity and ever-new discoveries. With ingredients that refine well-known flavors and elevate them to the highest level. Ingredients that make aromatic textures even more emotional and longer lasting. There is more to 3454. Beyond Balsamico than its ingredients.

A thousand times more.

Franck Giovannini's cuisine is top-class in many respects. He runs the Restaurant de l'Hôtel de Ville in Crissier, which has been awarded three Michelin stars and has maintained this standard for years. Guests from all over the world appreciate the creative cuisine that searches for the purity of taste. And it can also be found in a very special product: 3454. Beyond Balsamico

⋮



— *What we offer you*

*You now have the extraordinary opportunity to acquire
one or more personal oak barrels containing
3454. Beyond Balsamico from Baerg Marti.*

•
•
•

— *Act now*

3454. Beyond Balsamico is stored in the Jungfrau region for at least 5 years at 11,332 feet above sea level, where it matures into a unique, emotional and culinary taste experience.

After this unique method of storage, you will receive an incomparable and rare product, whose uniqueness generates an unrivaled value and is reserved for just a select few.

Each barrel of 3454. Beyond Balsamico is labeled individually with a number in order to ensure that the owner can always be identified.



After 5 years, Baerg Marti will contact you and give you the following options:

— *Sell your oak barrel or barrels containing 3454. Beyond Balsamico at the current market price. Baerg Marti will help you do this.*

— *Store for more years at an attractive price. Your barrels will mature in the tranquility of the Swiss Alps. You can expect even more balsamic vinegar crystals to form.*

— *Have your oak barrel or barrels containing 3454. Beyond Balsamico delivered to you. This gives you the opportunity to enjoy the unique product yourself or to serve your guests exquisite dishes with matured balsamic vinegar and balsamic vinegar crystals.*



— Key data

About your purchase of 3454. Beyond Balsamico from Baerg Marti




— 2.7 gallons / 8 gallons

Our oak barrels are available
in 2.7-gallon and 8-gallon sizes,
as well as in different vintages
and stages of maturation.

Please ask our consultants about our latest offers.

*For storage of an oak barrel filled with
3454. Beyond Balsamico made from apples of
Swiss tall-stemmed trees.*



— *The price of your barrel of choice includes:*

No matter which barrel and stage of maturation you choose:

— *3454. Beyond Balsamico made from apples from Swiss tall-stemmed trees by Baerg Marti AG.*

— *2.7-gallon or 8-gallon, high-quality barrel from Burgundy.*

— *Filling of the oak barrel and transportation to the Jungfrau region.*

— *Storage of the oak barrel in one of Baerg Marti AG's tunnels.*

— *Insurance of your barrel against damage caused by transport, water, fire and other natural hazards and against burglary.*

The insured sum increases automatically by 5% every year.

— *Issuing and sending your personal storage certificate. This serves as proof of ownership for your stored barrel. Along with your personal details, it includes the purchase price, barrel number, vintage and information about its storage.*

— *Registration of your oak barrel with Baerg Marti Liechtenstein AG, Triesen.*

— *Regular quality controls during the storage period guarantee a first-class product.*

— *As well as your purchase, you will receive our special edition of three delicacies: 3454. Beyond Balsamico (aged 5, 8 and 10 years; 1.35 fl. oz. each)*

The special edition will be issued for the first time from October 1, 2019, as part of the price increase.

Marvel at the unique culinary taste experience and order now.

— *Option: Further storage*

This includes: Your oak barrel will remain in our barrel store for longer. And of course your insurance will continue to be valid too.

We are here to help even after your storage period ends.



— *Helicopter flight*

When the weather is good and we have a Baerg Marti colleague available, owners who purchase at least three barrels are cordially invited to an unforgettable helicopter flight to the barrel storage facility at 11,332 feet above sea level, combined with a tasting and an aperitif or meal.





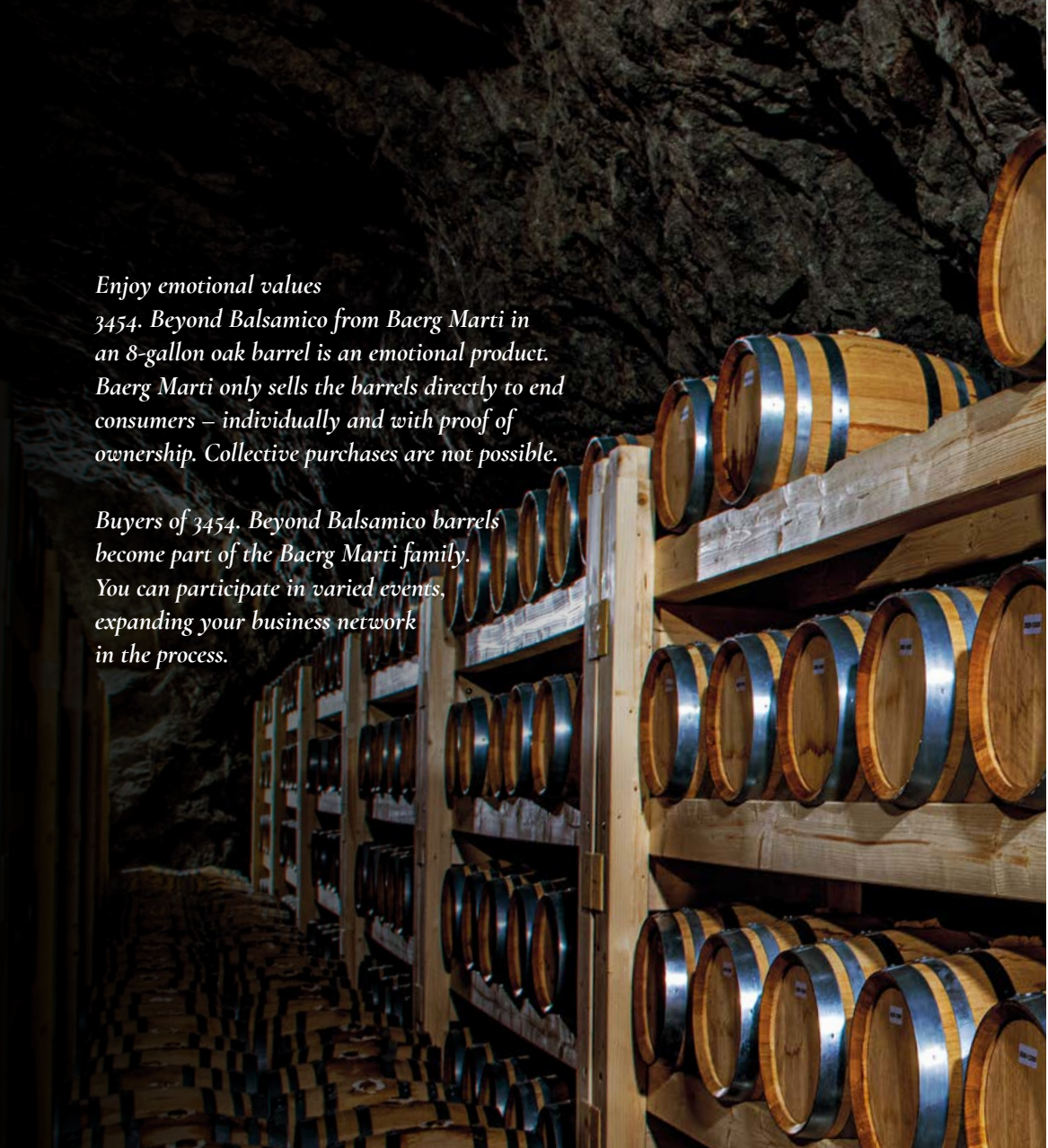
— *Top of Europe*

Alternatively, the Baerg Marti tunnels can be reached by taking the Jungfrauoch railway to the highest train station in Europe. This option is handy in bad weather or if you're afraid of flying. A Baerg Marti colleague must still be available to accompany you.

A second alternative is this: Top of Europe V-Bahn cable car. From the Grindelwald terminal, you can reach the Eiger Glacier station with the Eiger-Express in just 15 minutes. Enjoy the view in one of the 44 state-of-the-art cabins with 26 seats – and get within touching distance of the mighty 5,905 ft.-high north face of the Eiger.

Then continue by train, which will take you up the Jungfrauoch in 20 minutes.





Enjoy emotional values

3454. Beyond Balsamico from Baerg Marti in an 8-gallon oak barrel is an emotional product. Baerg Marti only sells the barrels directly to end consumers – individually and with proof of ownership. Collective purchases are not possible.

Buyers of 3454. Beyond Balsamico barrels become part of the Baerg Marti family. You can participate in varied events, expanding your business network in the process.

— *Our promise to you*

Baerg Marti Liechtenstein AG promises you:

- completely natural production of 3454. Beyond Balsamico which will be decanted into your oak barrel;
- impeccable quality of the balsamic vinegar, oak barrel and storage;
- careful management and regular quality monitoring of your oak barrel containing Swiss premium balsamic vinegar throughout the storage period;
- comprehensive support in using your personal barrel(s), even after your storage period has ended.

⋮

— *Experience the maturation process*

3454. Beyond Balsamico becomes more and more concentrated and thicker during its storage in the barrel. It improves every single day. In terms of its aroma. Its emotional and culinary value.

The high-alpine, low-oxygen climate promotes the development of balsamic crystals, which are in great demand – not only in top-class gastronomy. You get a unique product.

It is as individual as the character of the barrel and its wood.

3454. Beyond Balsamico from the Swiss Alps. Highest quality finishing ensures taste explosions and emotional and culinary exhilaration.

⋮

Nature reliably accompanies the maturation process, ensuring volumes and quality that are beyond human control once the storage period comes to an end.



3454
BEYOND
BALSAMICO

www.beyond3454.com



BAERG MARTI

Baerg Marti Liechtenstein AG, Schliessa 19, FL-9495 Triesen, Principality of Liechtenstein

