



Monday, December 13, 2004

Local News

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How to make Frank's K'Tini Sexy sauerkraut?

The Fremont Co. shakes things up with Frank's K'Tini

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News-Messenger/David Distelhorst

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EDGAR VARGAS of Fremont works with the sauerkraut at The Fremont Co.

Frank's K'Tini

Stuff a green olive with Bavarian-style or regular sauerkraut

Marinate olive in fresh vermouth overnight

Pour two ounces of premium gin or vodka into an ice-filled shaker

Shake

Pour chilled gin or vodka into a chilled martini glass and add two skewered, marinated Frank's stuffed olives

stirred."

But would you be equally impressed if 007 ordered a K'Tini, that is a martini featuring an olive filled with vermouth-soaked sauerkraut?

The Fremont Co. is hoping you will be.

In October, the century-old producer of Frank's Kraut and Snowfloss Kraut launched a campaign to add a sexy image to the long-known product.

Vice President of Marketing Chris Smith insists the unconventional idea is not the result of an extended night of liquor-laced experimentation. It is the brain child of Big Frontier, the advertising company hired to enhance the The Fremont Co.'s image.

Recently, the company put its newly discovered sexiness to test at Le Passage, one of Chicago's posh night spots.

How did it go?

"It went good," Smith said of the event in the club's VIP section. "It worked out fine, and everybody liked the drink."

Le Passage representatives did not return calls for comment.

Curious folks in other regions of the country will have the chance to tickle their taste buds with the latest martini rendition.

Parties are planned for Miami Beach and New York. Tentative K'Tini launches are also set for L.A. and San Francisco.

"We announced we're doing all of those, and we have that in our plan budget-wise to do them all," Smith said after the Chicago party. "It takes a lot of work to do an event, and we're looking to focus on those two next, and then we'll go over to the West Coast."

It's not just about introducing a new drink in the country's popular night spots. It's about the next generation of sauerkraut.

"It's to introduce a new way to use sauerkraut and to create a new association, other than the old-world, old-style perception that it has now," said Smith, the fourth-generation of the family-owned company. "It came from us wanting to expand the usage of sauerkraut, to grow sauerkraut. Now, it's associated with ethnic-styled products, a product that older people like, rather than your hip, party type."

But keeping sauerkraut in the cravings of many isn't just a liquor-laden endeavor. How about a chocolate sauerkraut cake? Perhaps Bob's ribs and kraut is more to your liking. Or maybe you're in the mood for a sauerkraut pineapple salad.

Giving consumers ideas on moving sauerkraut beyond their hot dogs and into other meals is sauerkrautrecipes.com. There you'll find dinner-table ideas from the company and from some of the Sauerkraut Club's more than 6,000 members.

"It really needs to be brought into a new light," said Smith, who praised the product for its high fiber and vitamin content. "It's just such a great product."

Beyond the public relations of image enhancement and off-the-beaten-path meals, the company has also updated

its 100-year-old facility.

Earlier this year, the Front Street business tore down a three-story wooden building that had been original to the business. In its place now stands a 11,800-square-foot facility. The new structure includes an updated lab where workers frequently test the acid and salt levels of the product, among other things.

The company is also planning other renovations.

Marketed as Snowfloss brand to consumers, the cabbage product is sold as Frank's Kraut to those in the food service industry.

And it's not just an American affair. The Fremont Co. exports not only to Mexico and Canada, but also to Australia, the Caribbean and Iceland.

Hoping to put its product in the homes and foods of many, The Fremont Co. in October introduced Frank's K'Tini, a martini variant made using Frank's Kraut, the sauerkraut brand it sells to food-service providers. The Snowfloss brand it sells to consumers works the same.

Originally published Monday, December 13, 2004