

# CLASSIC DRIVER

## [Forgotten Advertising: The Mampe Lufthansa Cocktail](#)

### Lead

Followers of historic motorsport might recognise the names of some German sponsors, such as Heuer, Jägermeister or Bosch, emblazoned on vintage metal. But what about that mystifying yet enticing Mampe Lufthansa Cocktail?

The name 'Lufthansa Cocktail' written in big blue-and-white lettering on the doors of the [Mercedes-Benz 450 SLC AMG 'Mampe'](#) racing car was not easily overlooked. Those lucky enough to be flying in Lufthansa's First Class back in the fifties and sixties might even have sipped the airline's signature Lufthansa Cocktail. The apricot liqueur created by the Mampe company was either served on the rocks or mixed with champagne.

Over time, the orange concoction vanished from the airways but in 2006 the drink of post-War sophisticates made a comeback. Celebrating its 50th anniversary, Lufthansa included the high-flying cocktail - now produced by Berentzen - in its list of in-flight beverages. Despite its heady past, the Lufthansa Cocktail is presently only available from off-licences or on demand in private jets.

*Text: [J. Philip Rathgen](#)*

*Photos: Berentzen*

### Gallery

**Source URL:** <https://www.classicdriver.com/en/article/wines-spirits/forgotten-advertising-mampe-lufthansa-cocktail>

© Classic Driver. All rights reserved.