

WDC drink The Companion - The People's Schoppe

A Unifying Drink for the World Design Capital Year 2026



Frankfurt has always been a city of encounters. Cider taverns, bars, kiosks, and restaurants are places where people from the most diverse backgrounds come together. The WDC drink—The Companion—translates this principle into a contemporary beverage for the World Design Capital year.

The WDC Drink was developed by the IMA Clique specifically for the WDC year, in creative collaboration with bartender Dean from Shuka Bar. Inspired by Frankfurt's apple motif, the drink combines Calvados, apple cordial, lime, and Umami Bubbles (or a sparkling wine alternative) to create a light, modern "People's Schoppe." It remains simple, affordable, and open to interpretation, allowing many restaurateurs in the region to participate. All bars, restaurants, and cafés in the Frankfurt RheinMain area are invited to offer the drink as well—recreating the recipe to become part of the World Design Capital Frankfurt RheinMain 2026. Those who wish to do so can share their own variation on social media using the hashtag #WDC DrinksForDemocracy and order the "Democracy Coasters"—fostering greater exchange, encounter, and the collective shaping of democracy in everyday life. The IMA Clique supports the project by providing the Umami Bubbles at a subsidized rate in order to keep the retail price low—a tangible contribution to the concept of a democratic drink.

The "WDC Drink: The Companion" will celebrate its premiere during the Night of the Museums on April 25, 2026, at the WDC Hub within the Museum of Applied Arts.

Concept of Democracy and Encounter

A playful gamification approach transforms the drink into a connecting moment: each cup bears one of the letters W, D, or C. Guests search for the missing letters, strike up conversations with one another, and—once they form a complete trio—receive a shared shot together; it is an uncomplicated, entertaining catalyst for social interaction and community.

World Design Capital
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c/o Museum Angewandte Kunst
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Organised by:
Design FRM gGmbH

Geschäftsführerin /
Chief Executive Officer:
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Amtsgericht Frankfurt am Main,
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This format is complemented by "Drinks for Democracy" and the so-called "Democracy Coasters"—printed beer mats featuring thought-provoking questions about democracy that invite conversation. They encourage the exchange of diverse perspectives and add a substantive layer to the playful concept: a dialogue centered on democratic values and design as a unifying element.

In doing so, the WDC Drinks concept translates the central themes of the WDC year—democracy, participation, and coming together—into a concrete, shared experience.



Press Invitation – April 22, 2026

Members of the media are cordially invited to the press launch of the WDC Drink on **Wednesday, April 22, 2026, at 7:00 PM at Shuka Bar**, Niddastraße 56, Frankfurt.

There, the recipe, the idea, and the concept behind the WDC Drink—*The Companion*—will be presented for the first time, together with James Ardinast of the IMA Clique, barteneder Dean, and Carolina Romahn, Managing Director of WDC Frankfurt RheinMain 2026.

Please RSVP via email at press@wdc2026.de.

What is WDC 2026?

The World Design Capital® (WDC) is an initiative of the globally recognized, non-governmental World Design Organization (WDO)® that recognizes cities utilizing design as a driver for economic, social, cultural, and environmental progress. Frankfurt RheinMain (Germany) has been awarded the title for 2026, under the theme "Design for Democracy. Atmospheres for a better life." In previous years, the following cities have been honored on a biennial basis: Turin (Italy), Seoul (South Korea), Helsinki (Finland), Cape Town (South Africa), Taipei (Taiwan/Chinese Taipei), Mexico City (Mexico), Lille Métropole (France), and Valencia (Spain); most recently, San Diego (USA) and Tijuana (Mexico) received the first-ever binational designation, followed by Busan (South Korea) for 2028.

For more information, visit WDO.org.

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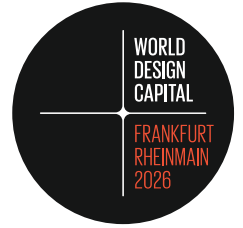
WDC drink “The Companion – The People’s Schobbe”



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