

DRINKIN

Experience the world of Martino Zanetti

APPUNTI DA BERE



TRIESTE 1892

HAUSBRANDT



www.hausbrandt.com



www.theresianer.com



www.colsandago.com



www.casebianche.it

TO COLTIVATE A
HISTORY OF PASSION
AND QUALITY TO
FILL EVERY SINGLE
CUP OF COFFEE
WITH ENJOYMENT



PASSION IN A COFFEE CUP.

EDITORIAL

Passion has always been a driving force in my life, guiding my choices, leading me to strive for excellence, and bringing Hausbrandt the international success that it enjoys today. I firmly believe that businesses are created from an idea that becomes successful when it is continually nurtured with passion. But I also believe that passion must always be nourished with new life, with cultural and creative stimuli, with people, with relationships – because the best part is being able to share the contagious spirit of this passion from generation to generation. Hausbrandt is part of my

personal history, but it is also part of my family's history. By choice and tradition, they were raised with an appreciation for taste and beauty, two concepts that can only be achieved and transmitted with this wonderful drive that allows man to attain great objectives, in every context. Today, we work together with renewed energy and new ideas to advance the love for taste and pursuit of perfection that have always been an essential tie between tradition and modernity. These are the Hausbrandt values of yesterday and tomorrow, the values that are expressed once again in this



Chairman Martino Zanetti

edition of Drink In. They will be apparent as you read about our new offerings, the original tastes that we hope to help you discover, Hausbrandt Christmas, and the technological choices that we have made, like the BeerMe app that was created for you. Finally, you will discover the impressive results of our initiatives, like the Brewery Open Weekend 2013, a wonderful and gratifying success that reinvigorates all of us with a great new energy.

Martino Zanetti

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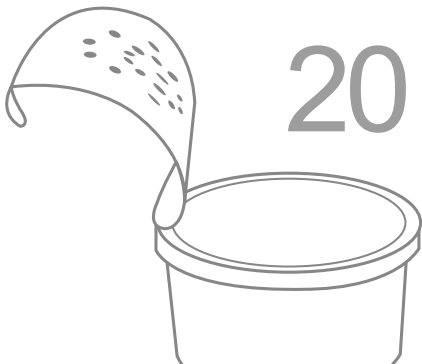
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SPECIALITÀ
CAFFÈ
HAUSBRANDT

SPECIALITÀ
CAFFÈ
HAUSBRANDT


HAUSBRANDT

A white ceramic coffee cup is the central focus, with the words "SPECIALITA' CAFFE' HAUSBRANDT" printed in a dark, sans-serif font on its interior. The cup is surrounded by several colorful, petal-like shapes in shades of red, blue, and purple, which are scattered around it. The background is a soft, warm beige color. The overall composition is clean and minimalist, emphasizing the brand's identity.

120 YEARS.
YEARS
OF PASSION



3.120 USERS
330 CUPS
13.160 VOTES

"COFFEE CREA & VINCI": THE HISTORY OF HAUSBRANDT COFFEE IN 60 WONDERFUL CUPS. AND THE WINNER IS...

Launched by Hausbrandt to commemorate the company's 120 years of history, the "Coffee Crea & Vinci" competition was a resounding success that sparked the creativity of the many customers who share Hausbrandt's enthusiasm for both coffee and art. The competition ended on 31 May and we are

pleased to finally share with you the names of the three winners who interpreted our 120 years of business with originality and taste. The winners of the fabulous MSC cruises were the baristas of: Le' Boon in Susegana (Treviso), first place; Bar Azzurro in Scanzoronciate (Brescia), second place; and Bar Al Foro in Treviso,

third place. We would like to offer a heartfelt thank you to everyone who participated in our competition by creating true works of art and taste for Hausbrandt. And, of course, we hope that all of the winners enjoy a wonderful, unforgettable cruise!







THE PRIZE-WINNERS

The winners of the fabulous MSC cruises were the baristas of: Le' Boon in Susegana (Treviso), first place; Bar Azzurro in Scanzoronciate (Brescia), second place; and Bar Al Foro in Treviso, third place.

We hope that all of the winners enjoy a wonderful, unforgettable cruise!



THE WINNER

Le' Boon in Susegana (Treviso)







A CLOSER LOOK



ESPRESSO ITALIANO
dal 1929

OUR HISTORY IN A CUP.

SILVER CAFFÈ: A BEAUTIFUL HISTORY OF COFFEE AND ITALIAN TASTE

More than anything else, a love of excellence is the idea that unites Martino Zanetti and Silver. The history of Silver, however, began many years before the important encounter occurred with the man who, guided by a deep passion for quality and Italian taste, was able to help this company's success grow. Its history began in 1929 in Conegliano, a small but lively town in the province of Treviso. This is where Silver began its business activities, devoted entirely to roasting and selling coffee. The encounter with Martino Zanetti happened in the early 1970s and represents an important turning point. From the very beginning, the relationship was based on shared values: excellence in selecting and processing coffee, as well as an appreciation for the world of art. These two concepts are inevitable in the history of Silver and Martino Zanetti. The company's love for culture is evident in the famous "Silver Caffè" literary prizes, which arose in the mid 1960s in Conegliano and

have involved the participation of such famous writers as Giuseppe Ungaretti, Italo Calvino, Giovanni Comisso, Vittorini, Luzi and Andrea Zanzotto. More importantly, the company's love for taste is apparent in the processing methods used for the Silver blends, which include advanced agronomic techniques, carefully selecting the finest varieties of coffee and processing them using traditional slow roasting in drum roasters monitored with advanced digital systems. This shared vision of the concept of quality led Martino Zanetti to decide to acquire the historic roasting business in Conegliano, merging it with his own business, Hausbrandt. Today, Silver's production activities are based in Nervesa della Battaglia (Treviso), bringing together (including in a geographical sense) the best of the art of Italian coffee.

You can enjoy it in the two main Silver blends, Moretto Regal and Superbar, which both demonstrate a deep love for the perfect espresso.



QUALITY CANNOT BE EXPLAINED IN WORDS – IT IS OUR PALATES THAT TASTE IT AND TELL US IF IT IS TRULY GREAT.

WE OFFER YOU THE SWEETNESS OF AN ENCHANTED FABLE: YOUR CHRISTMAS 2013

Christmas is a time of snow, lit fireplaces, shining lights, smiles and... Christmas shopping. Why not make your loved ones feel special with a tasty delight from Hausbrandt? How wonderful it feels to indulge the senses with the pleasure of an Italian delicacy like Glassato d'Epoque, which evokes the spirit of the most wonderful holiday of the year. The artisanal panettone was created by master pastry chefs who personally select authentic, fresh ingredients. This

enables Glassato d'Epoque, with its history of tradition and genuineness, to offer a delicious recipe filled with taste, quality and freshness. Before savouring this delicacy, take a moment to admire the packaging. Each year, Hausbrandt designs something unique and original – for 2013, the design is inspired by Parisian illustrations that combine simplicity and elegance, leading the eyes into an enchanted forest. It features a blue background to represent the most magical of



nights and a golden, fairytale landscape framed with radiant trees that captivates the eyes just as the panettone will enchant the palate. Admire the moon, follow the rhythm of the snowflakes, close your eyes and... how wonderful it is to still believe in Santa Claus, giving and savouring a Glassato d'Epoque.



IGINIO MASSARI

"My signature panettone is like a small treasure to savour to enjoy new experiences. An authentic cake that embodies a firm commitment to quality, it is the perfect accompaniment to a serene holiday season."



Hausbrandt



A TIME OF SNOW,
LIT FIREPLACES,
SHINING LIGHTS,
MAGICAL DREAMS AND...
CHRISTMAS SHOPPING.
WHY NOT MAKE YOUR
LOVED ONES FEEL SPECIAL
WITH A TASTY DELIGHT
FROM HAUSBRANDT?

And if the sweetest surprise were instead a fluffy Pandoro? Hausbrandt has designed a holiday look for this specialty as well, transforming its packaging into a marvellous fairytale. The moon and the stars await, Christmas is about to arrive and you... Which Pandoro are you

dreaming about tasting? Look closely: a blue label tells you that it is a classic Hausbrandt Pandoro, while a white and gold label means that you are about to enjoy a Pandoro with chocolate pralines.



Pandoro: a fluffy delicacy



*Birra
d'inverno
2013*



CHRISTMAS BEER.
All the warmth of
Christmas in a
special beer

epica

easy peel italian capsule



Only by
respecting nature
today can we
continue to
enjoy its fruits
tomorrow.

IMPROVING THE CAPSULE SYSTEM TO MAKE IT EVEN MORE ENVIRONMENTALLY FRIENDLY – A NEW REVOLUTION FROM HAUSBRANDT.

Hausbrandt presents a preview of an environmentally sustainable innovation that makes its capsules even easier to recycle.

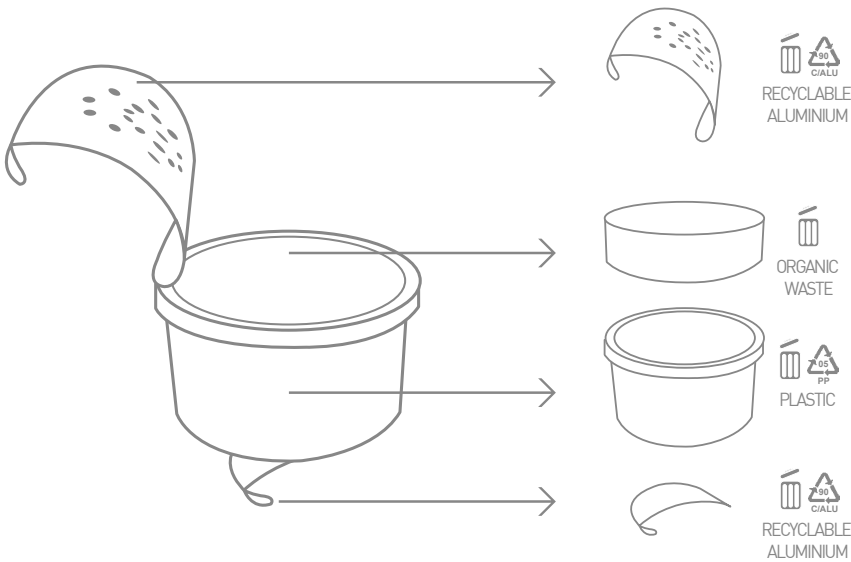
Recognizing its importance to the environment, we worked hard to achieve the objective that we established – revolutionize our capsule system to make it excellent from an environmental perspective as well. Today, the

new Hausbrandt capsule is known as “Epica” (Easypeel Italian Capsule), an acronym for the system that makes it truly unique. The innovative tabs located on the top and bottom of each Epica capsule make it easy to open the

spent capsule and separate the different materials. For the first time, thanks to this new Easypeel system, the coffee can easily be disposed of as organic waste and the capsule can be completely separated and properly sorted



for recycling. Even the box that contains the blister packs (made of recyclable aluminium) takes the environment into consideration – we chose to use FSC-certified cardboard, ensuring that the raw material is sustainably managed. These important “green” achievements, which stem from our love and respect for nature, offer another reason to savour the rich collection of Epica flavours: 100% Arabica single origin range, fine Hausbrandt blends, infusions and beverages.



100% ARABICA SINGLE ORIGIN RANGE

- ETHIOPIA SIDAMO
- KENYA AA
- SANTOS FANCY NY 2 BRASILE
- INDIA SPICY POWDER
- COSTARICA BRISAMAR
- GUATEMALA ALTHEA

HAUSBRANDT PRECIOUS BLENDS

- CAFFÈ CREMA
- DECAFFEINATED
- DECAFFEINATED CREMA
- GOURMET 100% ARABICA
- CREMA GOURMET 100% ARABICA
- ESPRESSO
- ESPRESSO SUD

INFUSIONS AND BEVERAGES

- SOLUBLE BARLEY
- GINSENG COFFEE
- INSTANT TEA WITH LEMON
- CHAMOMILE
- GREEN TEA LEAVES
- BERRY INFUSION
- CITRUS INFUSION
- MINT, LIQUORICE AND NETTLE INFUSION
- MINT INFUSION
- MILK FLAVOURED BEVERAGE
- VEGETABLE BROTH





A woman with reddish hair and glasses, wearing a white lab coat, is operating a Canon EOS Digital camera mounted on a black tripod. She is positioned on the right side of the frame, looking down at the camera. The camera is pointed towards a group of people standing on a metal staircase. The staircase has a silver metal railing and a yellow warning sign that reads "ATTENZIONE" and "TEMPERATURE ELEVATE". In the background, there are large arched windows and a model of a rocket. The scene is set in a museum or exhibition space with a high, arched wooden ceiling.

TIME
TOGETHER...



20 - 21 - 22 SEPTEMBER 2013

THANK YOU TO THE 7,000
VISITORS WHO PARTICIPATED
IN THE MOST RECENT
BREWERY OPEN WEEKEND

www.birreriaporteaperte.com

SCOPRI THERESIANER. FINO IN FONDO.

The most recent Brewery Open Weekend event was truly exciting

due to the many new features added this year and the large numbers of people that attended this wonderful three-day event devoted to Theresianer (20, 21, 22 September 2013). Once again, a spirit of collaboration brought together the many people who work at our company. An in-house team of Theresianer and Hausbrandt employees was responsible for organizing these three days of beer, taste

and culture. This year, we made it easier for visitors to enter the event by only requiring registration for guests participating in guided tours. In addition, many new features were added, including more space for the event, an exterior kiosk, and an additional shop devoted to India Pale Ale varieties, the important new beer introduced in 2013. In addition, there was a new area for promotional items and photobox,

BIRRERIA PORTE APERTE
20 - 21 - 22 Settembre 2013
NERVES DELLA BATTAGLIA (TV)

Venerdì 20 dalle 19.30

h. 21.30 On stage: **PETER ROASTBEEF & THE TRIPPERS** (Rythm&Blues)
Piatto Cena su prenotazione: Fritto misto di pesce con patatine

Sabato 21 dalle 14.00

h. 17.00 Workshop: "Scopri Theresianer fino in fondo: come riconoscere una birra in degustazione"
h. 22.00 On stage: **PAUL MAD GANG** (Rockabilly)
Piatto Cena su prenotazione: Spiedo con patatine

Domenica 22 dalle 10.00

h. 15.00 Workshop: "Scopri Theresianer fino in fondo: come riconoscere una birra in degustazione"
h. 16.00 On stage: **QUARTETTO DESUETO** (Folk and World music)
h. 16.30 Ludobus per grandi e bambini (fino alle h. 18.30)
h. 20.00 On stage: **ROAD SONG 4ET** by Lino Brotto (Swing & Jazz)
Piatto Pranzo su prenotazione: Spiedo con patatine
Piatto Cena su prenotazione: Lonza alla birra con patatine

VISITE GUIDATE ogni 20 min!

7 diverse tipologie di birra Theresianer in degustazione!

Ricco stand gastronomico!

Shop Fun

per prenotare la tua visita guidata vai su
www.birreriaporteaperte.com

La manifestazione si svolgerà anche in caso di maltempo
Prenotazione pranzi/cene/workshop
allo 0422.889230 o info@birreriaporteaperte.com entro il 20/09 h.12.00
Birra Theresianer, Via Foscarini, 52 - Nervesa della Battaglia (Treviso)



NEW IN 2013

EXTERNAL KIOSK

SECOND SHOP

LINDT ACCOMPANIMENTS

PHOTOBOX

BAND

EVENT



7.109 VISITORS
+35%
ATTENDEES

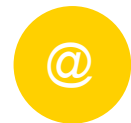
SOCIAL



+1.700
NEW FANS



+200
FOLLOWERS



+70
MENTION

Lindt

MAÎTRE CHOCOLATIER

as well as an opportunity to sample Theresianer products paired with delicious Lindt chocolate. The three days were filled with music, thanks to the performances of four bands. The event opened with the blues music of Peter Roastbeef & The Trippers, and continued with 1950s rock from Paul Mad Gang, folk rock from Quartetto Desueto and swing from Road Song Quartet. The results were amazing – last year we had 5,000 registered visitors, while this year 7,000

people attended, a 35% increase compared to 2012. The success of this year's event represents an important new achievement for Theresianer, a company that has always sought to enhance the brand's status in the region by promoting authentic beer culture. This is also apparent in the emphasis on workshops, providing an opportunity for sharing not only the taste of beer, but also the best of the art of brewing.

THE RESULTS

NO LINE AT THE ENTRANCE

RESERVATIONS FOR GUIDED TOURS FULLY BOOKED (1,584 people)

RESERVATIONS FOR DINNERS/LUNCHESES FULLY BOOKED

RESERVATIONS FOR WORKSHOPS FULLY BOOKED

POSITIVE FEEDBACK FROM HOTEL SCHOOLS

STRATEGIC EXTERNAL KIOSK

SITO



7.900
VISITS

FROM 23/08 TO 23/09

DISCOVER THERESIANER.
TO THE FULLEST.



GUIDED TOURS

MUSIC

FUN

TASTINGS



HOST 2013:
HAUSBRANDT
OFFERS A FULL
PROGRAMME OF
EVENTS FOR THE
INTERNATIONAL
HOSPITALITY
INDUSTRY



I E S T E 1 8 9 2

HAUSBRANDT

PASSION IN A COFFEE CUP.

HOST, the international exhibition of the hospitality industry, was held in Milan on 18 to 22 October 2013. In addition to being the leading market place for the sector, this event is a trend setter for the entire horeca world. For this important occasion, Hausbrandt presented a wide range of new products that included drip coffees, the perfect choice for exclusive gourmet establishments that are accustomed to pampering their customers with the best of international wine and cuisine.





A full programme of events captivated the visitors, who were able to sample imaginative combinations of Hausbrandt coffee blends with different types of milk, exemplified by the most original creations of Latteart. Of the numerous combinations available to sample, the “Cappuccino Avvolgente” was the most outstanding – this cappuccino prepared with Hausbrandt Academia blend and almond milk, which recalls the warm notes typical of Sicilian pastries, was accompanied by Panettone Hausbrandt Delice,

a cake made with orange paste according to Hausbrandt’s classic method.



Sample imaginative combinations of Hausbrandt coffee blends with different types of milk



The section devoted to pastry-making was also very well-received. The guest of honour was Iginio Massari, a master pastry-chef who delighted everyone in attendance with his art. During his presentations, he discussed the importance of pairing gourmet desserts with coffee, suggesting the ideal combinations to enhance the sensory experience of typical Italian breakfast products – coffee, cappuccino and sweets. Hausbrandt's success at the event was an important achievement that resulted from the company's ability to promote

its products, as well as the large number of visitors. In fact, this year the international exhibition attracted 133,000 professionals from 162 countries.





28 SEPTEMBER 2013

MARTINO ZANETTI AND HAUSBRANDT 1892 SPONSOR AN EXCLUSIVE EVENT: THE 115TH THERESIANISTEN- PICKNICK IN VIENNA

Hausbrandt, a company whose history has intertwined with that of art and culture on numerous occasions, will remember this past 28 September as a wonderful day. On that date, the traditional “Theresianisten-Picknick”, a ball organized by the Collegio Theresianisten (founded by Empress Maria Theresa of Austria), was held in the splendid setting of the Palais Schönburg auf der Wieden in Vienna. Hausbrandt’s participation in the event was due to the Zanetti family’s decision to sponsor the “Theresianisten-Picknick”, which supports the scholastic activities of talented students attending Collegio Theresianum.

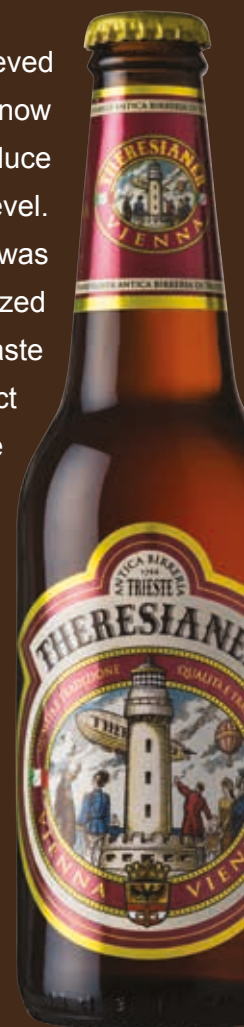
“
From
around
the
world
”



To imagine the excitement that the exclusive Viennese event inspires, it is necessary to realize that this ball is one of the most important in the city and dates back to 1880. That year, the alumni of Theresianum, along with their families and friends, decided to hold a philanthropic event that would provide an opportunity for socializing and enjoying the pleasures of the table. As it does every year, the “Theresianisten-Picknick” had a motto for 2013: “From around the world”. The objective was to bring together members of the association who live in different parts of the world and raise funds for scholarships that enable

promising, less-affluent students to attend Collegio Theresianum. The “Theresianisten-Picknick” provided another opportunity for Hausbrandt to highlight its centuries-old relationship with Central European culture. The dinner was accompanied by fine wines from Cantina Case Bianche – Tenuta Col Sandago and ended with the best Hausbrandt coffee. Of course, Theresianer also made an appearance at the event. Guests were captivated by the company's beers, particularly Vienna. This variety originated in the early 1900s amidst the streets of the Habsburg capital and is prized for its perfect balance of malt and hops. Theresianer

has always firmly believed in this variety and is now the first brewery to produce it on a European level. “Theresianisten-Picknick” was a magical event characterized by the atmosphere of taste that pervaded every aspect of the evening, from the food to the beverages, from the cultural content to the music that provided a pleasant accompaniment.





TASTE
& SAVOUR

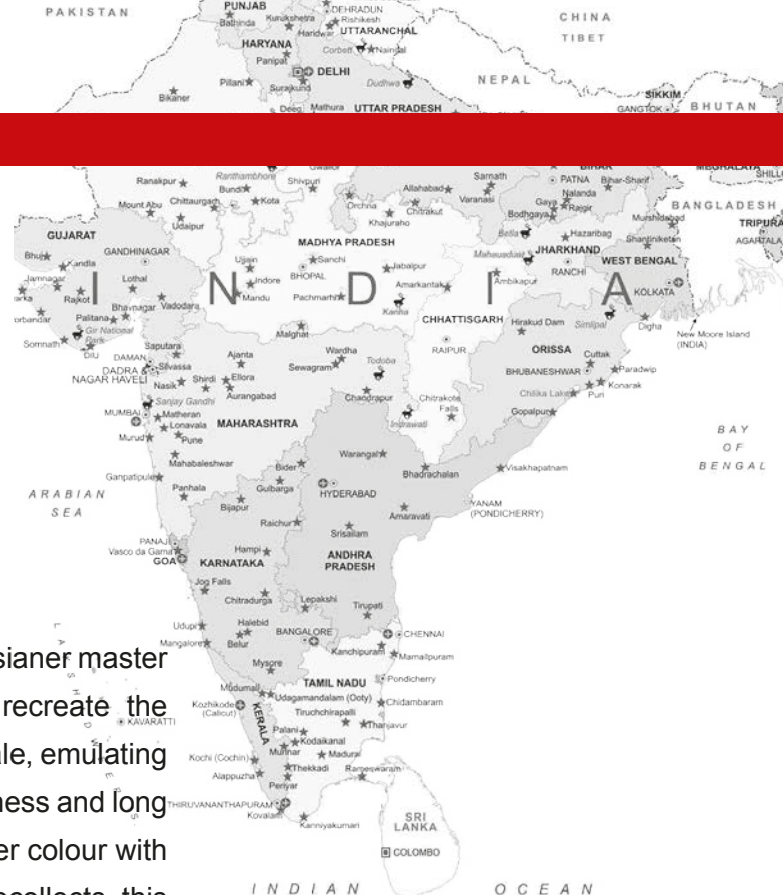
INDIA PALE ALE, THE UNTAMED TASTE OF THERESIANER

From the very first taste, this beer invites you on a long journey past the equator, setting course for India – the destination of the ships that, beginning in the seventeenth century, carried the famed ales. Since there was no refrigeration of any type on board at that time, the Pale Ale destined for India had a higher alcohol content and was made with a generous measure of hops, enabling it to better withstand long voyages. The name India Pale Ale was inspired by this history

and this beer. Theresianer master brewers sought to recreate the style of this historic ale, emulating the traditional hoppiness and long aging. Its deep amber colour with orange highlights recollects this voyage, bringing with it an intense, aromatic and spicy aroma. The beer brings surprising floral and citrus nuances to the palate, leaving a distinct bitterness that fades to reveal the balanced body. India Pale Ale is excellent paired with roast turbot and other flavourful fishes and foods. It is

also the perfect accompaniment to spicy charcuterie, duck with orange sauce and aged washed rind cheeses. It is a young beer, but one with a fine and venerable spirit.

A LONG
JOURNEY PAST
THE EQUATOR,
SETTING
COURSE FOR
INDIA.




THERESIANER INDIA PALE ALE

Taste the wild side.



*Antica Birreria
di Trieste 1766*

LA BIRRA ITALIANA
www.theresianer.com



ANTICO: A "COL FONDO" WINE THAT BRINGS THE PLEASURE OF AN ANCIENT TRADITION TO THE PALATE

Antico is more than just a word on a label. It is a wine whose name brings us back in time, to a beautiful chapter in the history of wine production. This Prosecco Col Fondo, a new addition this year from Case Bianche, evokes the authentic tradition of Conegliano Valdobbiadene. The production begins with well-ripened grapes, which produce a wine with an alcohol content that is slightly higher than average and an acidity that is a bit lower than that of classic sparkling base wines. Its unique characteristics derive from the use of secondary bottle fermentation. This technique enables the wine to remain in

a protected environment over time, as the lees slowly settle to the bottom of the bottle, giving the wine greater delicacy and complexity. Antico is easily recognizable from the very first taste – the completely natural secondary fermentation process lends the wine exceptional organoleptic characteristics that are appreciated by the most discerning and refined palates.



ANTICO

Il sapore ritrovato



CASE BIANCHE
www.casebianche.it





WEB



WWW.HAUSBRANDT.COM

NEWS
TRAINING
PRODUCTS
EVENTS
SHOP

THE ENTIRE HAUSB

THE NEW SITE IS ONLINE!

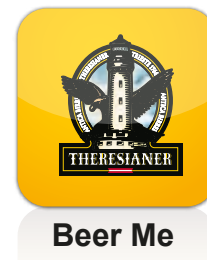
The time to discover the new Hausbrandt site has finally arrived. What's different? The website features a new look, a responsive design (making the site functional and easy to use on mobile devices and tablets) and dynamic content, which is added and kept up-to-date by the Hausbrandt team. When you enter hausbrandt.com, you will find two new sections: "Coffee & Health", which lets you discover this beverage's role not only from the perspective of taste, but also from the perspective of the health benefits it offers, and "Preparation", a useful section

that offers advice on how to make the perfect cup of coffee. Another important section is "Work with Us", which enables users to send a CV directly online and view current openings. For those who are curious and interested in trying new coffee creations, the "Inspiration" section is a must. It provides a variety of recipes that offer an alternative to the classic cup of espresso. The new site has more pleasant surprises: in addition to providing all of the Hausbrandt news (from trade shows to Christmas treats, from events to special occasions), it conveniently allows you to look

through all of the issues of Drink-In online. Designed to satisfy the many different interests of the company's audience, the new hausbrandt.com expresses the international nature of the brand, which now has a successful presence in almost every country in the world.

RANDT WORLD.





ENJOY THERESIANER AND SHARE YOUR ENJOYMENT WITH AN APP

Once again, Theresianer is seeking to surprise and entertain its fans – the history of beer meets modern technology, thanks to a new app created and designed for aficionados of the company's beers. This app, called "Beer Me", is an invitation to enjoy and share your favourite beer. How? Simply download the app (which is completely free), take photos

of your most enjoyable moments and share them on the map. Using this app, you can see where friends are drinking a Theresianer right now and perhaps even meet up with them. Also, you can have fun customizing the photos, using vintage, black and white or hipster filters. "Beer Me" promises to become the most engaging app on your iPhone or iTouch. Why

did we create an app like this? Because beer is a social drink by definition, because Theresianer wants to be an integral part of new ways of communicating and because this free, easy-to-use app can connect all of the fans of this beer, overcoming the barriers of geography and time.



TAKE A PHOTO

Photograph your most enjoyable moments and choose your favourite Theresianer.



CAMERA ROLL

Select the photo from your camera roll.



FILTERS

Use filters to make your photos even more unique.



SHARE

your photos on Facebook and tag friends.



MAP

Connect and find out where friends are drinking a Theresianer.



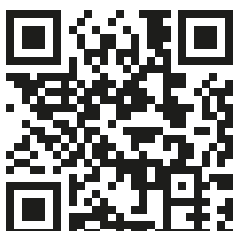
ARE YOU A THERESIANER FAN TOO?

Then don't miss the "Beer Me" app. There is a world of friends out there just waiting to drink and share!!

Photo
Filtri
Condividi
connettiti
Localizza



Photo
mappa



Available for



www.hausbrandt.com
www.theresianer.com
www.colsandago.com
www.casebianche.it



PASSION IN A COFFEE CUP.

