

DRINKIN

Experience the world of Martino Zanetti

APPUNTI DA BERE





Theo van Doesburg

Contro-composizione XIII
(Contra-Compositie XIII), 1925-26
Oil on canvas, 49,9 x 50 cm
Peggy Guggenheim Collection, Venice

EDITORIAL



President Martino Zanetti with his son Fabrizio Zanetti, CEO

Leafing through this issue of Drink In, a word keeps coming to mind – family. This extremely important value brings equally vital principles: authenticity, genuineness, respect, dialogue and sharing. Thanks to families, small businesses have become large over time, some of them exceptionally large. These families have brought to the world cultural heritage and the heritage of their products, built generation after generation.

I think of my family, of our important journey, of the beauty of “making” together, guided and motivated by the same objectives. I think of the people who are part of it and who have enabled the company to grow through their uniqueness, perceptiveness, dedication and passion. The pages of this Drink In speak of us, of our authentic history and forward-looking perspective. This is accomplished in the

best, most concrete way – through products, new ideas, the unique flavour that we continue to pursue today as in the past, the pleasure of the art that accompanies our days and the essential commitment to the very highest quality. I believe that family is a precious treasure for all of us – it is our strength, the foundation upon which both our past and future are built.

Martino Zanetti



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HAUSBRANDT !TOSTATO!





A CLOSER LOOK

DA TRIESTE HAUSBRAADT

FINALMENTE!

A CLOSER LOOK



NEW OPENING



Antico Caffè di Piazza Pola



THE ANTICA CAFFETTERIA DI PIAZZA POLA IN TREVISO IS REBORN: ART TO SAVOUR

Located in the very heart of Treviso, with doors opening onto one of the city's historic squares, this elegant establishment makes it clear that art can do so much for us. This idea is confirmed by an important feature of the café – the reproductions of the historic works produced for Hausbrandt in 1926 by Leopoldo Metlicovitz. The artist, who is considered one of the fathers of modern Italian poster art, created a series of illustrated works for

the company that are now part of the Hausbrandt Collection. The café reopened this past June, after the company decided to completely renovate it in a manner that makes art a cornerstone of its philosophy. Today, the Antica Caffetteria di Piazza Pola represents a meeting of the everyday and the extraordinary – surrounded by these important works, it is wonderful to enjoy a small everyday pleasure like sipping a coffee, a Theresianer beer,

a fine wine from Tenuta Col Sandago or sweetening the palate with a delicious pastry.

Enchanting - a perfect balance of traditional and contemporary.



THE STORY OF THE HAUSBRANDT ESPRESSO CUP THAT TRAVELLED AROUND THE WORLD

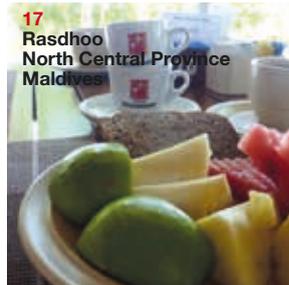
Kafè Harlekin is a beautiful Austrian café located near the magical city of Vienna. Mr. Walter Kruspel and his wife Erika have been its owners and managers for 30 years. One year ago, thinking of their long history, the two decided that the time had come to take a well-deserved break. Their desire? To travel around the world. Before leaving, however, they had a truly original idea that became the central theme of the journey – they decided to bring one of our espresso cups with them to remind them of the bond that has existed between Kafè Harlekin and Hausbrandt for the past seven years. So, by visiting the blog that they created at the start of their adventure, www.travelpod.com/travel-blog/walterk/1/tpod.html, you can see the tale of every place visited told through photos of locals holding the famous cup, in Russia, Mongolia, China, Siberia, India, the Maldives, etc. Thanks to these two devoted Austrian clients, the Hausbrandt cup travelled the world, creating an enjoyable

opportunity to interact with the locals beginning with a simple, genuine and sincere gesture – drinking a good coffee. At the end of their fascinating journey, which lasted 3 months, Walter Kruspel and his wife Erika revealed the place that was most dear to their hearts – Nepal, due to the people’s deep interior richness and spirituality, which lifts them above their great poverty. There as well, the Hausbrandt cup became a symbol of a shared smile, without borders.



11
Lukla
Bhaktapur
Nepal

16
November 12th, 2013
Uliyazhathura
Kerala
India



17
Rasdho
North Central Province
Maldives



16
Uliyazhathura
Kerala
India



13
Jaisalmer
Rajasthan
India



15
Pushkar
Rajasthan
Indien



15
Pushkar
Rajasthan
India



14
Udaipur
Rajasthan
India



01

September 6th, 2013
Mistelbach
Niederösterreich
Austria

02

September 7th, 2013
Mosca
Russia

03

September 10th, 2013
Jekaterinburg
Oblast Swerdlowsk
Russia

04

September 11th, 2013
Nowosibirsk
Oblast Nowosibirsk
Russia

05

September 13th, 2013
Irkutsk
Oblast Irkutsk
Russia

06

September 17th, 2013
Ulan Bator
Ulaanbaatar
Mongolia

06
Ulan Bator
Ulaanbaatar
Mongolia

06
Ulan Bator
Ulaanbaatar
Mongolia

07

September 20th, 2013
Peking
China

13

October 24th, 2013
Jaisalmer
Rajasthan
India

15

October 29th, 2013
Pushkar
Rajasthan
India

14

October 26th, 2013
Udaipur
Rajasthan
India

17

December 1th, 2013
Rasdho
North Central Province
Maldive

09

September 29th, 2013
Lhasa,
Xizang (Tibet)
China

11

October 4th, 2013
Bhaktapur
Nepal

12

October 19th, 2013
New Delhi
India

10

October 3th, 2013
Katunje
Central Region
Nepal

08

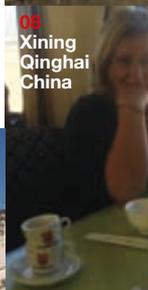
September 27th, 2013
Xining
Qinghai
China



07
Peking
China

07
Peking
China

08
Xining
Qinghai
China



12
New Delhi
India

14
Bhaktapur
Nepal

10
Katunje
Central Region
Nepal

09
Lhasa,
Xizang (Tibet)
China



HAUSBRANDT BRINGS THE VALUES THAT MAKE ITALIAN COFFEE GREAT TO EXPO 2015

For a total of 184 days, from 1 May to 31 October, we will be at Expo 2015, ready for you to taste our coffee at our space in the FEDERALIMENTARE corporate group hall. The event provides an opportunity to express, through our products, the values at the very heart of our company: Italian tradition, innovation, and research working in synergy with experience to produce the best possible result. All of this represents the history and heritage of a family that has always pursued quality, but especially today, at a point in time when the concept of quality has perhaps become over-

used and is often employed without any real meaning. For this reason, this is an extremely important event for Hausbrandt and other “Made in Italy” agri-food brands – companies built by people who invest heavily in the true quality of the raw materials, processes, packaging and final product. In this way, “Made in Italy” is presented not in an abstract manner, but rather through the history of the companies that have contributed to its success and that represent it throughout the world with their products, derived from the earth’s bounty and the dedication of people who work in harmony with the

land. We are therefore very proud to be participating in Expo 2015 with our coffee – a product created from clear company values and, as a result, recognized throughout the world.

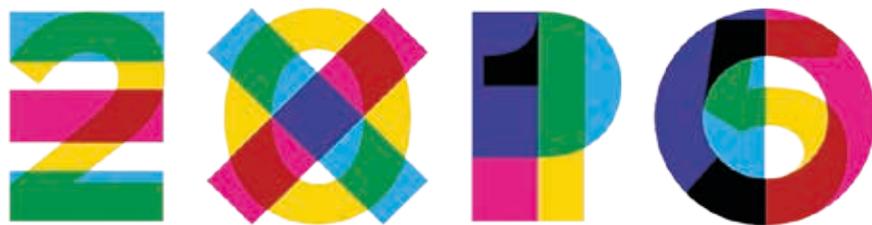
The Italian tradition, innovation and research working in synergy with experience.

www.expo2015.org





FEDERALIMENTARE
Federazione Italiana dell'Industria Alimentare



MILANO 2015



WHEN

From 1
May to 31
October
2015



PARTICIPANTS

147
countries



VISITORS

20
million

PROTECTING THE TRADITION, HISTORY AND HIGH QUALITY OF ITALIAN ESPRESSO. WITH A CONSORTIUM FOUNDED IN CONEGLIANO



President Martino Zanetti with the group of coffee roasters participating in the Consortium for the Protection of Italian Espresso

Monday 15 September was an important day for our work – on that very day, the “Consortium for the Protection of Traditional Italian Espresso” was created in Conegliano (Treviso). The idea was conceived by the “Gruppo Triveneto Torrefattori Caffè”, an association of coffee roasters that brings together 250 sector companies from throughout

Italy, including Hausbrandt. The objective is specific: the consortium was created to have Italian espresso coffee added to the List of Intangible Cultural Heritage of Humanity, which contains heritage protected by UNESCO. This project enables us to do something significant to enhance the status of our espresso – a uniquely Italian

product whose recipe involves a perfect balance of elements that include the blend, the number of grams, the grinding time and coarseness, the water temperature and finally the cup in which it is served.



Espresso pods, freeze-dried decaffeinated coffee and instant breakfasts will be available to all passengers on every flight.

Alitalia

CONTINUES TO FLY WITH HAUSBRANDT

Hausbrandt is the coffee that will be served on all of your Alitalia flights. Espresso pods, freeze-dried decaffeinated coffee and instant breakfasts will be available to all passengers on every flight. The preference shown by the

airline for Martino Zanetti's company is not new. Just last year, in the 120th Anniversary of Hausbrandt edition of Drink In, we announced the new partnership between the two brands, with Hausbrandt supplying Theresianer beer

(0.33 L beer) and the Kronen tea line. With this quintessentially Italian synergy, we wish all of our Drink In readers... a flight to savour!





TIME
TOGETHER...

6 TO 9 APRIL

WE INVITE YOU TO RELIVE TWO SPECIAL MOMENTS WITH US: VINITALY AND SOL&AGRIFOOD 2014

April was an important month for “time together”, since there were two important events in Verona: Vinitaly, with Tenuta Col Sandago and Case Bianche,

The newly-designed stands used to present our wines and beers

and Sol&AgriFood (Verona), with Theresianer. The common denominator for these events

was the newly-designed stands that were used to present our wines and beers. Specifically, Theresianer stunned visitors with a stand that faithfully recreated the brewery’s façade. The unmistakable brickwork and mosaic windows opened onto the stars of Sol&AgriFood – unfiltered beers in special 0.75 L bottles, along with beer freshly poured from the new KeyKeg® packaging, which was officially launched at the event.

An associated event led us to Caffè Rialto:

in the beautiful historic centre of Verona. The charming, historic café provided the setting for tasting artisan beer with swing music in the background.

On the same days and in the same city, Vinitaly was held – this was an event that Tenuta Col Sandago and Case Bianche could not miss. Our finest wines appeared in a newly-designed stand inspired by the visual and tactile sensations that the products themselves conjure when tasted. The colour white intertwined with warm, traditional wood, evoking deep, ancient values like authenticity, naturalness, harmony and honesty. Wildbacher, Tenuta Col Sandago’s most prized wine, was at the centre of this setting, winning over the public with its unique nature.



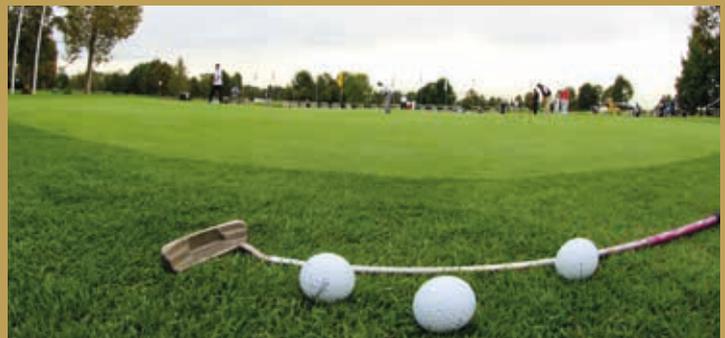


Vinitaly was also the perfect opportunity to introduce the new Case Bianche product “Antico”, a lively, joyous Prosecco “col fondo” that represents a journey into the past, a return to the traditional flavours that existed before Prosecco was “cleaned” by separating it from its lees.



2nd JUNE

THERESIANER'S DEDICATION TO RESEARCH: PROVIDING REAL SUPPORT TO THE VIALLI E MAURO FOUNDATION



On 2 June, the sports world was able to do something important for research. The 11th annual Vialli e Mauro Golf Cup was held on the green of Royal Park I Roveri in Fiano (Turin). This Pro-Am golf event to benefit cancer and Lou Gehrig's disease research was organized by the non-profit Vialli e Mauro Foundation for Research and Sports. This year, the event raised 150,000 Euros: 50,000 Euros will be used to build the second tower of the Institute for the Research and Cure of Cancer in Candiolo (Turin), while 100,000 Euros have been given to AriSLA, the Italian Research Foundation for Lou Gehrig's disease.

Theresianer was an enthusiastic sponsor of this important sports event, supporting the foundation by offering a donation and supplying the beverages in the beer stand that was set up for the golf competition.





6th JUNE

BEAUTY, QUALITY,
CULTURE – THE
FUNDAMENTALS OF
HAUSBRANDT ARE
THE FOCUS OF AN
IMPORTANT EVENT



From the right: Domenico Guzzini (President F.lli Guzzini SpA), Fabrizio Zanetti (CEO Hausbrandt Trieste 1892 SpA), Philip Rylands (Director Peggy Guggenheim Collection Venice), Martino Zanetti (President Hausbrandt Trieste 1892 SpA), Susanna Zanetti, Master Pastry Chef Iginio Massari, Nicola Fabbri (CEO Fabbri 1905 SpA), Carlo Colombo.

TIME TOGETHER...



We are on the terrace of the Peggy Guggenheim Museum in Venice, an enchanting place drenched in history and art – two elements that make it the ideal setting for discussing our “fundamentals” with the newspaper Nazionale, in the city where the 14th International Architecture Exhibition was held. “Fundamentals” is the expression that summarizes our enduring values: beauty, because we believe that goodness is also expressed through aesthetics, form and what catches the eye; quality, because it takes on true value when the good work of those who produce it meets the pleasure of those who consume it; and culture, because humans have always had a desire for knowledge to grow and to improve the world in which we live. Every day, we share all this with the partners that we have chosen and that, in turn, have chosen us specifically because of the values in which we believe. These partners include

Iginio Massari, a true icon of Italian pastry-making with whom we have collaborated for years with the shared objective of building a “culture of taste”. Another is Fratelli Guzzini, the company that produced the new coffee machine with the Hausbrandt Epica capsule system, which was designed by Carlo Colombo (one of the most successful Italian designers) and was presented on this occasion. Also Fabbri, the symbol of a business culture of excellence that since 1905 has been based on the Italian cultivation of sour cherries. And finally Ronnefeldt, a company that since 1823 has demonstrated its attention to detail, selecting single origin raw ingredients for a tea that already has a cult following. Beauty, quality and culture are the fundamental words, the essential elements that affect every aspect of our company – design and production, our tradition and research, our present and our future.



SELECTED TEA SINCE 1823

Iginio Massari

TIME TOGETHER...

The Hottest Rockin' Holiday on Earth

Summer JAMBOREE

2 TO 10

AUGUST
2014

Summer
JAMBOREE

#15

SENIGALLIA

FREE
Event

2 TO 10 AUGUST

THERESIANER: THE BEER OF THE SUMMER JAMBOREE ONCE AGAIN

The legendary America of the 40s and 50s has always held a certain fascination and still remains dear to the hearts of many. For these people, the Summer Jamboree is the most important event of its kind in Europe and the largest in the world in terms of number of participants. It is a unique opportunity to experience the period's atmosphere, reliving its different facets: music, flavours, clothing, customs and lifestyle. This was still true for the event's 15th year, which was held on 2 to 10 August in Senigallia and was attended by 300,000 people who are fans of the period or simply curious to learn more. As has been the case for many previous years, Theresianer sponsored the event this year, reaffirming a winning partnership between music and high-quality artisan products. Theresianer Lager was chosen as the official beer due to its smoothness, aroma and lightness, characteristics that complement the Summer Jamboree's carefree, lively atmosphere. This festival

held in the Marches had a contagious positive energy that brought colours, sounds and memories onto the streets of the historic centre of Senigallia, offering music performances by the most famous artists, as well as other activities including the vintage market, the multi-ethnic flavours of America at the Cajun & Tex Mex Diner, classic car parades, a dance camp, retro hairstyling, master tattoo artists from Travel Ink Tattoos and an exceptional host – the great B.B. King.





13th SEPTEMBER

MARTINO ZANETTI'S FAMILY REWARDS TALENTED YOUTH AT THE 116TH THERESIANISTEN-PICKNICK IN VIENNA

Close your eyes and imagine for a moment that you are there – in the splendid setting of the Palais Schönburg auf der Wieden in Vienna, where the traditional “Theresianisten-Picknick” was held this past 13 September. Established by Empress Maria Theresa of Austria and organized by the Collegium Theresianum, in 2014 this ball once again involved Martino Zanetti and his family, who enthusiastically renewed their commitment to support the scholastic activities of talented youth. Year after year, this event reaffirms its unique ability to create a dialogue among

music, art and education. However, the “Theresianisten-Picknick” is also an opportunity to remember the rapport that exists between Austria and the Zanetti family, which plays the dual role of ambassador of the café tradition in Austria with its brand Hausbrandt and representative of a prestigious past with its 200-year-old brand Theresianer.

This famous ball has historic origins that date back to 1880, when the alumni of Theresianum, along with their families and friends, decided to spend a few hours together for a charitable cause. Today, the aim of the “Theresianisten-

Picknick” is to collect donations so that youths who have the intellectual potential, but lack the economic means, can attend the Collegium Theresianum.

The grand event was complemented with delights for the palate once again this year – the music was accompanied by the pleasing “notes” of the best Theresianer beers and ended with enjoying a cup of the best Hausbrandt Academia coffee.

12th DECEMBER

"MISA CRIOLLA": PERFORMED FOR THE FIRST TIME IN TREVISO THANKS TO THE ARTISTIC SENSIBILITY OF THE ZANETTI FAMILY



Maestro Eduardo Egúez with "La Chimera" international orchestra

For those who have not had the pleasure of listening to it and also for those who already have, "Misa Criolla" (literally Creole Mass or Mass of the Indians) is an authentic musical masterpiece. This piece for soloists, choir and orchestra has a religious and folk nature. It was composed by Ariel Ramírez

One of the greatest works of Argentinian music.

in 1964 and still represents one of the greatest works of Argentinian music. On the heels of worldwide success, the work made its debut in Italy this year, being performed for the first time in the city of Treviso thanks to the dedication and artistic

sensibility of the Zanetti family. Held in San Nicolò Church, the concert was dedicated entirely to the culture of South America. The performance featured passages from sacred texts followed by the "Misa Criolla" by Ramírez, which was directed by master lutist Eduardo Eduardo and sung by the Friuli Venezia Giulia Choir, conducted by Maestro Dell'Oste. The Zanetti family, which personally curated the event, requested the participation of the South American master due to his regional ties with the work, thus offering an unforgettable musical evening that carried the audience to this fascinating land that is geographically distant, yet so similar in spirit.



TASTE
& SAVOUR

CHRISTMAS 2014: A BEAUTIFUL TALE OF TASTE

Hausbrandt, Theresianer, Tenuta Col Sandago and Case Bianche are coming together to celebrate Christmas with you, offering a magical combination of flavour, tradition and innovation once again. Are you already familiar with the stars of the most anticipated holiday of the year? Here is a delicious taste of what will make your table even more appealing.



It all begins with the “king” of the party: Panettone by Iginio Massari, available in the Glassato and Delice versions. Created with the finest ingredients, it is made with care, allowing just the right amount of time to rise. This dessert is a true masterpiece of the famous master pastry chef with whom we have had the pleasure of collaborating for many years. The Glassato d’Epoque version combines the goodness of Panettone with the beauty of gift packaging – under a snowy, moonlit sky, we travel a snow-covered landscape and are immersed in a wonderful holiday scene.

Along with the masterpiece by Iginio Massari, you can’t miss Hausbrandt Pandoro – fluffy, genuine and sweet, it is an authentic triumph made only with natural rising. This delicious experience is made even more enjoyable by packaging that tells the tale of a decorated village, with skating children and charming animals. The choice is a difficult one: plain Pandoro or Pandoro with chocolate chips?





Theresianer will also be toasting Christmas with you, warming the coldest season with its Birra D'Inverno. A beer with an unmistakable flavour, it combines spicy and roasty notes preceded by a nutty aroma. Birra D'Inverno features elegant packaging that announces the arrival of Christmas with white snowflakes, fir trees and a charming snowman. If you decide to heat up the party with something heartier, you can serve Bierbrand, a brandy made from a special Theresianer beer. It is also available in the "Bierbrand Gift" box, special packaging that includes two tasting glasses.

Can you imagine serving your exceptional Christmas dinner menu without the finest wine to accompany it? For the occasion, Tenuta Col Sandago wines are available in special, exquisite and sophisticated packaging and formats. First and foremost is Wildbacher – the true gem of Tenuta Col Sandago – which is also available in a magnum bottle. Inviting and authentic, the wood box fire-branded with the words "Espressioni di Wildbacher" (Expressions of Wildbacher) holds the red, rosé and grappa versions of Wildbacher. In addition, Camoi – a generous and intense wine – is offered in a Magnum bottle packaged in a fire-branded wood box. Finally, several varieties of Conegliano Valdobbiadene DOCG are available, including Extra Dry Case Bianche, Vigna del Cuc and Undici.

This Christmas offers so many stars, all designed by Hausbrandt, Theresianer, Tenuta Col Sandago and Case Bianche to make your Christmas 2014 even more delightful.





CUORE DI CAFFÈ
espresso
frozen milk cream
cacao topping



CUORE DI FRAGOLA
espresso
frozen milk cream
strawberries



CUORE MORBIDO
espresso
frozen milk cream
piece of soft cake dessert
cocoa

HAUSBRANDT CREMOSI AL LATTE: THE COMING SUMMER IS ALREADY GREAT!

Introduced for the first time at the end of August 2014, they are certain to be the hit of next summer. Hausbrandt “Cremosi al Latte” (Milk Cremosi) is a line of recipes based on a perfect blend – coffee mixed with delicious ingredients and immersed in the creaminess of Frozen Milk Cream, made without hydrogenated fats. Choosing from among the three “Cremosi” flavours of this irresistible product is truly a challenge: Cuore di Caffè (Coffee Heart) is a delicious blend of espresso, frozen milk cream and chocolate topping; Cuore di Fragola (Strawberry Heart) combines espresso, frozen milk cream and strawberries; and Cuore Morbido (Soft Heart) unites

espresso, frozen milk cream, a soft dessert and cocoa. Designed to be the summer’s most irresistible treat, the “Cremosi” express Hausbrandt quality in a delightful, refreshing product that is quickly ready to enjoy. We are certain that next summer will be extra-creamy, but even after summer has ended... who will be able to give up the pleasure of the “Cremosi”?

Coffee is mixed with delicious ingredients and immersed in the creaminess of Frozen Milk Cream





THERESIANER'S FRESHNESS IS TIMELESS THANKS TO KEYKEG®

Officially launched at the Sol&Agrifood show in April 2014, the KeyKeg® represents a new milestone in beer packaging. In contrast to traditional steel kegs, it is 100% recyclable (which eliminates the problem of returns) and enables beer to be poured without the traditional tap and CO₂. Innovative, easy-to-use and disposable, the KeyKeg® can be connected to a tap to ensure Theresianer beer maintains its organoleptic characteristics. "Timeless masterpiece", the slogan chosen for the introduction of the keg, highlights its main benefit – the ability to maintain the product's freshness and quality much longer, even after the keg has been opened.

THERESIANER
Timeless masterpiece



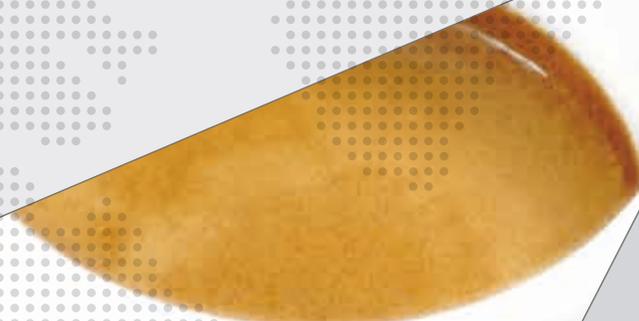


A GOOD WINE... IS RECOGNIZED

2014 certainly brought a wealth of awards for Case Bianche and Col Sandago wines. This year, both brands participated for the first time in the Decanter World Wine Awards international competition in London, obtaining a double victory with Brut Rosé Col Sandago 2013 (silver medal) and Prosecco Superiore Extra Dry D.O.C.G. 2013 Case Bianche (bronze medal). A prestigious jury of internationally recognized journalists, experts and oenologists evaluated the

15,000 participating wines from around the world. A second prize was received from the Gilbert & Gaillard guide (2015 edition), which awarded gold medals to the wines Undici Dry 2013, Vigna del Cuc Brut 2013, Extra Dry 2013 and Frizzante Antico (bottle fermented) 2013 from Tenuta Col Sandago. These are two important achievements that reward day-to-day work, a union of experience and passion, and the quality of our wines.

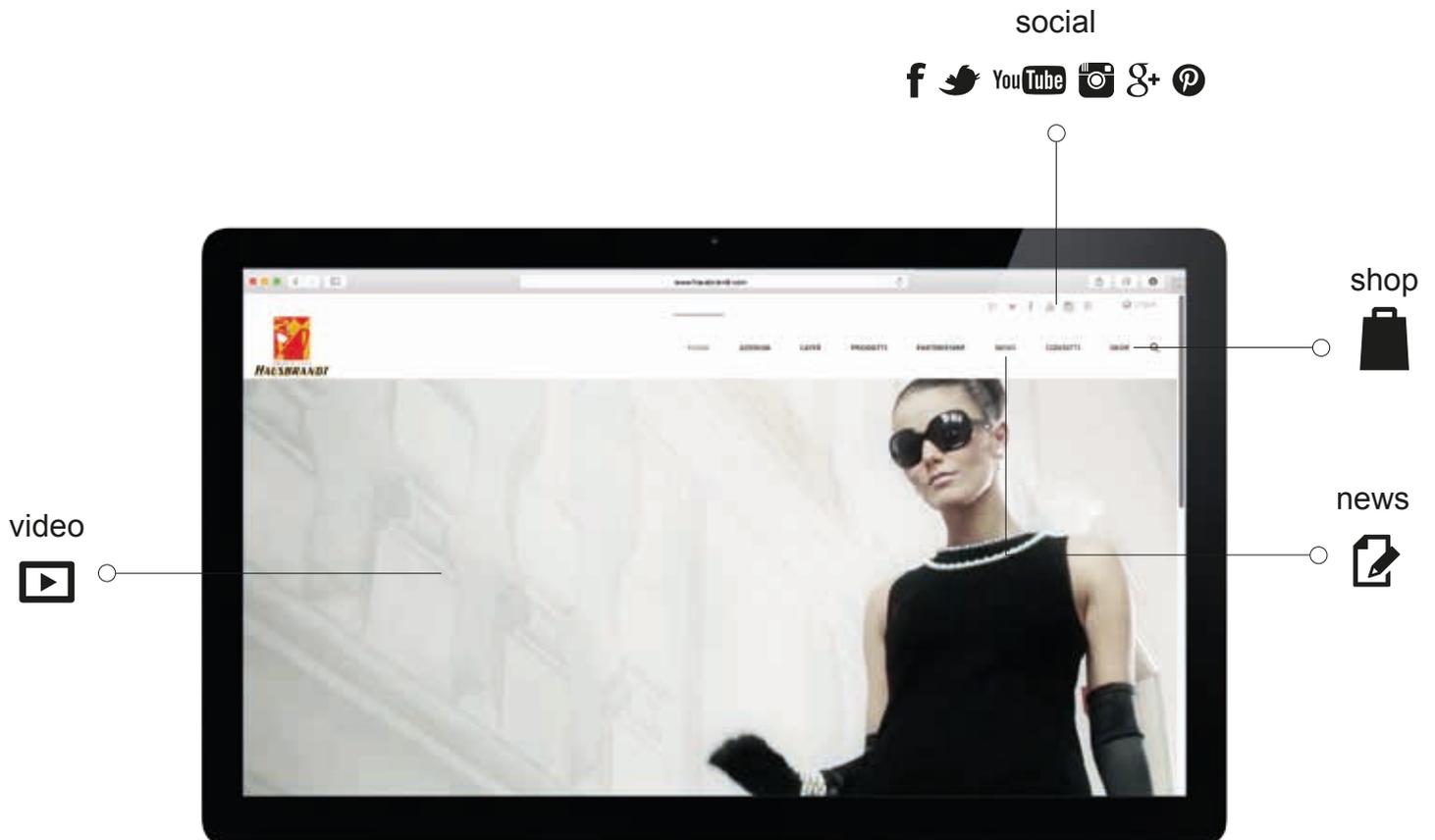




WEB



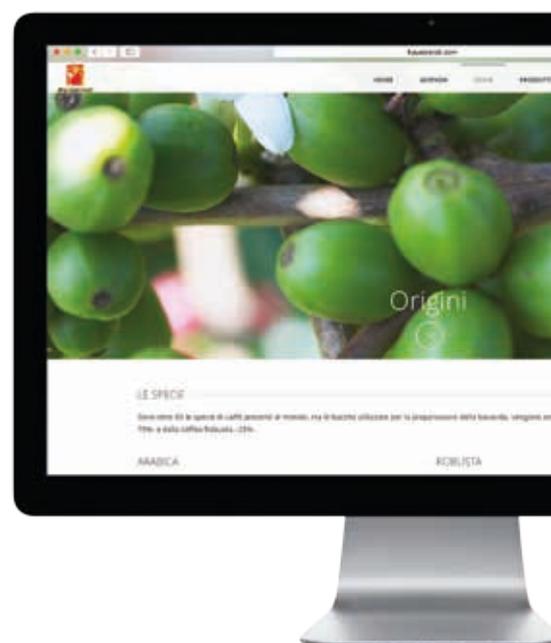
THE NEW HAUSBRANDT WEBSITE AND E-SHOP PRODUCTS: INTERACT, DISCUSS, KEEP UP-TO-DATE AND... ENJOY THE CUSTOMARY HIGH QUALITY



WWW.HAUSBRANDT.COM

In the wake of the release of the new Theresianer website this past July, Hausbrandt also made important changes to its website. Completely redesigned, www.hausbrandt.com was created with the same winning principles that guided the development of the Theresianer site: a dynamic interface, an emphasis on image and video content and a focus on sharing – combining tradition and modernity even more – both on the site and through different social networks (Facebook, Twitter, Instagram, Google+ and YouTube).

The e-shop was also improved, making it even more of “an exclusive world delivered right to your home” thanks to the payment options, which now include bank transfers, and the addition of the line of 0.33 L Theresianer beers. However, the e-shop’s strength is being able to choose, and have delivered right to your home, high-quality coffees, beers and wines that are not available through traditional retail channels. We hope to see you on the new www.hausbrandt.com, where we will also welcome you with exclusive, periodic promotions in our online shop. Happy e-shopping!



A dynamic interface and an emphasis on image and video content.

AND DELICIOUS NEW ADDITIONS TO THE E-SHOP TOO!



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



