

# TRADITION



experience the world of Martino Zanetti

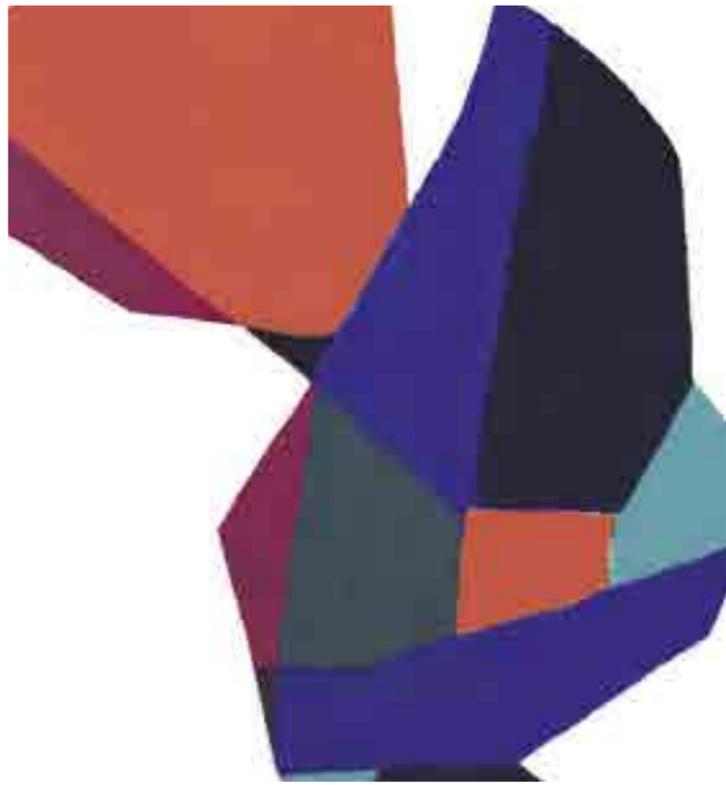
**A coffee with...**

**Col Sandago's  
new image**

**Theresianer  
Senza Glutine:  
the sensitive  
beer**

**We love  
panettone!**

**Hausbrandt and  
the environment,  
a commitment to  
wellbeing**



## Cover

### “Figura 1”

Martino Zanetti

June 2010

Acrylics on jute canvas mounted  
on wood

cm 95x120



Dear Ladies and  
Gentlemen, as if at the  
theater, I'm playing with  
you in an enjoyable,  
successful comedy, a  
comedy called Hausbrandt,  
whose origins date back to  
1892 in the then Austrian  
Empire.

A reference company in  
the sector, among the  
first in Italy in terms of  
image, quality and success,  
Hausbrandt is now in  
the hands of the new  
generation, all together  
with my son Fabrizio in  
an extremely positive  
continuation.

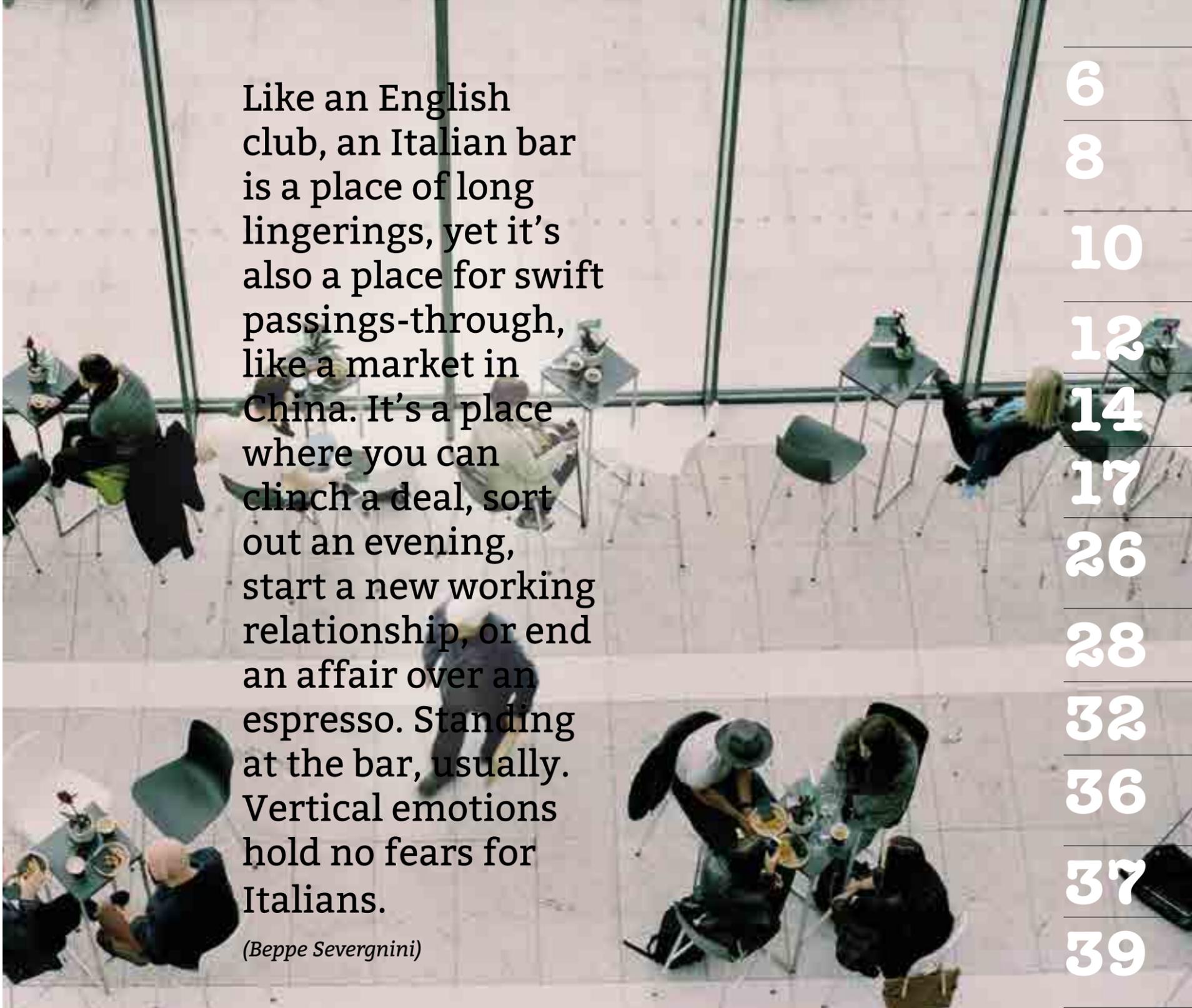
In my journey with you  
I would like to share my  
long-time side activity,  
painting, trying to convey  
the joyous satisfaction of  
creativity. As always, thank  
you for the openness with  
which you have understood  
and followed me. This, I'm  
sure, has certainly led us  
to success.

With gratitude,



## TRADITION

is our new house organ.  
Narrating what we do ...  
revealing what we are.



Like an English club, an Italian bar is a place of long lingerings, yet it's also a place for swift passings-through, like a market in China. It's a place where you can clinch a deal, sort out an evening, start a new working relationship, or end an affair over an espresso. Standing at the bar, usually. Vertical emotions hold no fears for Italians.

*(Beppe Severgnini)*

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# A COFFEE *with...*

*"My name is  
**MARTINO ZANETTI**  
commonly known as entrepreneur,  
and painter"*

The first chapter of the video project "A coffee with..." starts with an intimately public portrait of Martino Zanetti. The aim of the initiative is to narrate important figures inextricably linked to Hausbrandt's world through short video monographs focusing on their life and work and featuring a place specifically chosen by them.

**M**artino Zanetti is introduced by the fascinating call of the landscape of San Dagoberto's hill, in the Treviso province, where he ponders over his experience as entrepreneur and painter. Starting from the arts that inspire him, painting and music, Martino Zanetti tells the tale of his creativity and of the passion he has always infused in his activities, his *joie de vivre*.



The protagonist is the man and the persona, with his values and his disposition, and at the end of the video his image is explicitly reflected in the cup which symbolizes Hausbrandt, suggesting the strong correspondence between the qualities of the entrepreneur and artist and those of the company.

The next protagonists of the video-portraits made by Illuminafilm will be the Master of Master Pastry Chefs Iginio Massari, the bartender and flair world champion Bruno Vanzan, and the Director of Zuecca Projects'

cultural initiatives, Alessandro Possati. Interviews will be made public through the Youtube channel and will be available on the website in the section "A coffee with..."

These extraordinary tales of work, dedication, continuous search for improvement and passion for culture convey the constant focus on a high-quality offer which has brought forth the meeting and the collaboration with Hausbrandt, starting from Martino Zanetti who has been representing these values since the foundation of the company.

# ART CUPS WITH HAUSBRANDT COFFEE ART BY MARTINO ZANETTI - FIGURA 1

The passion for art envelops the pleasure of espresso: Hausbrandt Coffee Art by Martino Zanetti gives shape to this refined understanding: a new range of cups created to enrich the coffee break ritual with an original, vibrant touch of creativity.

The geometric pattern of the collection recalls the homonymous painting, where Martino Zanetti confirms the passionate search into nuances which has become one of his artistic signatures. The artwork was created in June 2010 as acrylic paint on jute bag canvas, mounted on wood and measuring 95x120 cm. With its intense colors, it is the perfect inspiration to decorate with personality all the articles of the line.

Hausbrandt Coffee Art by Martino Zanetti will debut in the Sigep 2019 exhibition space and will be available after the trade show, through the sales network for coffeehouse professionals, and through the online shop for enthusiasts and collectors. This is the first edition of a series of porcelains which will be produced at the beginning of each year, in time for Sigep.



**“Figura 1”**  
Martino Zanetti  
June 2010  
Acrylics on jute canvas mounted  
on wood  
cm 95x120



**THESE PRODUCTS ARE MANUFACTURED IN SOPHISTICATED WHITE PORCELAIN WITH FIRED UNDERGLAZE DECORATIONS.**

The espresso cup has a slightly tapered shape and is of medium height to collect all the olfactory notes which gently accompany the sensory perception

Its edge is 3 mm thick to make the contact particularly pleasant.

**The cups** are designed to serve a perfect espresso (25-30 ml) thanks to their capacity and unique shape, enhancing the crema which is at the correct height from the edge of the cup.

**The cappuccino cup**, with a capacity of 180 ml, has an elliptic bottom which ensures a proper mixing of milk and espresso, while the edge is slightly thin, for a pleasant contact.

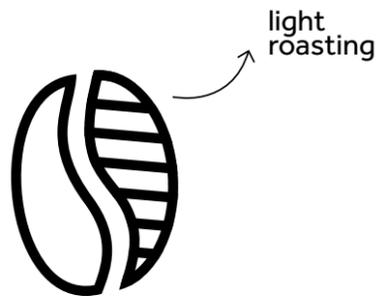
# THE EVOCATIVE COLD MEETING

An exquisite opportunity to taste coffee in a new way, confirmed also by current international trends, is offered by coffee-based ready-to-drink beverages.

In the last year, it is with this strong conviction that Hausbrandt has carried out an in-depth, passionate research on cold extraction methods which today constitute the basis of Cold Brew Coffee.

This cold drink, born from the renowned 100% arabica Ethiopia Sidamo single-origin, debuted this summer and will continue to offer its freshness and balance in the next years as well, during the hottest months and beyond, becoming the main component in the creation of new alcoholic and non-alcoholic cocktails.

A coffee-based drink, but more importantly a high-quality product, Cold Brew Coffee immediately met the style and likeability of Bruno Vanzan, who has long been collaborating with Hausbrandt.

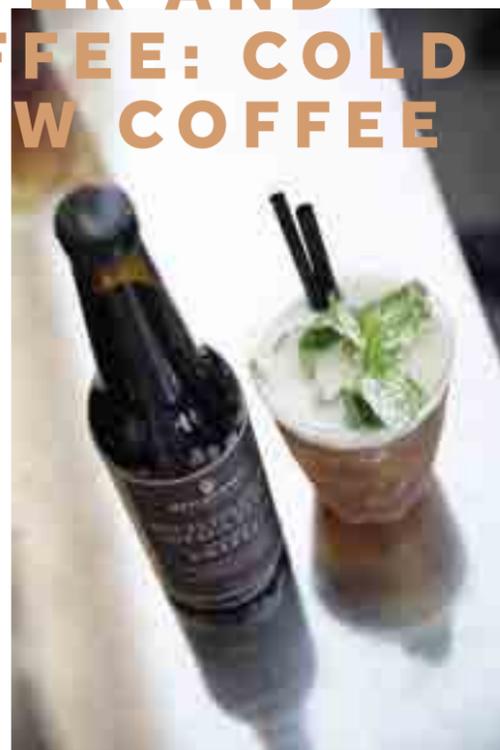


rough grinding



light roasting

# BETWEEN WATER AND COFFEE: COLD BREW COFFEE



cold water



# THE BARTENDER AND FLAIR WORLD CHAMPION WAS THE PROTAGONIST OF THE "COLD BREW MIXOLOGY EVENT"

, organized in the month of June in Venice, at the historical Bar Gelateria Al Todaro, to introduce Cold Brew Coffee, which was served pure or as an ingredient of an alcoholic cocktail (Brew Julep) made on the spot by Bruno Vanzan using flair bartending techniques.

The event welcomed invited guests: customers and coffee enthusiasts were accompanied in the discovery of Cold Brew coffee through a tasting full of suggestions, thanks to Vanzan's expertise and the characteristics of a drink born from the cold meeting between water and coffee.

Roasted, made and bottled in Italy, Cold Brew Coffee consolidated its position as an amazing novelty destined to create other moments to become passionate about the aromas of a timeless and seasonless products such as coffee.



# BREW JULEP

Alc. 24% Vol.

### INGREDIENTS

- 1 tea spoon granulated cane sugar
- 20ml (3/4 oz) Cold Brew
- 60ml (2 oz) Bourbon Whiskey
- Mint

### GLASS

- 400ml ( 14 oz )
- Julep cup

### METHOD

Bild

### HOW TO PREPARE

Pour the cold brew Hausbrandt into a siphon and charge it with two gas cartridges. Pour the cold brew Hausbrandt and the sugar into the julep cup; stir until the sugar dissolves. Pour the Bourbon Whisky and then add ice.

Stir. Garnish with a sprig of mint and serve.



DISCOVER ALL THE OTHER RECIPES ON THE COLD BREW RECIPE BOOK!

code 936CB1

# COL SANDAGO'S NEW IMAGE



Col Sandago changes its image and does so under the banner of Martino Zanetti's **colors** and **creativity**.

Entrepreneur and painter, over time he has made Col Sandago an excellence. Today, he is responsible for the thorough restyling of the wines of the winery. Contemplating them as artworks, he redesigned their profile, down to every detail, allowing them to express their unique identity.

The new bottle draws its inspiration from "Prospettiva 1" ("Perspective 1"). Created in 1996 and measuring 125x100 cm, this work charms the viewer with the geometry of its shapes and the vision of its colors, until

revealing the sense of perspective. These patterns in the painting trace the relief design of the new bottle, complemented by the exclusive touch offered by the signature engraved on the lower front part.

The result of this precious reinterpretation of Col Sandago's style is a new perspective for the company and for the different wines born from the vineyards surrounding it, in the heart of the D.O.C.G. of the Prosecco Superiore Conegliano Valdobbiadene. A renewal starting from the bottles of the different interpretations of the most representative wine variety of the area, the Glera, that is, from the D.O.C.G. sparkling wines.

Together with the new image, another element enriches Col Sandago's proposal: a new studded bottle has become part of the collection of the winery, enveloping the bright yellow of the Extra Dry Cuvée sparkling wine with the transparent elegance of a Swarovski.

In 2019, Col Sandago will be at Vinitaly, in Verona, from 7th to 10th April, an international showcase ideal for the wine lovers who want to discover in person the new vision of the winery.



GLUTEN  
FREE

# Theresianer Senza Glutine: the sensitive beer

A beer specifically formulated for celiacs: at Sol&Agrifood 2018 in Verona, the international showcase of agri-food excellence which takes place at the same time as Vinitaly, Theresianer debuted its new beer dedicated to consumers who are intolerant or allergic to gluten.

The unfiltered, gluten-free Premium Lager is available in the 0.33 l version, paying homage to the balanced pleasantness and roundness of the classic Lager.

Thanks to the skills of Theresianer's brew masters, its production process reduces the content of the gluten protein without sacrificing the intensity and freshness of hops: the result is a light, perfumed beer, where the notes of the yeasts that are necessary for a perfect fermentation are imperceptible.

The new gluten-free beer dons a label without internal border, highlighting the front drawing, and the traditional Theresianer collar with a more essential image than the rest of the range, all of this in a natural paper for a pleasantly genuine visual effect.

Theresianer senza glutine meets the needs of an ever-growing market, the gluten-free one, as well as those of an audience spanning from celiacs to people with different forms of gluten intolerance, in addition to all those who have a health-conscious approach and are therefore interested in these products.

Today, the new unfiltered, gluten-free Lager is ready to be enjoyed by connoisseurs and enthusiasts.



At Sol&Agrifood 2018 in Verona, the international showcase of agri-food excellence which takes place at the same time as Vinitaly, Theresianer debuted its new beer dedicated to consumers who are intolerant or allergic to gluten.



# Christmas



*Christmas  
family  
friends  
cheerful nights  
the fireplace*



...

and the fantastic  
**Hausbrandt**  
**Theresianer**  
**Col Sandago**  
products



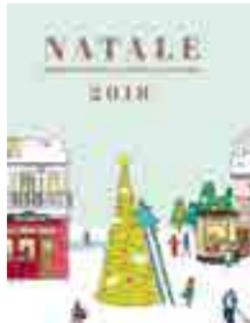
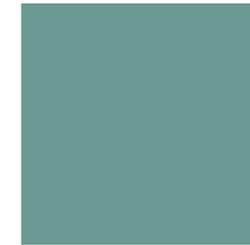
New this year is the **Theresianer Advent Calendar**. But the Hausbrandt panettoni by Iginio Massari and the traditional Theresianer Winter Beer also left their mark

# The sweet charm of a timeless story

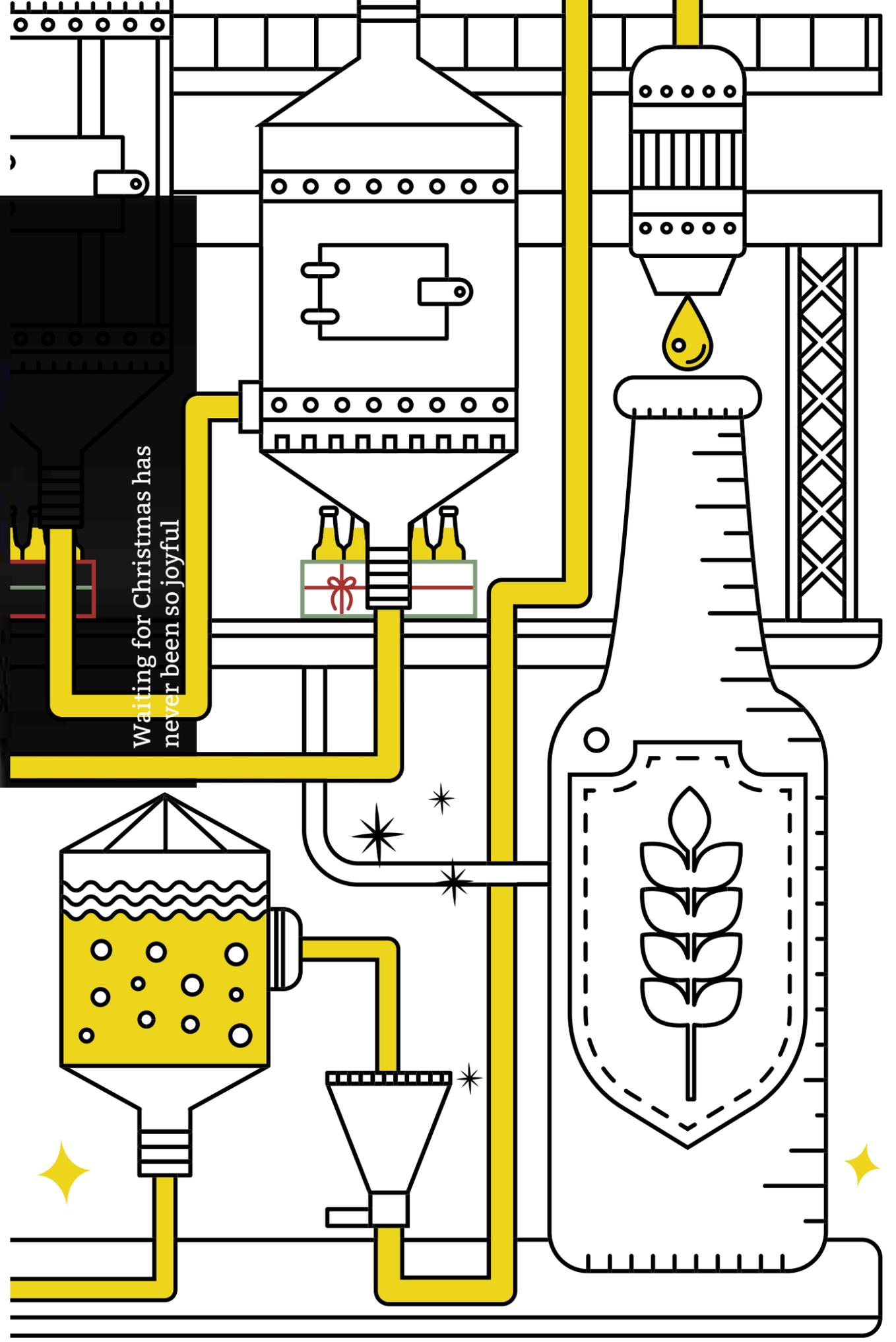
Tradition and originality were harmoniously balanced this Christmas – a festivity rich of nuances for the entire Hausbrandt world.



# shooting



# INNOVATION AND TRADITION IN CHRISTMAS HARMONY



Waiting for Christmas has never been so joyful

## New this year was **Theresianer's Advent Calendar**

A Christmas which was able to harmoniously combine tradition and originality: a holiday rich of nuances for the entire Hausbrandt world.

New this year was Theresianer's Advent Calendar, whose uniqueness surprised everybody. Its packaging, through an imaginative artwork, narrated the beer industry, while day after day the windows with the

dates made the countdown to the night of the 24th December. This game, full of emotion and anticipation, was an opportunity to taste the entire Theresianer beer range in the 0.33 l size and to discover the curious gadgets which accompanied it, to pleasantly and cheerfully savor the coming of Christmas.



**Christmas  
2018**

the Hausbrandt  
Christmas mood  
board. Taste,  
tradition, but  
also design.

# Christmas



Iginio Massari  
starring on Sky's  
**The Sweetman Celebrities,**  
Sky Uno (2018)

**In 2018, for  
the feast of  
the feasts, we  
renewed our  
collaboration  
with Iginio  
Massari, Master  
of Master Pastry  
Chefs, for the  
precious recipes  
of the Christmas  
cakes:**

Panettone al cioccolato bianco e caffè, Panettone Glassato and Panettone Specialità Delice, together with Pandoro Classico. This year, these delicacies were accompanied and inextricably bound to the expectations and the suggestions of this festivity by a tale of cheerfulness and anticipation: the illustrated story of the last day before Christmas, in a harmonious landscape, with the surprises, the values, the traditions and the unique atmosphere surrounding this holiday.



Panettone al cioccolato  
bianco e caffè



Panettone Glassato



Panettone Specialità Delice



Pandoro Classico

**2018**

# LIMITED EDITION

# EDITION



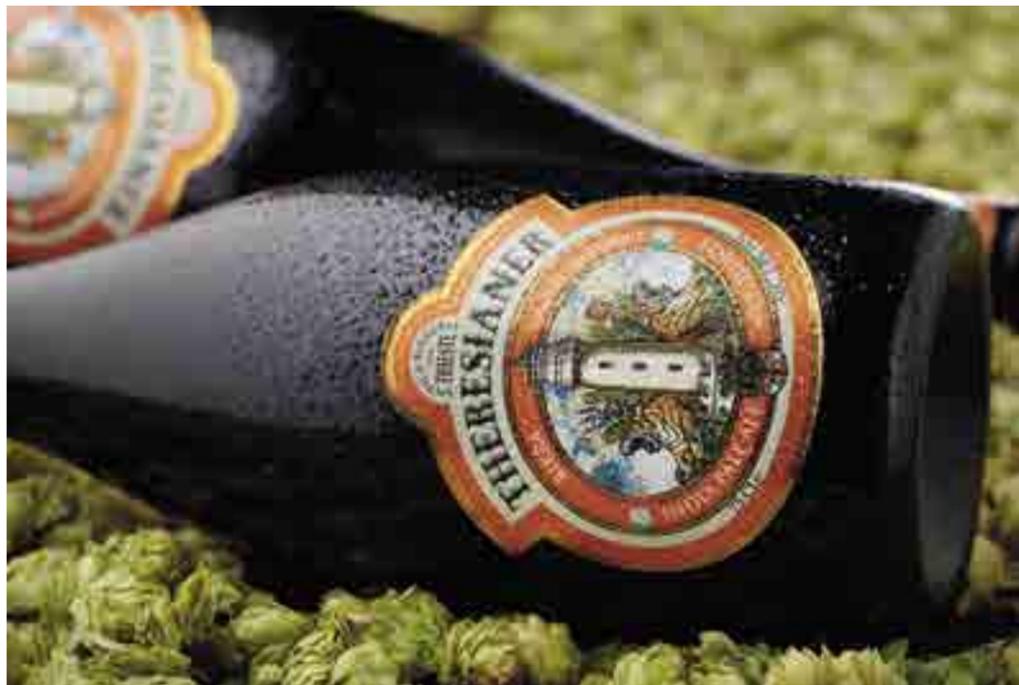
Under the moonlight,  
the sinuous profile of the  
winter landscape finally  
appears...



With the coming of the cold season, which allows to appreciate intense flavors, we also thought of beer lovers, taking back the focus to the intense, enveloping aromas of Winter Beer, Theresianer's limited edition seasonal beer, much sought after by all beer enthusiasts.

**Top-fermented seasonal special beer.  
Unfiltered.**

ALCOHOL CONTENT: 9%  
DEGREES PLATO: 18.5  
TYPE OF YEAST: *Saccharomyces Cerevisiae*  
TYPE OF FERMENTATION: "top"  
ORIGIN OF THE BARLEY: Bavaria  
BITTER SUBSTANCES MG/L: 26  
AGING: 3 months  
COLOUR: Deep amber with tawny reflections  
AROMA: Well-structured  
TASTE: Full and enveloping, with hints of liquorice and nuts, and notes of bitter cocoa  
SERVING TEMPERATURE: 10-12° C



17<sup>TH</sup> / 20<sup>TH</sup>  
FEBRUARY  
2018



## Theresianer's comeback in grand style

An authoritative exhibition stand, enhanced by the fierceness and the communicative strength of the stylized tiger which symbolizes India Pale Ale. Theresianer's full beer range. Exclusive pairings between beers and food at the "Italian Cuisine Championships" organized by the Italian Federation of Chefs. The collaboration with Castalimenti at **Food Attraction Lab. From 17th to 20th February 2018**, after some years of absence from the event, Theresianer returned to the Rimini Exhibition Center for Beer Attraction as one of the stars of the main Italian trade show for beer professionals and enthusiasts.

For this festival, Theresianer opted for a prestigious exhibition area where buyers and visitors were welcomed by IPA's new orange palette. A true invitation to savor this strong beer, born in the 17th century on the ships traveling towards India and obtained today thanks to intense hops and a lengthy aging, which allow its balanced bitterness to release citrusy and floral aromas.

India Pale Ale, Premium Pils, Premium Lager, Bock and Strong Ale in draught form, together with the full collections of bottles, in the 0.75 (unfiltered) and 0.33 versions. These were the products available for tasting in our stand, allowing visitors to get to know all the facets of this universe of quality, born from the skill of the best Theresianer brew masters.

During these four days, the Theresianer line was the star and sponsor of the "Italian Cuisine Championships", in collaboration with the Italian Federation of Chefs, which took place at the Italian Taste temporary restaurant. The competing teams created a menu composed of three courses paired with three different Theresianer beers: a precious experience allowing to suggest how to taste Theresianer specialties with the foods that enhance them the most.

At Food Attraction Lab, an area dedicated to new ideas for the Horeca sector, the Cast Alimenti chefs experimented original pairings with Theresianer beers, starting from the ones with cheese.

Another important brand was also present at Beer Attraction: Hausbrandt, ambassador of quality and official coffee, delighted visitors in the lounge area of the space of the Italian Federation of Chefs.



29<sup>TH</sup>  
AUGUST  
8<sup>TH</sup>  
SEPTEMBER  
2018



# At #Venezia75 for a coffee break among the stars



From 29th August to 8th September, the 75th edition of the Venice International Film Festival attracted to the Lido a wide audience of artists, celebrities, film critics and cinema enthusiasts, immersing them in the timeless charm of the Venetian lagoon.

As every year, the Film Festival was a high-visibility event which allowed to introduce and discover the best and most interesting silver screen productions. This year, in this stunning setting, many stars were able to find a moment of rest with a pleasant coffee break, enjoying

cold brew and other excellent products offered by Hausbrandt.

Actors and actresses, directors and journalists were hosted in the exceptional "Cinema Lounge", in the Grande Albergo Ausonia & Hungaria.

Between interviews, meetings, and photoshoots, every break during the festival became an opportunity for tasting and discovery, which many actors and directors took advantage of.

Day after day, the Hausbrandt space greeted, among others, actress **Vanessa Redgrave**,



actors **Gianmarco Tognazzi** and **Willem Dafoe**, winner of the Coppa Volpi for Best Actor, and directors **Spike Lee**, **Carlo Verdone**, **Matteo Garrone** and **Mario Martone**.

For Hausbrandt, the Venice Film Festival was also an important opportunity to renew its support to Italian cinema excellences by sponsoring “La Valigetta”, a short film by Luca Cesa, a young Italian actor who has starred in Taviani brothers’ “Rainbow: A Private Affair”.

With its presence in Venice, the company belonging to the Zanetti family confirmed its support to cultural and intellectual activities, which Hausbrandt sees as an integral part of the entrepreneurial activity.



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1<sup>ST</sup> / 4<sup>TH</sup>  
NOVEMBER  
2018

# The Hausbrandt aroma was “Official Coffee” at the Tiramisù World Cup

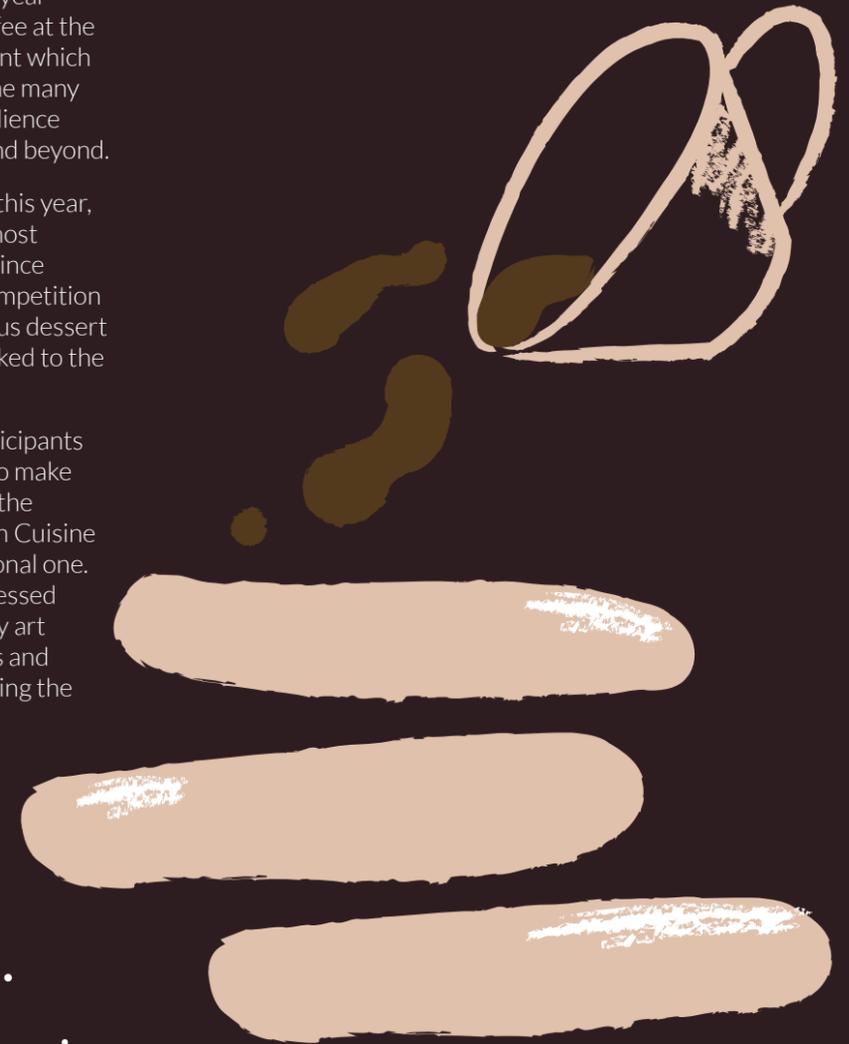


*There cannot be any  
Tiramisu without coffee*

Four days dedicated to one of the most beloved desserts: this year Hausbrandt was official coffee at the Tiramisù World Cup, an event which attracted the attention of the many enthusiasts, with a wide audience coming from all over Italy and beyond.

From 1st to 4th November this year, the city of Treviso and the most suggestive places in its province hosted this international competition dedicated to the most famous dessert in the world, inextricably linked to the world of coffee.

The over one thousand participants put themselves to the test to make the best tiramisù, following the recipe certified by the Italian Cuisine Academy or their own personal one. The desserts were then assessed by a jury composed of pastry art professionals, food bloggers and Gourmet Judges, representing the audience..



Between creativity and tradition, the Tiramisu World Cup featured the Hausbrandt 100% Arabica blend as one of the ingredients, because there cannot be any tiramisù without coffee. Together with mascarpone cheese, sugar and ladyfingers, the protagonist of the event was the can of Moka pot ground coffee, marked by the “Official Coffee” sticker. With its light body, Hausbrandt coffee was able to offer its sweet and enveloping aroma to the competing desserts.

# Tiramisù



Difficulty  
**low**



Preparation time  
**40 min**



Servings  
**8**

## INGREDIENTS |

300 g **ladyfingers**  
100 g **sugar**  
3 **eggs**  
250 ml **Hausbrandt coffee for moka pot**  
500 g **mascarpone cheese**  
unsweetened **cocoa** powder, to taste

## HOW TO MAKE

Make the coffee. Once ready, add a tablespoon of sugar and let cool in a small bowl.

Separate egg whites from yolks and beat the latter well together with 3 tablespoons of sugar, putting aside the egg whites.

Add the mascarpone to the beaten egg yolks, mixing from the bottom up to prevent deflating. Take care to use eggs and mascarpone at room temperature.

Now, beat the egg whites until stiff and add them to the mascarpone cream you have just prepared, always gently stirring from the bottom up. To make it easier, add a pinch of salt to the egg whites.

Make the tiramisù in a baking dish or in a glass, alternating layers of mascarpone cream and coffee soaked Pavesini or Ladyfingers.

Cover the baking dish with aluminum foil and let rest in the fridge for some hours before serving.

Before serving, dust the tiramisù with sifted unsweetened cocoa powder.

10<sup>TH</sup>  
NOVEMBER  
2018

**TEDx**

## feeds the mind in Treviso with Hausbrandt's support



TEDx Treviso brought to the Cassamarca Foundation auditorium, in the Appiani Area, a program of thirteen significant talks. Following the original format conceived in 1984 in the Silicon Valley, the contributions had a limited time allotted and were inspired by the theme chosen for the conference, Psyche&Techne.

Speakers coming from different fields and experiences, from Eataly's President Oscar Farinetti to the former volleyball player Chiara Biasi, gave talks focusing on the web revolution, artificial intelligence, medical research and the urgent need to find a balance between progress and sustainability.

Hausbrandt ha partecipato con grande entusiasmo a TEDx Treviso anche in tre momenti collaterali che hanno visto protagoniste le eccellenze dell'azienda. Nella serata di gala del venerdì sera, Hausbrandt took part in TEDx Treviso with great enthusiasm, including in three

An event dedicated to the spreading of valuable ideas, TEDx was welcomed in Treviso for its second edition in town on Saturday 10th November, and Hausbrandt made sure to support it as a partner.

side events where the company's high-quality products were on center stage. On Friday night, during the gala evening at the "Alberini" Hotel School in Lancenigo di Villorba, Theresianer's cask ale was the perfect pairing for a street food-themed dinner. On the following day, Saturday, the breaks between talks were marked by Hausbrandt epica capsule coffee tastings.

**For the final toast, other Theresianer beers and Col Sandago sparkling wines, to wrap up an event that "fed" the mind, together with values such as quality and beauty.**

**WE LOVE  
PANETTONE!**

Hausbrandt and panettone, a reciprocated passion! This encounter, always giving life to amazing moments, marked three extraordinary events which touched the cities of Brescia and Milan this fall.





**7<sup>TH</sup>  
OCTOBER  
2018**

**24<sup>TH</sup>/25<sup>TH</sup>  
NOVEMBER  
2018**

**8<sup>TH</sup>/9<sup>TH</sup>  
DECEMBER  
2018**

The best Italian pastry-makers met at Villa Fenaroli (Brescia) for the third edition of "Panettone according to Caracciolo", an event celebrating this traditional Italian cake. Open to 400 guests, the tasting was structured around two categories, Traditional Panettone and Chocolate Panettone, assessed by an expert jury led by Iginio Massari, the Master of Master Pastry Chefs. The competition was accompanied by the fine Hausbrandt blends, served during coffee breaks and at the final gala dinner.

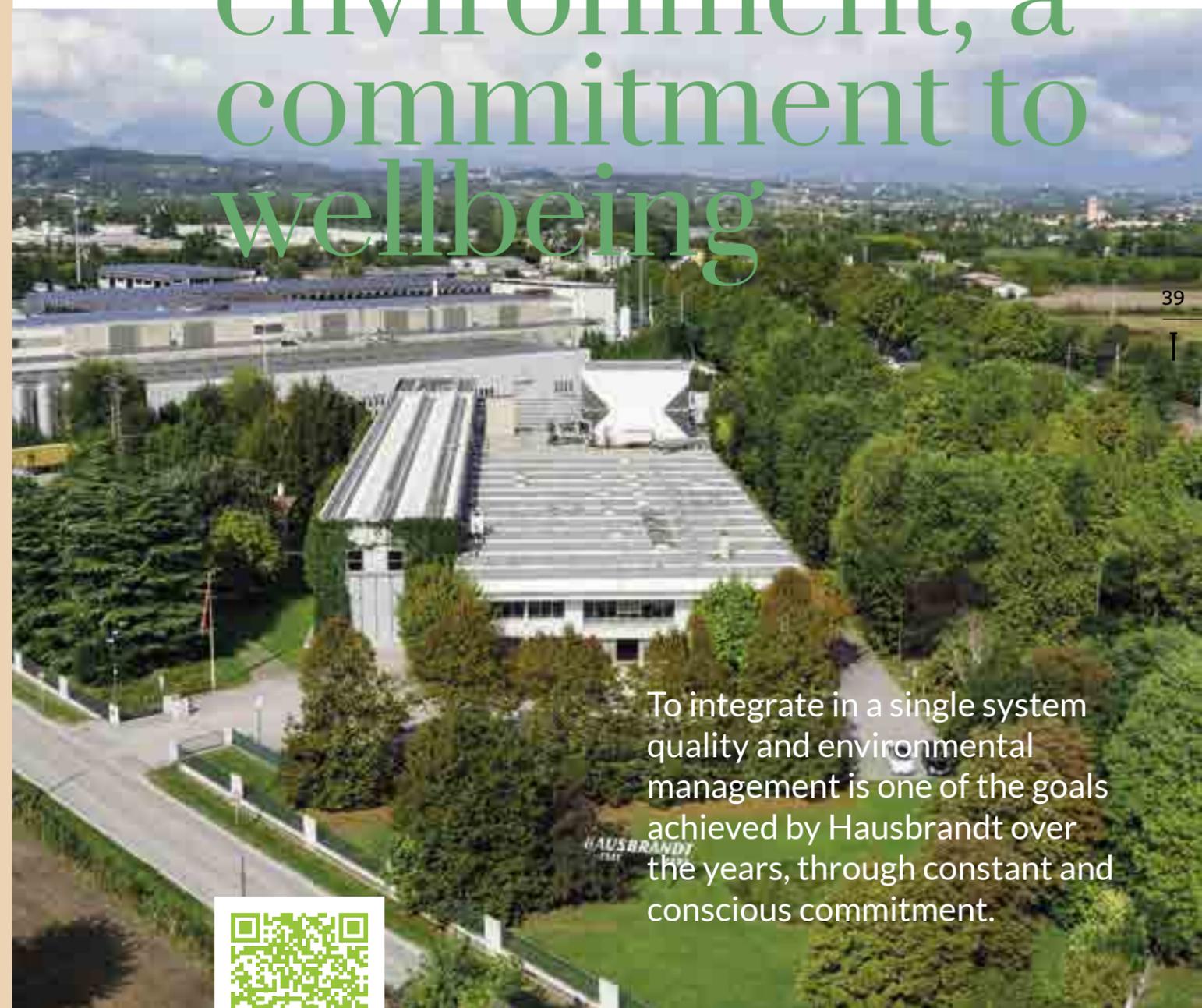
The great Italian pastry art of handmade panettone was then celebrated on 24th and 25th November with "The Panettone Masters", set against the backdrop of the Cavallerize building, at the Museum of Science and Technology in Milan. Two days of meetings, tastings, masterclasses and educational workshops for children, with the participation of the 26 Italian pastry chefs from all over the country who have proven themselves to be the best in the making of the Christmas cake par excellence, with over 100 starred recipes created in artisanal pastry-making laboratories using sourdough. The official coffee of the event, which was sponsored by Hausbrandt, was the exclusive Gourmet Columbus blend, the cherry on top of this extraordinary moment dedicated to the masterpieces of Italian pastry-making.

On 8th and 9th December, at the heart of Milan, Palazzo dei Giureconsulti hosted "The Panettone Artists", a challenge crowning the winner of the competition "The Best Panettone in Italy", chosen by the jury led by Iginio Massari. The two-day event, enriched by round tables, tastings, masterclasses, talks and live cooking focused on the traditional cake of the city, featured the most important figures of high-quality Italian pastry-making. Partner of the event, Hausbrandt accompanied the different moments with the Gourmet 100% Arabica blend, which was the star of the tasting of Salvatore de Riso's Panettone Sottobosco, as well as the protagonist of the rendezvous with Cast Alimenti and the traditional panettone. During the whole two-day event, the blend was also available in the VIP lounge, a space dedicated to relax, where guests could enjoy an "artist's" espresso.

**These events showed the perfect harmony between Hausbrandt and panettone, a partnership leading to the heart of Italian pastry art.**



# Hausbrandt and the environment, a commitment to wellbeing



To integrate in a single system quality and environmental management is one of the goals achieved by Hausbrandt over the years, through constant and conscious commitment.



To learn more visit our website

The first step was to acquire infrastructures, systems and equipment which promote the health and safety of all the people interacting with Hausbrandt: collaborators, customers and the community.

In this respect, our new logistic hub, designed in such a way as to turn these principles into reality, plays an essential role. Its rooftop is completely covered by 634 photovoltaic panels: placed on a surface of over 1.000 sqm, these panels have a production capacity of 199 KW and are able to fulfill the energy needs of the new complex, while high-efficiency plants and a LED lighting network with automatic dimming allow us to optimize energy consumption.

Our new logistic hub in Nervesa della Battaglia can also count on the green areas covering 20% of its total surface: the property already boasts 90 tall trees, and another 80 are being planted.

Attention to the working environment and its sustainability also involves the processing cycle: thanks to careful waste management, today Hausbrandt produces waste that is 99%

recyclable, or safely disposable. Other projects to improve this result are being studied, such as the recovery of silver skins as a byproduct and the compaction of mixed packaging.

Through all the above measures, Hausbrandt has implemented its own Integrated Quality and Environmental Management System, which will be constantly improved to support the development and the wellbeing of individuals and the environment.

Green areas cover fifth of our property.



