

TRADITION



experience the world of Martino Zanetti

Midsummer Night Colours

in Verona: an exhibition event celebrating color

New Hausbrandt image:

tradition and modernity

Sustainability

towards a new way of doing business

Nature Col Sandago

an award-winning Prosecco

Twenty years of Theresianer



C o w e r

“Splash 3”

Martino Zanetti

June 2010

Acrylics on jute canvas
mounted on wood

cm 85x85



The power of images, made of signs and colors, has always had a magnetic appeal for me, and it has accompanied, step by step, my life and the life of the Group.

This year, it was the change of our image which started the ball rolling for a season full of significant meetings and events for our companies: from the participation in the Design Week in Milan, to collaborations with great artists of taste such as Iginio Massari and Alessandro Borghese, from the contribution to the Venice Film Festival to the meetings with our customers and fans at trade fairs.

Our new image, combining tradition and modernity, past and future in an essential, distinctive style, is mainly based on the use of color: living matter, palpable perception and a protagonist of character, which perfectly matches our products.

Color has always been at the core of my soul and my passion, and it was the focus of my artistic work culminating in the exhibition at the Gran Guardia Palace in Verona: an art exhibition housed in a beautiful shell of art and history, which enhanced my work and brought me great satisfaction.

The growth of our group has led us to invest in ambitious ideas, values and goals, such as our Milan office, mainly focused on training and spreading the coffee culture, or the SlowBrewing certification obtained by our Theresianer beers.

This 2019 has been a busy year, with no regrets and wonderful snapshots of our successes. This has also been made possible by the talented leadership of my son Fabrizio, my real fortune, who with the invaluable assistance of Ms. Patrizia Biasotto and thanks to an excellent team effort is guiding the company forward, pursuing constant improvement.

I want to personally thank the Foreign Sales team in the person of Mr. Alberto Maguolo, the Production teams, and Mr. Pierangelo Ranieri who, together with the Marketing Department, was responsible for the change of our image, which has allowed us to excel at the annual HOST exhibition as well.

My hope for 2020, which I am certain will not be disproved, is that the year ahead of us will be full of landscapes yet to be explored, goals to be achieved. New images to paint.

Paolo Zucchi

the *Bar* ---

Exception for some, second home to others.

A place where people go to meet, work, think, rethink, break up or get back together.

What unites all these people and their stories is the universal craving for a perfect cup of coffee, prepared with excellence by the Barista - the embodiment of Italian coffee-craft tradition.

He knows what's good. And he chooses what's best.

That's why people trust the barista. And since the coffee expert always wants to satisfy his customers, the barista trusts us.

Because for us coffee is more than just a beverage.

It's a lifestyle you can taste, a culture you can inhale, a piece of history between the tips of your fingers. It's a genuine resource of raw emotion, compressed into one bean at a time.

And we're the experts in bringing out emotion.

That's why we're creating finest Italian coffee since the very beginning of our journey that started in 1892 in Trieste.

Baristas already know and trust our products for more than a century.

Now it's time to get all the people to know and trust us as well.

So that one day people will not just order „un caffè“ at their local bar, but „un Hausbrandt“.

We take pride in who we are, where we come from and what we do.

That's why we want to convince coffee lovers all around the world to stick with the choice of the ones who know best.

At the bar and at home.

The *Choice*
of those
who know.





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29TH JUNE
1ST SEPTEMBER 2019



Midsummer Night Colours in Verona: an exhibition event celebrating color

*“The eye of man hath not heard,
the ear of man hath not seen, man’s
hand is not able to taste, his tongue
to conceive, nor his heart to report
what my dream was.”*

Bottom, act IV, scene I, A Midsummer Night’s Dream.

A PAINTING BORN FROM THE LIGHT OF VENETIAN SKY

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A dreamlike journey in color, visual impressions, material perceptions: it is the exhibition titled MIDSUMMER NIGHT COLOURS by Martino Zanetti, on display at the Gran Guardia Palace in Verona from 29th June to 1st September 2019.

The event, recognized as

immersive and mesmerizing by critics and especially by the many visitors, was a true ode to color, in all its facets: emotional, stimulating, perceptive, iconic. A journey inspired by the Shakespearean comedy, which draws strength and vigor from the Venetian skies and landscapes that are so dear to the eye of the

artist Martino Zanetti, and tells about lives and paths intersecting in a dance of sensations and experiences.

Many were the tributes to the artists of the past who have influenced Martino Zanetti’s poetics: from the energy of Matisse’s color to the relationship with nature and the tonal use of color

in Giorgione's and Tiepolo's paintings, from the liveliness and the density of Titian's works to the musicality in Veronese's style. And it is music as well, in addition to Elizabethan theater, which enriches the semantic and visual universe, Vivaldi's and Monteverdi's notes, symbolically resonating also in the piano housed in the halls of the Gran Guardia Palace. An ode to the fusion of the arts, the union of color, sounds, and sensations with a single goal: to enrapture the senses, excite, and delight those who were lucky enough to experience this successful exhibition.





VERONA CITY OF LOVE AND WILLIAM SHAKESPEARE



The Shakespearean work was not only a suggestion and an inspiration for the artist, but also the subject of prestigious and successful side events. The round table discussion titled "The women who wrote Shakespeare: the link with Italy" took place on Thursday 4th July with the participation of John Yeomans, from the University of Toronto, and Ann Yeomans, from the Mary Sidney Society in Santa Fe, who are dedicated to the study of Mary Sidney and investigating the true authorship of the works attributed to Shakespeare. The artist Martino Zanetti, protagonist of the event, proposed a new theory about the disputed authorship of Shakespeare's works, indicating Almorò Barbaro, belonging to a powerful Venetian family, as the (not so well) hidden prompter of the Venetian themes in the Bard's comedies. This hypothesis had already been advanced by the historian Bernard Berenson almost 100 years ago, and this suggestion was overlooked by the academic world. During these months, Martino Zanetti highlights the presence of entire scenes from Shakespeare's works on the walls of Villa Barbaro in Maser, painted with skillful mastery by Paolo Veronese.

The end of the exhibition was celebrated in a closing ceremony on 30th August, to the enormous satisfaction of the artist for the reception and the impressions given by and received from the visitors. A farewell event to the city of Verona, thanking the curator of the exhibition Ms. Bertelli, and acknowledging a truly suggestive location, capable of amplifying the expressive power of Martino Zanetti's works: "The Gran Guardia Palace is the pinnacle, I really can't dream of anything more", said the artist with emotion.

New Hausbrandt image: tradition and modernity



**A fresh new look,
for the lovers
of *Good Taste*
looking for
a moment of
perfect harmony.**



Research into the power of color, minimalism and an engaging, material visual impact.

These are the elements which have guided our image renewal, a journey of rebirth and redefinition of the brand made together with the Vienna agency Demner, Merlicek & Bergmann, which premiered at the Sigeo trade show and was officially launched during Host 2019.

After more than 20 years, we have chosen to give new energy to our brand: we have maintained some iconic elements such as the moka pot and the oblique lettering, immersing them in a new minimalist and absolute



aesthetics, with a contemporary and Mitteleuropean flavor. The energy and elegance resulting from the colors chosen for each coffee contribute to suggesting the particular characteristics of each single product; the use of golden details and essential design lines confirms the preciousness and the absolute quality of our coffees.

The restyling of the brand image is not limited to the products, but involves our entire universe: from the merchandising elements to the decor of the cafes that choose Hausbrandt

quality. We have paid particular attention to furnishing ideas for these cafes, aiming at highlighting the brand's century-old history. This is why we have chosen to **give new life to past communication** by proposing once again the most iconic advertising images, **reinterpret vintage photos** and **narrate the product in an evocative way**: from the colorful packaging to the suggestive pictures of our coffee in the bright colors of the plantations, before harvesting.

Primary colours



Product colours

→ GOURMET



GOURMET COLUMBUS



Poetic text



An elegant blend of *Special Roast* Arabica with wisps of sweet citrus, precise acidity and music in the distance.

A handpicked blend of *Exquisite Roast* Arabica with hints of bitter cocoa, liquorice root and lazy hugs from the Adriatico.



The *Choice* of those who know.

The result of this long, challenging work is a **new image full of suggestions**, which manages to convey the brand values with simplicity and immediacy, perfectly combining modernity and tradition. An image which speaks of hospitality, telling about small gestures such as sipping a coffee, but of great significance for the customer, both at home and in bars.

13

ACADEMIA



An intense blend
of *Traditional Roast*
caffè with tangs of
fruitiness, bitter cocoa and
a love you've never kissed.

H. HAUSBRANDT



A spicy blend
of *Fresh Roast*
caffè with notes of cocoa,
hazelnut and sudden fog
in August.

DECAFFEINATO



A smooth blend
of *Delicate Roast* caffè
with wisps of chocolate,
dried fruits and a smile
before you fall asleep.

Sustainability, towards a new way of doing business



Today, carrying out business in an ethical, sustainable way and trying to minimize the impact on the environment is much more than a choice: it is a necessity and a real mission.

For years, our Group has been trying to **manage production in an environmentally-friendly way, to try to offer the best to our customers.**

This means that we try to minimize waste that is difficult to recycle and we work every day to improve our production methods.

A great little step that we are proud about is the gradual **replacement with TÜV certified compostable products, easy to recycle and with a very low environmental impact** for merchandising and consumer materials. Our coffee stirrers have become compostable and certified, packed only with recyclable paper, and plastic glasses have been replaced by compostable ones. Take-away cups, currently made

from recyclable paper, will soon be compostable, as well as their lids, and finally, the take-away tray, made from durable recyclable cardboard.

But that is not all. Our commitment to protect the environment and minimize our impact continues with constant analysis and interventions to improve our production system. In addition to the ISO 14001 certification, which guarantees the sustainability and correctness of Environmental Management, we have chosen to rely on the most important company in the field of catalyst production, the German group ReiCat. Thanks to the cutting-edge KatOx and VitarNOx® technology, Hausbrandt roasting chimneys have

now been fitted with catalysts that are capable of completely eliminating fumes, odors and emissions of formaldehyde and NOx, as well as greatly reducing CO and TOC production.

This allows us to create quality products that are safe for our customers, but also to produce mindfully, respecting the territory that welcomes us and the environment.



Compatible with *Earth*



NERVESA DELLA
BATTAGLIA

Hausbrandt headquarter

16


I

30.000 ^{m²}	Total square area
--	-------------------

4.400 ^{m²}	Warehouse
---------------------------------------	-----------

19.910 ^{m²}	Green park total square area
--	------------------------------

140	Tall trees
------------	------------



Constantly pursuing
excellence, in
accordance with the
principles of safety
and wholesomeness,
to protect and
preserve the historical
and environmental
heritage.



634

Solar panels

199 kw

Energy produced

**THANKS TO SOLAR
PANELS WE HAVE
SAVED**

126,24 t
of CO₂

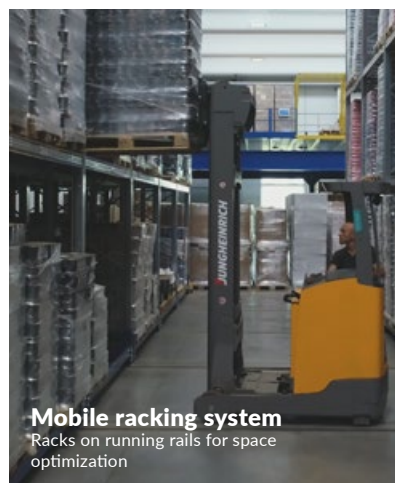
213,56 kg
of Nitrogen Oxides

169,64 kg
of Sulfur Dioxide

Equivalent from thermoelectric production



Production capacity of more than 90.000 quintals annually. Integrated quality and environmental management system, ISO 9001, ISO 14001, ISO 22000 certifications



Mobile racking system
Racks on running rails for space optimization



Training rooms
for 24 and 16 participants with working stations

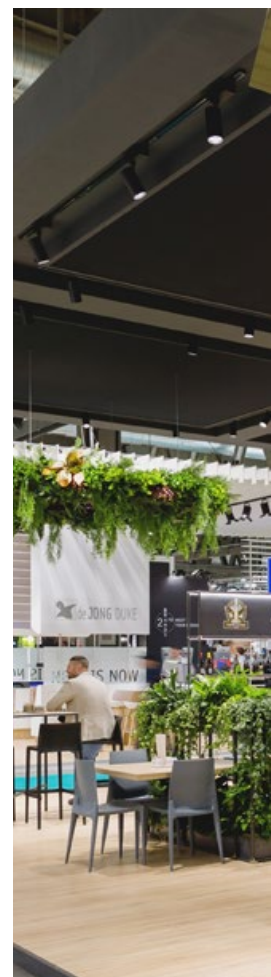


New roaster



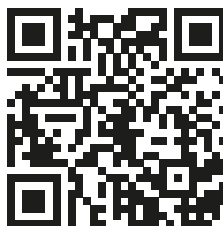
Raw coffee silos

18TH_22ND
OCTOBER 2019



HostMilano 2019, showcasing the culture of the good and the beautiful

Watch the video on YouTube





Our presence at Host, from 18 to 22 October in Milan, was the cherry on top of a year full of satisfaction, an occasion to show what it means us to create excellent products capable of welcoming the customers and making them feel good.

It was precisely starting from the concept of hospitality that we began to imagine our exhibition space with the creative architects Pio & Tito Toso. Our stand, covering an area of 144 sqm, was conceived as an open space, with a minimalist style but full of charm. The color deep black made our products shine like gems in their new bold-colored designs with golden details, while the warmth of wood was tastefully enhanced by the energy and the freshness of the many green plants which brought nature into the stand. The final result was a contemporary café with an international feel, focusing on meetings, proximity and the chance to enjoy aromas and flavors of our excellent products.

All the brands of the Group found space during the trade fair, revealing

all their features in exclusive events and moments dedicated to taste: from a café corner dedicated to Cold Brew, to a Theresianer beer tasting area, from a space to enjoy Col Sandago wines with the guidance of a sommelier, to the corner dedicated to “pour over coffee” and alternative coffee extraction methods.

Our products were not the only stars of this Host edition. The great chef and communicator Alessandro Borghese entertained, intrigued and convinced our guests with a cooking show where he presented a never-before-seen recipe featuring coffee: “Lamb with Hausbrandt - Gourmet Columbus coffee, cream infused with hay and Mantuan-style acidulated vegetables”. We were also the protagonists of other important moments and events at the trade fair.

Luxury Pastry in the World by Iginio Massari, an event featuring demonstrations, tastings and talks by the most important international pastry chefs, was accompanied by a selection of Hausbrandt capsule coffees.

We chose to be a sponsor of the Panettone World Championship, an event during which our ambassador Carlo Niero, together with the Master Pastry Chef Vincenzo Santoro, moderated the talk “Espresso and Panettone: the practice of predominant pairings”, with a tasting of 100% Arabica Gourmet paired with one of the traditional panettone cakes in the competition.

Finally, during The Kitchen of Ideas (at the F.lli Perin stand) our Col Sandago Wildbacher was transformed in creative gourmet recipes by the Michelin-starred chef Heiko Lacher.



Alessandro Borghese and Hausbrandt, collaborations and creativity

22

The list of stars of the taste world fascinated by the quality and the versatility of our products keeps growing.

This year has seen the birth of a new collaboration with the histrionic and creative chef Alessandro Borghese, our guest and protagonist of a live cooking show at Host Milan 2019.



In addition to offering us spectacular cooking performances during meetings with our customers, Alessandro has chosen our coffee for his restaurant Il lusso della semplicità ("The luxury of simplicity") in Milan and for the events where he is art director of the catering area.

The TV shows Kitchen Sound and Kitchen Sound Duel, broadcast on Sky, will feature Hausbrandt coffee, both as an accompaniment during the creation of the dishes and as an ingredient of some recipes by Alessandro Borghese and other show guests such as the food artist Salvatore De Riso.



Kitchen Sound

Sky Uno canale **108**

from Monday to Friday 13.20

9TH - 14TH
APRIL 2019

Hausbrandt at the Milan Design Week

The brand's love story with
art and design

1

1. DBOX
via Tortona 15
2. The B Night
viale Manzoni
3. The Manzoni
Tom Dixon
viale Manzoni

5

2

3

4

4. Human Spaces,
INTERNI
via festa del Perdono 7
5. Human Spaces,
INTERNI
via Brera 28

Hausbrandt has always shown a great passion for art and design.

In 2019, this declaration of love was renewed by taking part in surprising experiences and performances during the Milan Design Week (9 - 14 April) and becoming a sponsor and partner of exclusive events.



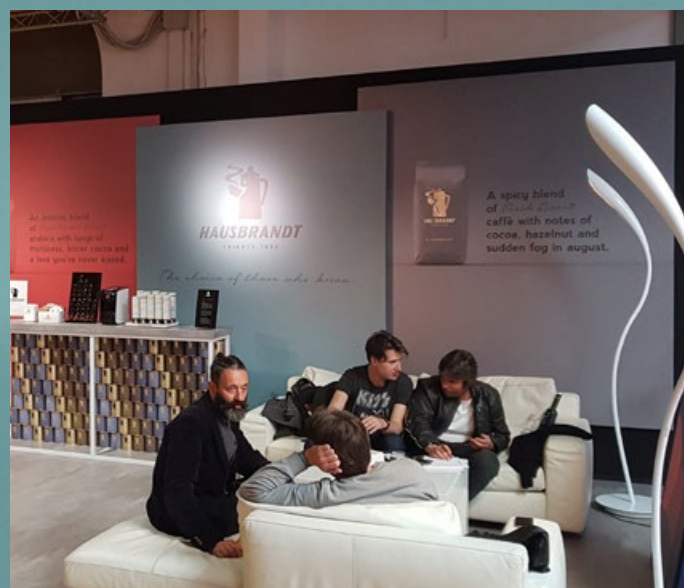


1

DBOX, a creative box in via Tortona

The My Events agency, with Fabio Novembre's prestigious artistic direction, created a container of innovative ideas and creative experiments in the Magna Pars. The architect reinterpreted spaces and ways of living in an experiential search guided by color. Hausbrandt picked the same creative inspiration, creating a "break" space perfectly integrated in the conceptual project.

25





Four large colored panels plunged visitors into the new brand image, offering them a warm welcome also thanks to a minimalist decor with a textured look.



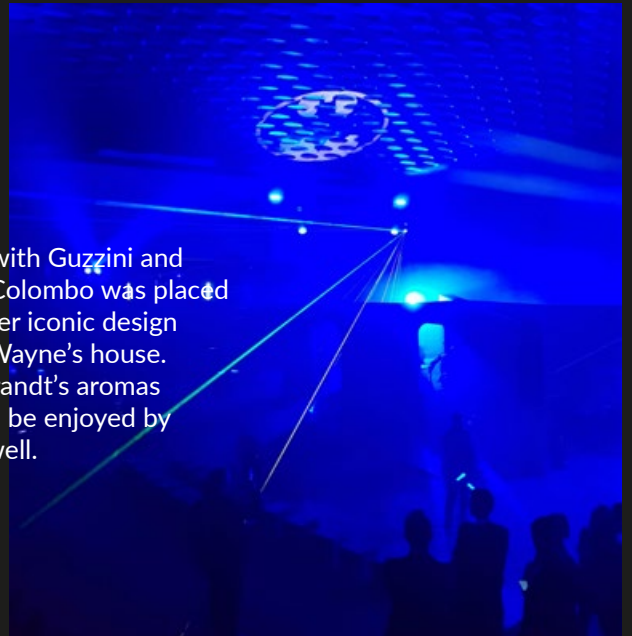
The lounge managed to offer to the public a vital chill-out corner in the frenzy of the Design Week, with great little moments of relax while tasting excellent Hausbrandt coffees.

The Batman experience at the Cinema Teatro Manzoni

The 80 years of the darkest superhero, Batman, were the inspiration for a unique, exclusive event during the Design Week. The Cinema Teatro Manzoni welcomed guests for an evening event created by QMI Stardust and Warner Bros, with an all-black interior design project by Fabio Rotella.

The drinks for the night were also conceived in an all-black palette, for a truly distinctive experience. Bruno Vanzan, one of the best bartenders in the world, created special coffee-based drinks using Hausbrandt blends: original, with a strong character and rigorously black. The coffee machine made by Hausbrandt

in collaboration with Guzzini and signed by Carlo Colombo was placed among many other iconic design pieces in Bruce Wayne's house. This way, Hausbrandt's aromas and flavors could be enjoyed by superheroes as well.



3

The Manzoni, Tom Dixon's showroom restaurant

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During the Design Week, The Manzoni was inaugurated: the long-awaited concept restaurant where food and showroom meet in a new unified experience for guests. In Tom Dixon's new project, the boundaries between point of sale and restaurant, aperitif venue and design studio are blurred, to offer a place where socialization and hospitality count more than the ultimate goal. Hausbrandt took part in the project as well, accompanying all the events of the week at The Manzoni: from breakfast in the morning, to lunch, to the exclusive dinners, rigorously by invitation only.

Tom Dixon.



Established in 2002, is currently present in 68 countries through either direct or indirect commercial operations. The lifestyle brand creates extraordinary objects and spaces for everyday use, pioneering new design and materials and setting new trends in the industry. The latest chapter of Tom's design journey began in 2002 when he left corporate life to create his own eponymous brand, as a platform for a series of new adventures in the design of products and interiors. Fifteen years on, Tom Dixon is now a widely celebrated global force in interior design with our own hubs in New York, Hong Kong, London, Los Angeles and Tokyo.



4 5

A coffee for design

Hausbrandt showed its creative vein by becoming official partner of many other events in the Design Week. It accompanied the Interni magazine in the Human Space exhibition events at the Statale and in the evocative Orto Botanico, and it was the official coffee at the Hyperdesign closing party at the Magazzini Generali.



Dessert and coffee, a perfect marriage on TV as well

INTERNI



What's best than pairing sweet treats and experimentations by the best Italian pastry chefs with an excellent coffee?

The TV show airing on the thematic channel Food Network from 20 November bears the Massari quality seal: a challenge between eight Italian pastry chefs to select who will face the master Iginio Massari and his daughter Debora.

Master Challenge, sfida ai Massari is a competition under the banner of experimentation and a renewed interest in tradition, highlighting the incredible pastry art of our whole country.

Hausbrandt coffee will play a double role in this TV competition in collaboration with Iginio Massari: our epica® capsule espresso will be available for the contestants to use in their recipes and creations, while the 100% Arabica Gourmet Columbus, with a



Master Challenge, sfida ai Massari



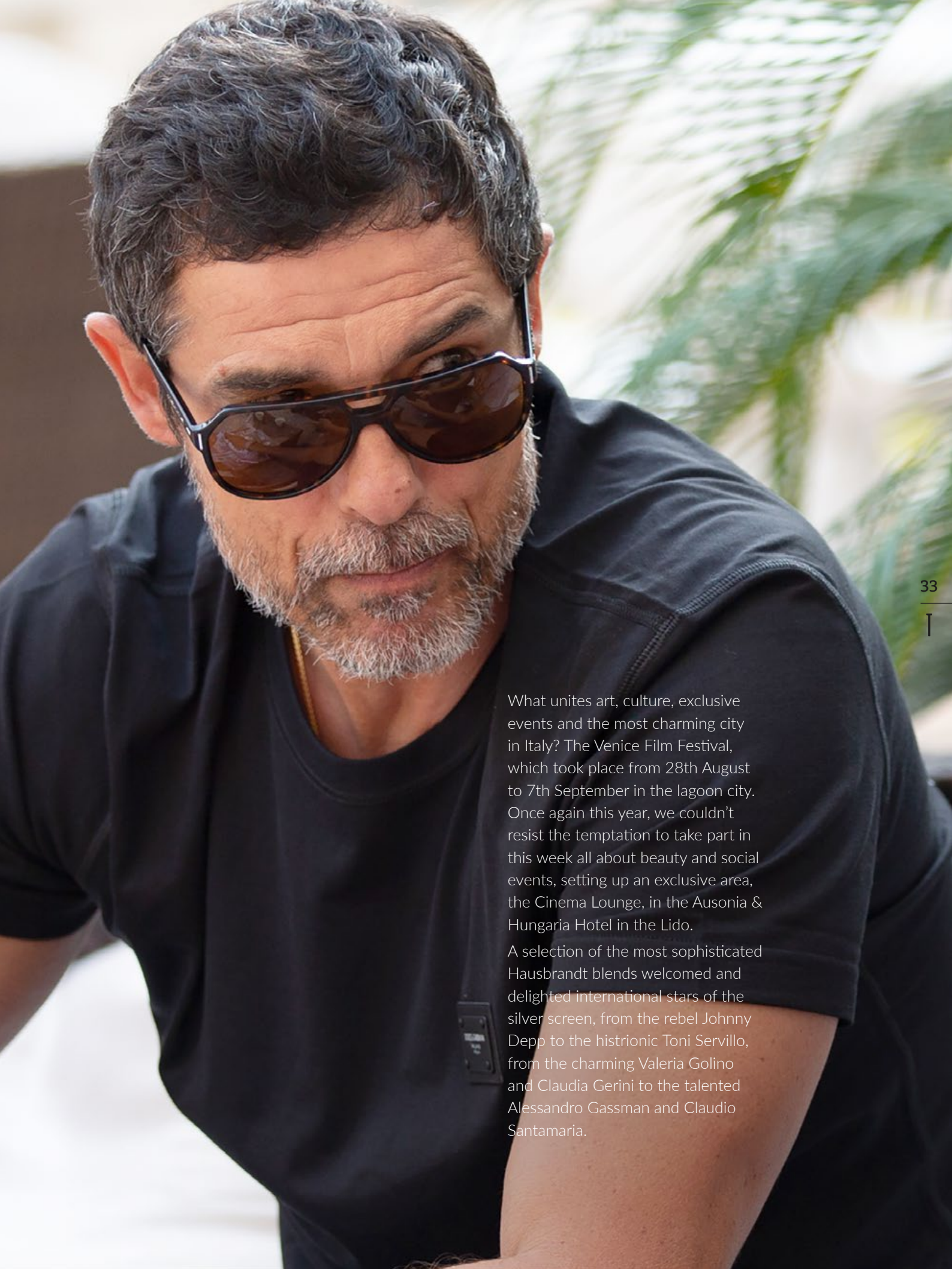
citrus, sweet aroma, will accompany the coffee breaks of the judging panel.

An important collaboration with the “master of masters” Iginio Massari, which once again strengthens the image of our brand, inextricably linked with the culture of good food and the finest Italian pastry-making tradition.

Food Network
20 November

28TH AUGUST
7TH SEPTEMBER 2019

The excellences of the 76th Venice Film Festival



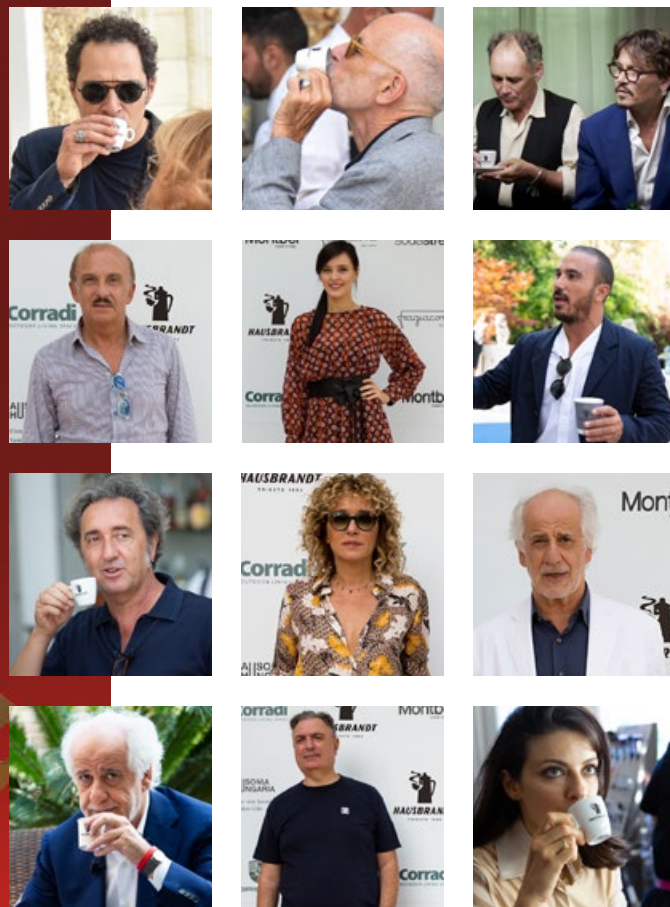
What unites art, culture, exclusive events and the most charming city in Italy? The Venice Film Festival, which took place from 28th August to 7th September in the lagoon city. Once again this year, we couldn't resist the temptation to take part in this week all about beauty and social events, setting up an exclusive area, the Cinema Lounge, in the Ausonia & Hungaria Hotel in the Lido.

A selection of the most sophisticated Hausbrandt blends welcomed and delighted international stars of the silver screen, from the rebel Johnny Depp to the histrionic Toni Servillo, from the charming Valeria Golino and Claudia Gerini to the talented Alessandro Gassman and Claudio Santamaria.



ENJOY YOUR MOVIE NIGHT UNTIL THE END.

Get ready for a festival full of cinematic revelations
with a perfect cup of coffee.



Many actors and actresses enjoyed the Hausbrandt blends at the VIP breakfasts, brunches and dinners where our brand was official partner.

The 76th Venice Film Festival was the opportunity to showcase the characteristics of other products of the Group, such as Theresianer beers, which accompanied the festival guests during the delightful cocktail parties with a view on the lagoon.

BERLIN

INTERNATIONAL

Medals and acknowledgements in the Olympus of beers



Theresianer's participation in the third edition of the Berlin International Beer Competition has been a real success. This event is particularly important for both its international scope and its technical judging panel composed of buyers, restaurant managers, large retail store purchasing managers, distributors, mixologists and importers, who have assessed more than 100 beers from 12 countries.

Participating for the first time in this competition, our beers have obtained excellent results, conquering all the steps of the podium:



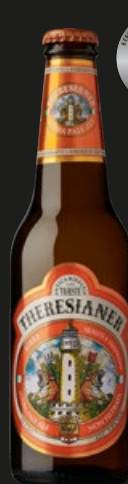
Theresianer Strong Ale, in the Belgian Style Dark Strong Ale category



Theresianer Premium Lager, in the International Style Lager category



Theresianer Senza Glutine, in the Gluten Free Beer category



Theresianer India Pale Ale, in the American Style India Pale Ale category



Theresianer Vienna, in the Vienna Style Lager category

We are particularly proud to have been awarded two honorable mentions, Italy Brewery of the Year and Italy Gluten free Beer of the Year, which demonstrate our attention to production methods and acknowledge the evolution and the continuous development of our products.

A prestigious acknowledgement for the whole Theresianer team and for our brew masters, who are capable of creating excellent beers by combining selected raw materials and rigorous production methods to obtain beers with a unique color, taste and aroma.

COMPETITION

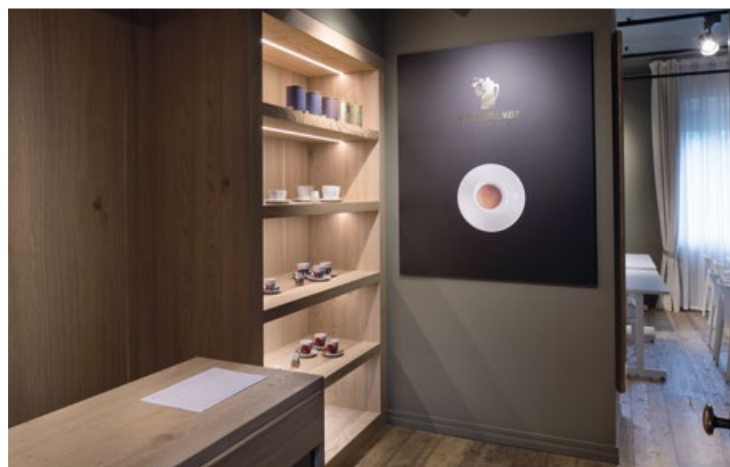
BEER

A photograph of the interior of Hausbrandt in Milan. The space features a row of white rectangular tables and matching white chairs. Each table has a notebook and a pen on it. In the background, there are glass display cases filled with various products, including coffee bags and bottles. The floor is made of dark wood, and the walls are a neutral color. The lighting is warm and focused on the tables and display cases.

Hausbrandt in Milan

a multifunctional training space

Hospitality, growth, culture.
These are the three guidelines
at the basis of our choice
to open a new office in the
city of Milan, a crossroads
of experimentation and
internationalization.



The spaces

We have imagined and built our multifunctional space as an enjoyable living ambience, to welcome our guests and immerse them into Hausbrandt's world. Its brightness and flexible layout allow us to use our new office as both an operational center and a show room.

The thing that makes us proudest, however, is our project to build a real HTS Academy here, in the San Babila neighborhood in the heart of Milan.



Experiential learning

Thanks to our experience and tradition, we want to offer to all our customers and partners the opportunity to get to know better this



wonderful drink: from the choice of the coffee origin to the use of the cups in which it is served, from the correct use of the equipment to the sensory analysis of the product. Our approach to training will be markedly sensory, with particular attention to the tasting environment, the materials surrounding us, down to the sounds and aromas that contribute to the creation of the coffee experience through an approach of care and attention to the customer.





Not only coffee

This central, strategic location was chosen to make as many people as possible aware of our world, allowing us to share the other worlds that are part of the Group as well. This new Milan adventure will also focus on Theresianer beers and Col Sandago wines, with training on how to serve them and tasting journeys. All the activities in the Milan office will share a common thread: the quality of products made from the heart, told with the passion that sets us apart.



Christmas
gifts with
taste and
creativity.

Once again this year, for Christmas, we treated ourselves to experimentations and creativity, with the aim to surprise and delight our customers. Our research in terms of taste and stylistic choices led us to the creation of special editions of our products as well as unique proposals for the festive season, in an amazing fusion of image and substance.

The keywords that stimulated our creativity were: luxury, tradition, nature and game. Four guidelines which allowed us to create products capable of responding to the needs of different audiences and fulfilling our customers' wishes and dreams.

L U X U R Y

At Christmas, treats and delicacies are a must. Those offered by Hausbrandt are the result of a prestigious collaboration with Iginio Massari, pastry chef of excellence who managed to create little masterpieces using our coffee and other high quality ingredients: the original Panettone Cioccolato bianco e Caffè, the elegant Panettone Glassato, the delicate Panettone Specialità Delice, along with our traditional Pandoro Classico. All our Christmas cakes, perfectly combining tradition and product innovation, are dressed-up for the holidays in precious boxes, whose noble colors and golden details recall our new product image.

What's better than a bubbly bottle of sparkling white wine to toast to Christmas and the New Year? This is the case of the exclusive Col Sandago spumante, now dressed-up in art in the magnum size as well.





N A T U R E

Theresianer's proposals are textured, charming and experiential. From the pure natural pinewood boxes that enclose our Slow Brewing certified beers, to Winter Beer, a special beer which recalls the magical starry skies in winter, and the Bierbrand brandy, housed in a box set with 6 shot glasses made from hand-blown glass.



G A M E

This year, it wasn't just our special gift boxes which pleasantly surprised our customers with selections of the best products from our brands, but also a unique, creative Christmas countdown. The Theresianer advent calendar gifted all fans of the brand and beer in general with an original, pleasant way to wait for Christmas.





T R A D I T I O N

The Proseccchi DOGC Col Sandago, the fragrant Wildbacher Brut Rosè, the strong Wildbacher red and the genuine Camoi were the stars of our customers' tables, occasions to gather together to rejoice and share.



43

I

**Unique tastes and
flavors guarded
together for an
unforgettable**

Christmas.

E

A



*Antica Birreria
di Trieste 1766*

2000

**foundation of the
Theresianer Brewery**

ensuring the best
Mittleuropean tradition of
high-quality drinking.

creation of
Theresianer 0.75



Strong Ale wins
gold at the DLG

2005

2006

Vienna wins
gold at the
DLG



2010

Vienna wins gold
at the WBC



2009

creation of Wit

Premium Pils
and Vienna
win gold at
the WBC



Wit wins gold
at the DLG

2011

2012

BEER ME
— DRINK&SHARE —

creation of the
BEER ME app



Wit wins gold
at the I.B.C.



creation of IPA

2013

Winter Beer wins
gold at the WBC



2014

the first
Theresianer beer
in a KeyKeg

2015

Strong Ale wins
gold at the DLG



the first Winter
Beer, then called
Birra d'Inverno



2016

new 0.33 format
for IPA



NEW!
The first Theresianer
Advent Calendar

new 0.33 format
for WIT



Theresianer named Italy
Brewery of the Year at the
BIBC

Premium Lager, Senza
Glutine and Strong Ale
win gold at the BIBC

Senza Glutine named
Gluten-Free Beer of the
Year at the BIBC

2020

2018

IPA changes color!
launch of Theresianer
Senza Glutine, our
gluten-free beer

2019

Beer Box is born!

Twenty years of Theresianer





Das Brauen mit Zeit für Geschmack e.V.

QUI ABBIAMO
PER VOI LA
BIRRA
MIGLIORE

Gli Slow Brewer garantiscono personalmente la Qualità superiore. Essi operano in Germania, in Austria, in Svizzera ed in Italia. Ed il loro numero è in continuo aumento.

Alle Aziende Birrarie certificate



VERY SLOWLY...
THERESIANER



Where the Slow Brewing quality is at home

A unique flavor, sustainability, tradition and the awareness that you are tasting top-quality beers. The Slow Brewing seal rewards our dedication and passion.

After years of partnership with the prestigious Slow Brewing, an independent institute based in Munich with the aim to select the best European beers, we are glad to be able to celebrate the official Slow Brewing Certification. A seal guaranteeing the quality of our products, underlining the philosophy at the basis of our production: the more time the brewer has, the tastier the beer.

The Slow Brewing certification recognizes the will to make the purest beers with excellent, rigorously selected raw materials, and the commitment to choose slow fermentation and to avoid post-dilutions. With this method, we manage to obtain beers with a round, complex taste, and a very limited amount of unwanted byproducts (which are numerous in beers obtained with quick industrial processes).

Our work is that of brewers who keep with tradition and want to offer very high quality products to their customers. We also do this by producing in a responsible, sustainable manner, paying great attention to the environment and the correct use of energy sources as well as investing in our employees' skills.

The Slow Brewing certification obtained by Theresianer is the result of rigorous checks on both our products – with chemical and organoleptic analysis on samples each month of the year – and our production system, which had to meet high standards in terms of management, quality and production, as well as corporate culture.

Being among the few certified Italian beers makes us proud, but most of all, it motivates us to get better and better, to become a reference point for all the customers who want to drink beer mindfully and look for a genuine product, the result of ancient traditions, passion and Italian know-how.



Il team Theresianer con il Dottor Ing. August Gresser di Slow Brewing





Nature Col Sandago, an award- winning Prosecco.

An iconic image where fresh teal nuances meet the absolute elegance of the color black, in a graphic design inspired by Martino Zanetti's works. A fresh aroma with fruity and floral notes and a dry, harmonious flavor, very savory, pleasant and persistent.

This is the profile of our Prosecco Superiore DOCG Rive di Susegana Brut Nature: a white sparkling wine suitable for many occasions, ideal with delicate dishes and fish, which enhances its perfumes.

Nature is a mesmerizing wine which convinces and continues to enamor many customers and many experts as well. Debuting at the Decanter World Wine Awards (DWAA), the most prestigious wine competition in the world, it managed to win a silver medal. 200 international judges, including journalists, technicians and enologists tasted and selected the best wines from all over the world, rewarding the excellent ones, including our Nature. This prestigious competition acknowledged our passion and work by awarding two bronze medals to another two of our products: Undici, Conegliano Valdobbiadene Prosecco Superiore DOCG Dry - Rive di Susegana and Vigna del Cuc, Conegliano Valdobbiadene Prosecco Superiore DOCG Brut.



Nature is a brut Prosecco with a residual sugar content lower than 3 g/l, whose aromas and fruity notes tell the story of the land where it comes from: gently sloping hills with a clayey and calcareous soil, featuring a harsher sandstone heart. With its roundness and aroma, it tells about the sun and the wind which it absorbs until mid-September, when it is harvested. It charms the most demanding palates with a complex, refined roundness. A wine which first captivates you with its original, striking packaging, then lets you love every drop of it.

4TH
SEPTEMBER
2019

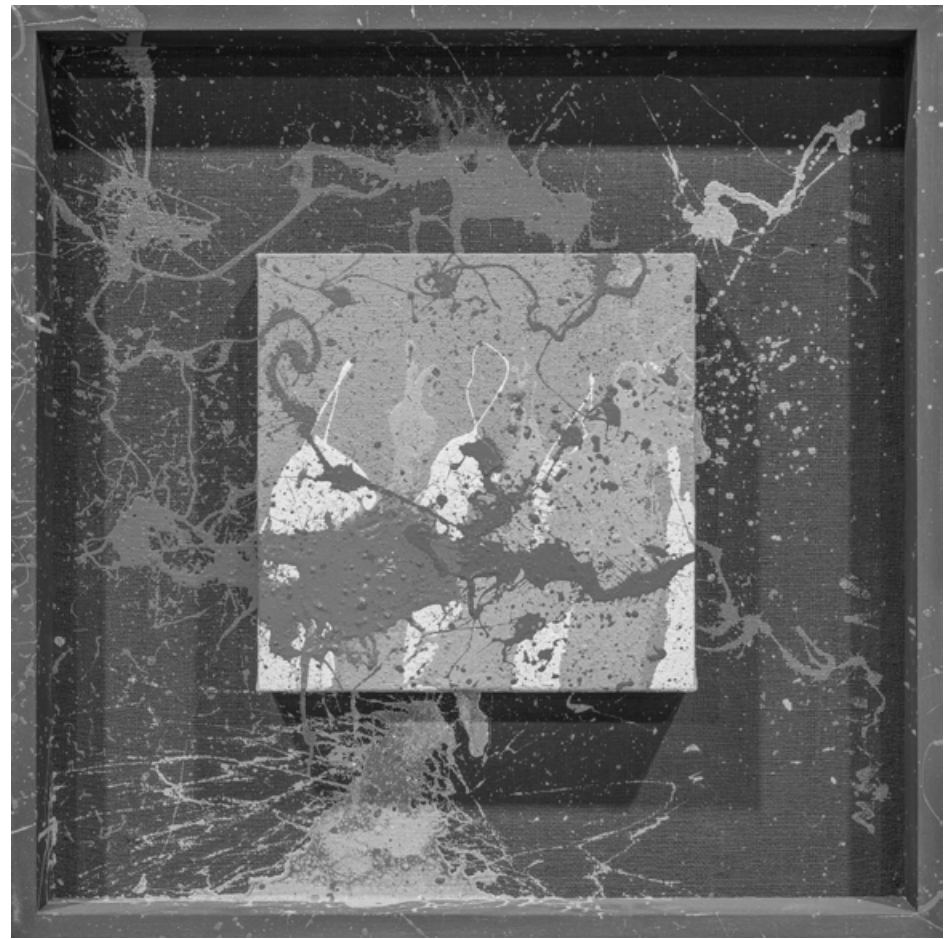


SQNPI, QUALITY ASSURANCE IN PRODUCTION

Our goal is to offer our customers excellent products, capable of meeting their expectations in terms of organoleptic characteristics and taste. This is why we have decided to start from the best raw materials and production system. And we did so by obtaining, for our vineyards, the prestigious SQNPI (National Integrated Production Quality System) certification.

Officially obtained on 4th September 2019 thanks to Valoritalia, it is a further guarantee of the extreme quality of Col Sandago wines. To obtain this certification, we have demonstrated that our wine-growing activities are based on integrated production techniques. This means that our production and crop protection methods involve minimization of the use of chemicals, and rationalization of fertilization, in compliance with environmental, economic and toxicological principles.

With this certification we want to reiterate our commitment to sustainability and our responsibility towards our territory and our customers, who can be sure, once more, that they are choosing products that are qualitatively superior, safe and low-impact.



www.hausbrandt.it
www.theresianer.it
www.colsandago.it



