



# TRADITION

experience the world of Hausbrandt Group

## **Martino Zanetti**

"Color and perspective.  
De hominis dignitate."  
at the [e]Design Festival

## **Martin Orsyn**

A new idea of Champagne

## **Sal De Riso**

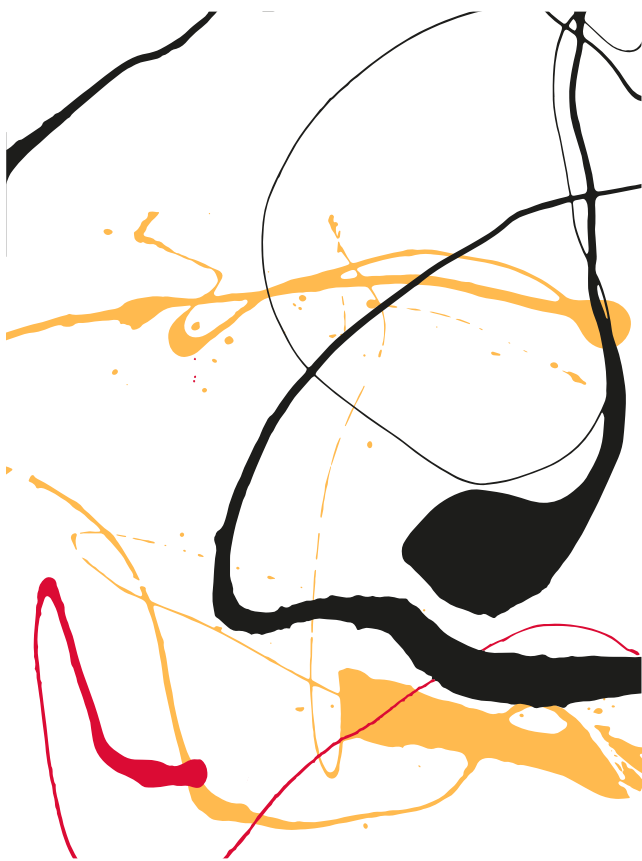
Pastry excellence  
becomes Hausbrandt  
brand ambassador

## **Christmas 2021**

Many colors, to be  
experienced as if through  
the eyes of a child

## **HostMilano and Cibus**

Back to trade fairs! Let's  
be a little closer again



## Cover

Variation of yellow on  
**"Fluid 1"**

Martino Zanetti

September 2021

Acrylic on plexiglass

50x50 cm



As it happens for war events that do not last a short time and, as I had already indicated, in H.G. Wells' "War of the Worlds" and A. Huxley's "Brave New World Revisited", the behavioral trace of the aggressor is easily found despite the unpreparedness and the confused indications.

We little men, day by day, increasingly more aware that the certainty of winning must be combined with the certainty of finding the enemy's face, work honestly without stopping.

The light of dawn, in this dark moment, is becoming more and more evident.

With all my affection and closeness,

*Michał Żużel*

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COLOR AND  
PERSPECTIVE

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# Martino Zanetti at the [e] Design Festival

## An art exhibition that puts the viewer at the center



**"Color is my interpretation of reality. Human sensibility is not made of words. Too many words kill the artistic object. To me, painting is color, emotion, and emotion is not a form. Color is my interpretation of sensations. The spirit does not need words. Where there is the word, there is no object."**

Martino Zanetti

Once again this year, the exploration of the art world made by our President Martino Zanetti has had the opportunity to communicate and convey to the viewer vibrant, engaging emotions, sensations and impressions, thanks to the **Exhibition "Color and perspective. De hominis dignitate."** A real journey, thought and developed by the artist to express the key concept of "artistic transmission": everything is not born in itself but only when the individual/spectator realizes the concept behind the work, or when they put thoughts into reality, in words or gestures or in doing.





The exhibition was part of the [e] Design Festival and filled the rooms of the Santa Caterina Museum in Treviso from September 9 to October 3, 2021.

If Martino Zanetti has always been carrying out his research in the field of color and texture experimentation, in this exhibition he does so in an even more innovative way, bringing to the stage the works of great artists of the past.

**“Nothing exists until there is someone who enjoys it. Transitivity and completeness occur in the viewer’s perception of the pictorial work. On the surface, the result of the equation occurs in the corresponding moment, equal and opposite, when the viewer perceives the work. This harmonic element of perfect balance is the transitivity of art.”**

Martino Zanetti

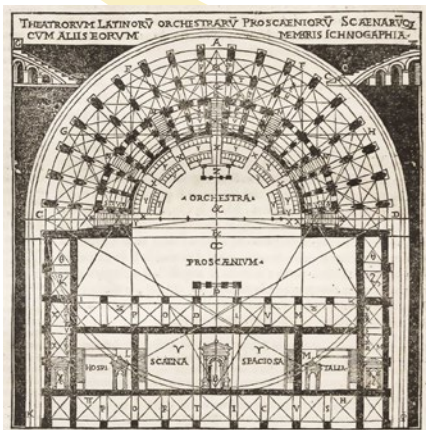
Find out more



Martino Zanetti  
with councillor  
Lavinia Colonna Preti  
and the curators of  
the exhibition Paola  
Bellin and  
Luciano Setten







**Marcus Vitruvius Pollio**  
De architectura libri dece traducti de latino in vulgare  
affigurati: commentati & con mirando ordine insigniti.  
Como, Gotardo Da Ponte citizen of Milan, 1521

**Behind the President  
Martino Zanetti:  
Stefano Vanneo**  
"Recanetum de Musica  
Aurea" - Rome Valerio  
Dorico, 1533



The large sheets of painted plexiglass were interspersed with woodcut reproductions taken from historical architectural texts by Sebastiano Serlio, Andrea Palladio, Daniele Barbaro and Vitruvius, to illustrate the experimental research that places the individual/spectator at the center. The entire layout of the exhibition is based on the laws of perspective and aims to enhance art in its different forms: the more vibrant, tactile one, based on the emotionality of Martino Zanetti's color, and the studies on the artists of the past, who have inspired his work.

In support of the exhibition, an interesting talk was held on September 16, at the auditorium of the Santa Caterina Museum, about the figures of Andrea Palladio, Paolo Veronese and Daniele Barbaro and the mystery uniting them, hidden for over 400 years in the Villa in Maser.

Thanks to the meeting with the architect Donatella Bertelli and the journalist Barbara Codogno, Martino Zanetti talked about perspective, artistic transmission and how the succession of frescoes in the Villa hides,

according to his intuition and research, the hand of the real authors of William Shakespeare's works.

The paintings and perspectives in the Villa turn the spectators into protagonists in finding a hidden truth: they are looking at the actor but at the same time they are involved in the space of the scene, creating a kaleidoscope of immersive sensations.

It is the same principle followed by Martino Zanetti in his art: it is the mind of the person looking at his works that *synthesizes* and, in some way, *creates the work itself*.

The exhibition was curated by Luciano Setten and Paola Bellin, who stated: "Conversing with him about his studies on humanistic and Renaissance culture, being accompanied to see first-hand his artistic making, seeing the strength of color, pure, vital and full energy, confirmed our desire to think and make an exhibition that would give completeness to the figure of Martino Zanetti. His artistic gesture, careful and sure, his constantly evolving thought, animated by a curiosity that is now rare, has revealed to us that our territory is rich of creative minds, hidden to most."



EXHIBITION  
LEOPOLDO  
METLICOVITZ

# When art meets coffee excellence



The exhibition **Leopoldo Metlicovitz and Hausbrandt: Graphics and Image** occupied the halls of the Bailo Museum in Treviso during the [e]Design Festival, from February 25 to March 26, 2021, providing an insight into the evolution of the Hausbrandt brand and the partnership that has always

linked the brand to the world of art.

The works, exhibited in three rooms of the Treviso Museum, created a real journey through the history of applied art. Covering the period from 1892 to 2019, the history of Hausbrandt was told through a series of original sketches by





Visit the  
virtual tour



Leopoldo Metlicovitz destined to the setting up of a Trade Fair of the time, as well as through advertising posters created by Metlicovitz and Luciano Biban, a prominent figure of Friulian graphics. Biban was also the creator, in the sixties, of the 'Moka' logo, and a room was dedicated to this original and successful creation. The exhibition ended with a whole section dedicated to the contemporary image of the brand, the result of a meticulous restyling work signed by the Austrian studio Demner, Merlicek & Bergmann. The exhibition was an important opportunity to highlight how, at the beginning of the 20th century, art was at one with

graphics and advertising, and succeeded in creating iconic works capable of leaving their mark, in one field as in another. From the very beginning, Hausbrandt has demonstrated an innovative spirit and a remarkable ability to interpret the trends of its era, not least of which was the use of advertising. For this reason, in the early 1900s, the brand decided to collaborate with some of the most important names of the time in this field: Dudovich, Sencig, Metlicovitz. The campaigns they created were so distinctive and original that they are still part of Hausbrandt's iconography and graphic heritage, and are used to illustrate some aspects of the

brand (from packaging to the design of the points of sale). The exhibition was curated, together with Hausbrandt, by Paola Bellin, Andrea Biban and Luciano Setten, in collaboration with UBIS Design Network, and was appreciated by visitors and lovers of advertising graphics and 20th century art. UBIS Design Network also created an interesting virtual tour, thanks to which it is still possible to visit the exhibition in 3D, retracing the evolution of the brand over time.



# Re-DESIGN CUP

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**A new style  
to accompany  
our coffees**

After the restyling  
of the historical  
Hausbrandt logo,  
a re-design of our  
cups, one of the  
most representative  
elements of the brand  
in bars and restaurants,  
was a must.

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**In addition to the graphic reinterpretation of the moka pot, which sips its aromatic coffee with new verve, we studied a new color palette: bright, vibrant and joyful, in line with all the latest communication choices of the Group, from product packaging to point-of-sale communications.**

Sky blue, tangerine, plum, pine green, turquoise and warm pink are the six shades chosen for our cups, giving them new energy, while the saucers reproduce some details of the logo, reinterpreting it in an almost abstract way.

In addition to the coffee cups, the new design has been applied to the larger cappuccino cups, the milk jug and the packaging, for a coordinated, consistent image, and to make these new sets a striking gift idea.



# Martin Orsyn, a new idea of Champagne

**An ambitious project, a romantic, authentic inspiration that meets the desires of the public. As connoisseurs, enthusiasts and young people are approaching the world of wine with more and more expertise, they can now let themselves be fascinated by the Martin Orsyn line.**

The combination of excellent grapes and the partnership with French masters have created true gems of scents and flavors, Champagnes that combine the tradition of a historical production method with the freshness of captivating, stimulating products. A plunge into dynamism and liveliness.

Pinot Noir, Pinot Meunier and Chardonnay grapes have been reinterpreted to create a unique, distinctive and innovative Champagne. The choice of the H.TS Group was to rely on a small winemaker in the Montagne de Reims area to create a product of excellence. Thanks to the sensibility of someone who has been in the world of wine for a long time and the experience of someone who deeply knows the traditional production of Champagne, the Group was able to create *its own Champagne*.

The result is surprising: the three grape varieties interact with each other, blend together, and are aged on yeasts for long periods (up to 48 months for Grande Réserve) in order to give character, strength and elegance to each of the three Martin Orsyn proposals.

CHAMPAGNE  
**MARTIN ORSYN**  
PREMIER CRU

The creation of these new masterpieces has been a real journey that, from the push towards continuous evolution of the H.TS Group, has led to the birth of high-quality Champagnes, capable of fascinating a diverse public. Even the choice of the graphic design of the label, capsule and communication material goes in this direction: they enter the market with determination, a clear drive to action, winking at a clientele made of young people or anyone who want products to experiment, in all their forms. The strong, full colors are elegantly matched by the brightness of metallic shades, while the minimalism of the label hints to a sophisticated, elegant and new tasting experience.

**Champagne  
Martin Orsyn  
Tradition**

with at least 24 months of aging and good drinkability, offers aromas of ripe peach, dried fruit and sweet bakery. It is perfect for aperitifs, as well as an excellent accompaniment for fish and shellfish dishes.

**Champagne  
Martin Orsyn  
Rosé**

with a 30-month aging period on yeasts, is delicate, original and curious, with hints of red fruits (especially blueberries and blackcurrant) and strawberry. With a fresh taste and great finesse, it is ideal as an aperitif and as a counterpart to savory or white meat dishes. Surprising when paired with fresh fruit desserts.

**Champagne  
Martin Orsyn  
Grande Réserve**

requires 48 months of aging on yeasts, which contribute to make it a fine Champagne, pleasant and with character. The notes of honey, hazelnut and brioche also leave room for a mineral touch and make this wine ideal as an aperitif, as well as impeccable to enhance fish dishes and medium to low matured cured meat.



BRUT  
**PREMIER CRU**  
TRADITION



BRUT  
**PREMIER CRU**  
ROSÉ



EXTRA BRUT  
**PREMIER CRU**  
GRANDE RÉSERVE







# A Christmas in color, to be experienced as if through the eyes of a child

Sweetness, inspiration and a pinch of magic. These are the key ingredients of the Group's Christmas proposals: a wide choice that ranges from traditional flavors to the most innovative ideas, for a Christmas under the banner of joy and sharing.



## Hausbrandt Christmas, the signature *of Taste*

The quality that has always distinguished Hausbrandt's Christmas proposals is enriched this year with the signatures of two artists of taste, a way of affirming the brand's passion for high-level confectionery.



### The Pandoro

proposed by Hausbrandt is a creation of Master Pastry Chef Andrea Tortora, who was able to give his recipe absolute softness and fragrance. A few high quality ingredients, such as butter, eggs, flour, sugar and yeast, are chosen with care and mixed gently and slowly, just like in the best pastry tradition. The result is an exceptional pandoro.



Exclusive recipe by

*Andrea Tortora*



### Sogno di Caffè e Zabaione

is the exclusive leavened cake created for Hausbrandt by Master Pastry Chef Sal De Riso: a new recipe that reinvents the traditional panettone. A soft leavened dough, filled with a delicious zabaglione cream and yummy chocolate chips, and covered with an intense icing that amplifies the scents of chocolate, zabaglione and coffee. A recipe as simple as it is surprising, which reveals the originality and creativity of a Master like Sal De Riso.



Exclusive recipe by

*Sal De Riso*

The range of Christmas cakes is completed by two Hausbrandt classics: **Panettone Glassato**, an excellent interpretation of the traditional panettone, enriched by the natural aroma of Madagascar vanilla, embellished with a shower of candied fruit and raisins and covered with a delicious hazelnut and almond icing; and **Panettone Specialità Delice**, with a soft dough that enhances the scents of citrus fruits thanks to the orange paste made with candied peel, and conquers the palate with its crumbly hazelnut icing.

All of Hausbrandt's Christmas treats are enclosed in a colorful, dreamy, evocative packaging, so that all of the customers who have chosen our cakes can fully experience the magic of Christmas.





## Enjoy days of lightheartedness with Theresianer: a *Creative* and playful Christmas

What could be better than dressing up Theresianer's winning products with an iconic, light-hearted and contemporary image such as the "Winter deer"?

A friendly, bespectacled reindeer peeps out from the packaging of the traditional **Winter Beer**, an unfiltered, top-fermented double malt beer, lightly spiced, with a scent of dried fruit and roasted notes, perfect for accompanying evenings spent together during the Christmas season. A fun and eye-catching character perfectly embodies the spirit of a winning product, which for years has been giving special moments to all customers who choose it.



## ADVENT CALENDAR



The Advent calendar contained Theresianer products, themed gadgets and all our beers in 0.33 cl format

The **Advent Calendar** also has a new look this year: bright, vibrant colors enrich this special treasure chest that allows you to discover and savor the entire Theresianer world. Day after day, the Advent Calendar keeps beer lovers and enthusiasts company while they wait for Christmas. Inside it, products, themed gadgets and all the Theresianer beers in 0.33cl format.

The calendar's tasting journey, featuring our friendly reindeer, ends with a special edition surprise beer. An original gift to give and receive, a perfect synthesis of the taste for fun that our brand expresses with its production.

Even the more traditional proposals brought a breath of fresh air to the Theresianer Christmas world with the exclusive Bierbrand beer distillate, the Theresianer 0.75 wooden cases, and the Zerocinquanta beer trio case.



## Col Sandago, toasts and high quality *Treats*

Not just wine, this year, for Col Sandago. Our excellent wine proposals, from Undici to Wildbacher, from Costa dei Falchi to the distillates, were accompanied by an exclusive novelty, which created unforgettable tasting moments offered by Col Sandago.



**UNDICI**  
Conegliano Valdobbiadene  
Prosecco Superiore D.O.C.G.  
Rive di Collalto Dry



Exclusive recipe by

*Sal De Riso*

Master Pastry Chef **Sal De Riso** has created an original recipe to give life to Panettone Col Sandago, a naturally leavened oven-baked artisanal cake, filled with Australian raisins, candied orange peel and precious Diamante citron. A panettone that reinterprets and enhances the best Christmas tradition, bringing to the table of those who choose it all the authenticity of an artisanal product, the softness of a slow leavening process and the fragrance of noble vanilla.

A simple, authentic cake that perfectly blends with the fruity and floral notes of our Undici Prosecco.



The packaging of Panettone and Col Sandago wines are a riot of colors, in order to make the moment of giving and sharing even more special

A strong sharing of the values of tradition, a passion for the quality of raw materials, a love for the excellence that comes from craftsmanship. These are just some of the elements which we have in common with the great Master Pastry Chef Salvatore De Riso, and which have led us to such an important partnership that we have officially appointed him as Hausbrandt brand ambassador.

# Pastry excellence becomes Hausbrandt brand ambassador



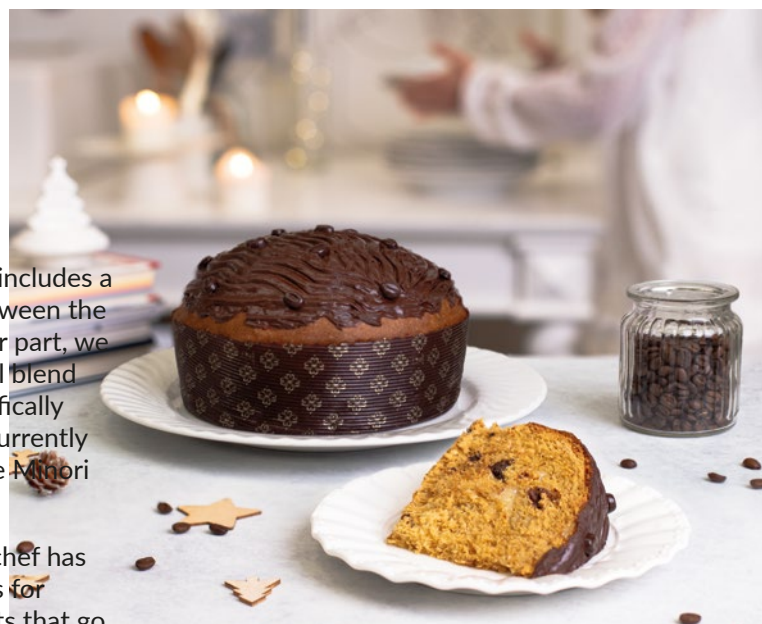


The three-year collaboration includes a series of shared activities between the Master and our brand. For our part, we have already created a special blend of 100% Arabica coffee specifically and exclusively for De Riso, currently used in his pastry shop on the Minori seafront.

The great Neapolitan pastry chef has developed two signed recipes for Hausbrandt leavened products that go perfectly with our blends and enhance their organoleptic characteristics. The first one, **Sogno di Caffè e Zabaione**, is a creative reinterpretation of panettone that enhances the aromas of Hausbrandt coffee and makes it irresistible thanks to the combination with zabaglione cream. In addition to this delicious stuffing, the soft leavened dough (without raisins, citron or candied orange) is also filled with chocolate drops and richly covered with an intense icing that amplifies the scents of coffee and cocoa. An innovative dessert that gives a nod to tradition, launched for the 2021 Christmas holidays and enthusiastically welcomed by our public. The second one, a delicate leavened cake with unexpected aromas, will be dedicated to Easter 2022.

**“I enthusiastically welcomed the partnership with Hausbrandt Trieste 1892 because we have two fundamental assumptions in common: the absolute satisfaction with the product and the strategic vision. It is a partnership that goes far beyond the simple use of the combined image.”**

Sal De Riso



The collaboration with the great pastry artist will also continue with various promotional initiatives for B2B and B2C targets: the Master will be a guest at industry events and trade fairs, sharing with our brand the best international audiences and affirming Italian excellence in the world. During the HostMilano fair, for example, De Riso was a guest and spokesperson at our space and represented his pastry art at best, qualifying in first place at the Panettone World Championship.

This synergy between Hausbrandt and Sal De Riso still has many surprises to offer, telling the best of Italian pastry and coffee excellence through new initiatives and occasions.

Discover Sal De Riso's creations



  
**SAL DE RISO®**  
COSTA D'AMALFI

Once again this year, the presence of the Hausbrandt Group at the most important international trade fair in the hospitality and catering sector was a precious opportunity to affirm the excellence of the Group's products, to present new interesting proposals to the market, to meet new and long-standing partners and friends, and to highlight important collaborations with true artists of taste.

# The Hausbrandt Group in the international temple of hospitality





**THE HAUSBRANDT STAND**  
The essentiality and elegance of black and white decorated our exhibition space



From 22nd to 26th October, in Milan, our stand interpreted in the best way the theme launched by HostMilano for the 2021 edition, “New Shapes of Hospitality”, presenting not only the many proposals by our brands, but designing real multisensory experiences and creating interesting events that were warmly welcomed by the public. The essentiality and elegance of black and white furnished our exhibition space, highlighting our iconic Hausbrandt moka pot, for the occasion in a blazing red version. President Martino Zanetti wanted to enhance our historic brand in a sober and refined context, with a contemporary artistic vision of strong impact. This welcoming and original place was the perfect setting to taste our best products. The coffee counter offered a selection of the best Hausbrandt coffees and single-origin coffees in *epica*® capsules, with particular attention to the new Hausbrandt BIO 100% Arabica. A coffee with a sweet aroma and intense aftertaste, characterized by a pleasant acidity on the palate, balanced by notes of fresh fruit and a hint of almond, it



was served in a dedicated spot with an undercounter espresso machine. Theresianer and Zerocinquanta also highlighted the qualities of their beers, unveiling special editions: the original Winter Beer and the creative Theresianer Advent Calendar. A tasting area was also dedicated to Col Sandago wines, the sublime offspring of the hill of the same name where not only the Glera grape, but also the unique Wildbacher have taken up residence, giving life to wines with a unique and distinctive personality.



HOSTMILANO 2021

# HAUSBRANDT



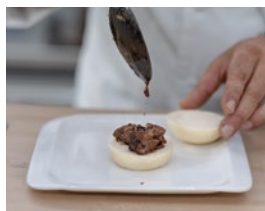
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If the products of the Group were the protagonists of our experience at HostMilano, the events staged with our star partners were the beating heart of it. Real shows that focused on quality and on our concept of hospitality and welcome.

## 1/ The Chef **ALESSANDRO BORGHESE**

delighted those present with an original recipe that enhances the aromas of our coffee: **"Steamed bao on a chestnut leaf with beef cheek, Hausbrandt Gourmet Columbus Ground Coffee, cocoa, cardamom, vanilla persimmon chutney"**. His communication skills and engaging verve topped it off.





## 2/ **The Bartender BRUNO VANZAN,**

in a double event over the weekend, proposed new cocktails based on coffee and beer, always original and innovative. The **"Fake Beer, twist on Penicillin"** had as its key ingredient the Theresianer Winter Beer, while the **"Coffee-flavored Manhattan"** highlighted our Hausbrandt Gourmet Columbus.





### 3/ The Master Pastry Chef **ANDREA TORTORA**

came up with an unusual and very scenic way to serve the Hausbrandt Pandoro made following his original recipe: **“Warm Pandoro served with Hausbrandt Gourmet Columbus espresso, bitter almond ice cream, coffee-flavored almond milk popcorn and grated chocolate”**.



### 4/ The “Pizza Researcher” chef **RENATO BOSCO**

created a recipe in which our Theresianer beer took center stage. His **“Beer and Cereal Crunch”** features our Theresianer Winter Beer both as the main ingredient of the focaccia and as an accompaniment in the form of a reduction, together with a Monte Veronese cheese fondue and a pumpkin dough sheet.







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## 5/ The Master Pastry Chef SAL DE RISO



This 2021 edition of HostMilano allowed us to get in close contact once again with all the major players in the hotel and restaurant industry, narrating all the developments and the trend towards the continuous research and innovation of our brands.

closed out our interesting list of events led by taste experts and, in addition to celebrating his victory at the Panettone World Championship, he previewed to the public his exclusive recipe for Hausbrandt **Sogno di Caffè e Zabaione**, a fragrant and soft leavened cake that reinterprets the traditional panettone recipe and transforms it into an irresistible dessert.



Watch all  
HostMilano live events





# With Cibus 2021, we go back to being a little closer again



**The largest showcase dedicated to made in Italy food was a welcome opportunity for Hausbrandt to finally meet customers and fans of the agri-food world again in person.**

From 31st August to 3rd September, the prestigious CIBUS fair took place in Parma, gathering the best proposals in the food sector. The fine Hausbrandt blends could not miss this important event, where they involved customers, fans and industry players in a unique tasting experience. The stand was designed precisely to allow the best communication of the organoleptic characteristics of our coffees, thanks to illustrations of the sensory profiles of the blends.





The fair was also a chance to present the new Hausbrandt offer intended for retail and large-scale distribution, a bouquet of proposals capable of interpreting the tastes of any consumer:



### MOKA

100% Arabica ground coffee in a 250 g tin, with a pleasant aroma of chocolate and a sweet, smooth taste;



### GOLD DELIZIA

ground Arabica and Robusta coffee blend in a 250 g pack, with a rich aroma and full flavor, ideal for those who love an intense coffee.

The new line of compatible capsules made from recyclable aluminum also showcased a rich offer of different coffees:



### GOURMET

100% Arabica ground coffee, an elegant and refined blend with spicy and citrus notes;



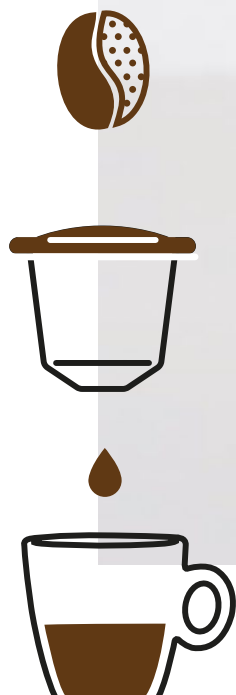
### INTENSO

ground coffee blend: delicate but with a persistent taste, featuring notes of dark chocolate, roasted hazelnut and cookies;



### DECAFFEINATO

delicate and pleasant decaffeinated ground coffee blend featuring notes of chocolate and dried fruit, with less than 0.1% caffeine.



Our guests were also able to taste the main coffee blends and single-origin coffees in **epica® capsules**, the system patented by Hausbrandt and exclusively compatible with Guzzini|Hausbrandt coffee machines.

A particularly pleasant and important moment of encounter, for the brand and for all the industry players, which allowed to reaffirm, once again, the importance of sharing and of the sensory experience in the presentation of food and wine products.



Quality and excellence are two strong points in the production of the whole H.TS Group and, once again this year, some of our Col Sandago and Theresianer products have been acknowledged by the most important national and international competitions. We are proud, because we know these awards are the result of the teamwork of professionals who work with passion and dedication in order to create excellent wines and beers.

# Theresianer and Col Sandago: award-winning products

## THERESIANER TRIUMPHS AT THE BERLIN INTERNATIONAL BEER COMPETITION

A “double-gold” for Strong Ale, a **gold medal** for Senza Glutine, Bock and Vienna, **silver** for Wit and **bronze** for IPA, Premium Lager and Premium Pils. This is Theresianer's very rich haul at the Berlin International Beer Competition, an opportunity that was put to good use in highlighting the great vocation for quality that characterizes our brewery, brought back to glory by Martino Zanetti's intuition and supported by the professionalism of a great master brewer like Stefano Bertoli.



**DOUBLE GOLD MEDAL**  
STRONG ALE



**GOLD MEDAL**  
SENZA GLUTINE / BOCK / VIENNA



**SILVER MEDAL**  
WIT



**BRONZE MEDAL**  
IPA / PREMIUM LAGER / PREMIUM PILS

BERLIN  
INTERNATIONAL  
BEER COMPETITION



800

BEERS

30

CATEGORIES

14

COUNTRIES

# Theresianer at the 2021 New York International Beer Competition



NEW YORK  
BEER INTERNATIONAL  
COMpetition



Theresianer  
Premium Lager

GOLD MEDAL  
95 POINTS



Theresianer  
Vienna

BRONZE MEDAL  
90 POINTS

The tenth edition of the New York Beer International Competition, a prestigious international event that gathers together the best beer producers from around the world, was an opportunity to put some of Theresianer's best products in the spotlight. The competition saw the participation of over 800 beers in 30 categories, with producers from 14 different countries, and it was the most important buyers in the trade who judged the most deserving beers.

Theresianer proudly earned the title of **Brewery of the Year - Italy**: an award to the love of quality and passion for tradition that have always distinguished the company. The judges were fascinated by our beers and recognized their value, awarding them some of the most ambitious prizes: a **Gold Medal** for **Theresianer Premium Lager** (with 95 points) and a **Bronze Medal** for **Theresianer Vienna** (with 90 points). Their organoleptic characteristics and typicality made these two beers shine in their categories.



**Merano**  
WineFestival  
since 1992

# Col Sandago at the Merano Wine Hunter



The mission of this prestigious competition is contained in its name: the Merano Wine Hunter goes on the hunt for excellence, for the best expressions of national and international wine culture.

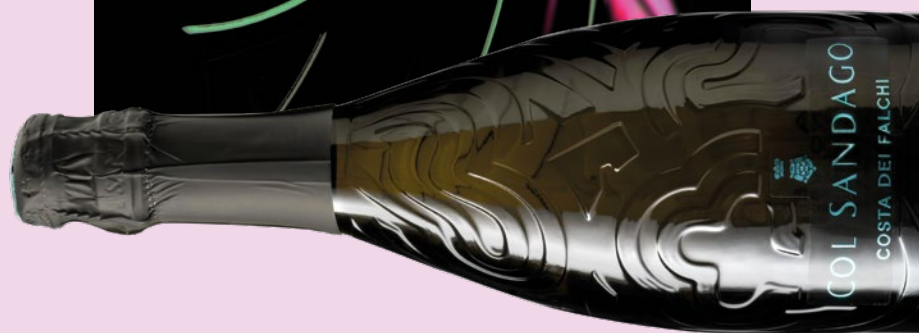
Once again this year, some of the wines of our label are part of this group of stars, which has been able to conquer the palates and noses of the judges: technicians, sommeliers, bartenders, wine journalists and wine lovers.

A **GOLD WineHunter Award** was given to **Wildbacher Biotipo Di Col Sandago**

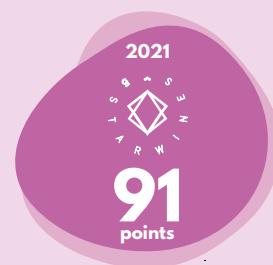
**Colli Trevigiani IGT 2015** while a **RED WineHunter Award** was given to **Undici Conegliano Valdobbiadene Prosecco Superiore DOCG 2019 Rive di Collalto**.

The excellence of Col Sandago cultivation and production system has been acknowledged and awarded by a technical jury, capable of catching

all the expressive potential of our wines. *Excellence is an attitude*, as the slogan of the competition goes, and excellence is at the basis of everything we do.



# Col Sandago among the 5Star Wines



For 5 years, Veronafiere has been promoting a three-day tasting which highlights the wineries that are best at constantly improving their production systems and creating wines of the highest level. This experience gives life to an editorial product, 5StarWines – the Book, which collects the best labels selected. The jury in charge of tasting and voting is composed by professionals of the enological sector, and this makes the results obtained by Col Sandago even more prestigious.

With a score of 91/100 **Conegliano Valdobbiadene Prosecco DOCG Superiore Spumante Extra Brut Costa Dei Falchi Rive di Collalto 2020** was awarded the opportunity to be listed **among the best wines selected** by the judges and to be a part of 5StarWines - The Book along with other 510 labels from all over the world.



Wildbacher's new image  
has not gone unnoticed  
on the international wine  
scene

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Col Sandago's  
design is also  
a winner





**The jury of the Vinitaly Design International Packaging Competition 2021 awarded the Bronze Medal to the 2015 vintage of Col Sandago's precious IGT Colli Trevigiani red wine, the year in which the product's new graphic design was launched.**

Every year the jury, made up of international designers, art-directors and journalists, rewards the best packs for the wine, oil, beer and spirits categories, and this year it acknowledged and highlighted the graphic elements and distinctive features of the new Wildbacher packaging - created by the Inventium agency of Milan - where every detail tells the

story of a noble and proud wine.

The work done aims at revitalizing tradition, reinterpreting in a contemporary key the multi-colored decorations and the graphic style. The golden foil, the purple tissue that wraps each bottle and the precious wooden case impressed and fascinated the

judges, who were able to appreciate the will to present a bewitching, almost regal wine. A unique wine in the worldwide panorama, the perfect realization of President Martino Zanetti's creative spirit and intuition.



# The best street food goes hand in hand with Theresianer and Zerocinquanta

## Who said that street food cannot be celebrated as high-quality food?

Once again this year Gambero Rosso has published a very interesting guide dispelling this outdated myth and giving well-deserved recognition to the highest quality street food, which offers a contemporary service and, in many cases, reworks and reinterprets the best regional cultural traditions. In this map, which covers the whole of Italy, Gambero Rosso selects places, food trucks, kiosks, local markets and new gastronomic formats which transform street food into a true art form, to be experienced and enjoyed in a convivial atmosphere.







Theresianer and Zerocinquanta were the main sponsors of Gambero Rosso's Street Food Guide 2022. Our beer proposals have proved capable of accompanying any type of preparation



## And what could be better than an excellent beer to accompany excellent street food?

This is why, once again, **Theresianer and Zerocinquanta were the main sponsors of Gambero Rosso's Street Food Guide 2022.** We brought the originality of our beer proposals to the award ceremony for the individual regional winners, creating a corner dedicated to the tasting of our beers during the official presentation event of this important editorial product. The wide Theresianer range and the original Zerocinquanta proposals proved capable of accompanying any type of preparation, each time exalting its characteristics and peculiarities.



The presentation event was held on Monday 12 July at MAXXI, the National Museum of 21st Century Arts in Rome, and provided a valuable opportunity to introduce some of the company's excellent unfiltered beverages to the public: for Theresianer, Wit and Pils in 0.75 format and Senza Glutine in the traditional 0.33 format; for Zerocinquanta, the golden Guglielmo, the IPA Cordelia and the red Amleto.

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With this partnership we wanted to reaffirm the winning combination of beer and street food, declaring that the quality of the product can take on dynamic, light and convivial forms of service like those that characterize street food, without ever sacrificing an excellent food and wine experience.



# When beer rhymes with grill



What could be better than pairing a great beer with succulent grilled meat? The collaboration of our Zerocinquanta brand with a grill master came about almost naturally. Gherardo Gaetani dell'Aquila d'Aragona, better known as Barù, has created a new social media format, which reveals the tricks for a perfect barbecue.

BRACI - I SEGRETI DEL BBQ is a series of six episodes, published on his Instagram profile, in which he tells his passion for the grill and the secrets of the ancestral technique of cooking meat with fire. An opportunity to tell about **Guglielmo**, a traditional Lager with a decisive attitude, **Amleto**, a malty Bock with a strong character, and **Cordelia**, a balanced, strong Indian Pale Ale, as well as a chance to pair them in the best possible way to one of the most popular meat cooking techniques. Sausage, T-bone

steak, scamerita, hamburger, rib eye and sliced steak, each episode tells about curiosities and techniques to make these dishes really perfect by cooking them on the grill. Guests of the series: Cristiano Tomei, chef of the *Imbuto* restaurant in Lucca, Paolo Parisi, the king of eggs and Cinta Senese, along with the famous Costantino della Gherardesca and top model and actress Mariacarla Boscono. The chosen location is Casa Cavallegeri, former residence of the della Gherardesca noble family, in Alta Maremma.

A curious and original format that last summer entertained Barù's fans and many lovers of good food, still available today in the Reel section of his Instagram profile, @Barulino.



Watch  
all Reels





COUPE DU  
MONDE  
DE LA  
PÂTISSERIE  
2021



# Hausbrandt supports the champions of taste

**The Hausbrandt brand has always cared about the excellence of the Italian food and wine tradition. For this reason, once again this year, it has decided to support some of the most prestigious competitions and initiatives that highlight the masterpieces of Italian confectionery.**

The final of this prestigious international competition that compares the best pastry teams in the world took place in Lyon on September 25. Eleven nations, including Italy, represented by Lorenzo Puca, Andrea Restuccia and Massimo Pica, coordinated by the President of the Italian Club Alessandro Dalmasso, competed in the final in Lyon. The Italian team was supported by Hausbrandt both through direct sponsorship of the competition and through the support of Cast Alimenti, an academy that Hausbrandt has been supporting for many years. Italy took first place, leaving behind, among others, Japan and France, who came in second and third respectively. A triumph that highlights the Italian pastry art and confirms the talent of our Masters all over the world.





## TIRAMISÙ WORLD CUP 2021



**Photo:**  
the tiramisu winner  
of the original recipe

**Below**  
the winner being awarded  
the Hausbrandt Award by  
Beatrice Zanetti

An iconic dessert, as simple as it is irresistible, which has managed to conquer the whole world since its birth in Treviso.



**Photo:**  
the tiramisu winner of  
the Hausbrandt Award

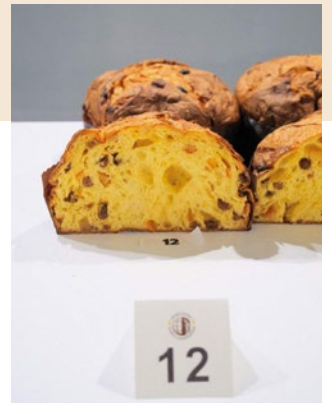


And it is in that same city that its popularity was celebrated once again this year, with the Tiramisù World Cup 2021, a 3-day competition that rewards the best tiramisu created by non-professional enthusiasts. Since the first edition, Hausbrandt has been a sponsor of the competition, as well as the official coffee for the creation of the competing desserts. The Moka 100% Arabica ground coffee in a tin was the protagonist of the participants' creations: a coffee created from a selection of fine African and Central American Arabica beans, with a pleasant chocolate aroma, a sweet,

round taste, and a peculiar aromatic intensity. This year a special award was created to highlight the key ingredient of tiramisu: coffee. With the Hausbrandt Award, a Hausbrandt professional chose one of the semi-finalists in the *Original Recipe* category. The one who was able to create the tiramisu which was most balanced and best enhanced the coffee could go directly to the final. Sponsoring this competition is, for our brand, a way to support the quality of Italian confectionery, both professional and amateurish, and to show our love for Treviso and its territory, which hosts the company headquarters.



## **ACCADEMIA DEI MAESTRI DEL LIEVITO MADRE E DEL PANETTONE ITALIANO**



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**In September 2020, a group of pastry masters and others (Claudio Gatti, Salvatore De Riso, Maurizio Bonanomi, Paolo Sacchetti, Vincenzo Tiri and Carmen Vecchione) founded an association with the aim of spreading and protecting the quality of sourdough and leavened products throughout the world.**

The Accademia dei Maestri del Lievito Madre e del Panettone Italiano (Sourdough and Italian Panettone Masters Association) has been working since then to promote the use of sourdough by pastry chefs, pizza makers and bakers who have been using and working with it for at least 10 years and to spread the quality of made in Italy leavened products. Professionalism, sustainability and sharing are the elements that animate this important

mission: to bring Italian quality to the world. Hausbrandt has also joined the cause, becoming a partner and sponsor of the association. In 2021, several important events were organized to spread the association's mission: the Night of Sourdough Masters in Parma on July 26, the Night of Masters by the Sea in Minori on August 24 and the Panettone World Championship during the HostMilano fair in October 2021. This occasion highlighted the

extraordinary competence and experience of Sal De Riso, Master Pastry Chef who has been collaborating with our brand for years. The international competition, organized by the Academy with the aim of promoting the quality of traditional Italian artisanal panettone in the world, awarded the Best Panettone Artist Prize to Master Pastry Chef Sal De Riso, capable of exalting the properties of sourdough and the quality of the raw materials used in the production of this delicious cake.







ISIVI  
ZIONE

OTRIL IN...LAOLO

21 / 25  
JULY 2021



**HAUSBRANDT**  
TRIESTE 1892

ALY  
VAL

**Cinema,  
a passion to  
live and  
enjoy**

Once again this year, the Hausbrandt Group supported the art of Italian cinema and reaffirmed its great passion for the world of the big screen. The excellent products of the Group's brands demonstrated their ability to interpret an idea of high-level taste and conviviality in two occasions.

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# Hausbrandt at Filming Italy Sardegna

Stefania Rocca and  
Vanessa Hudgens

On the side  
Giulia Bevilacqua



The fourth edition of Filming Italy Sardegna Festival took place from 21st to 25th July, a one-of-its-kind event that combines the small and the big screen, bringing together the stars of the entertainment world and their fans.

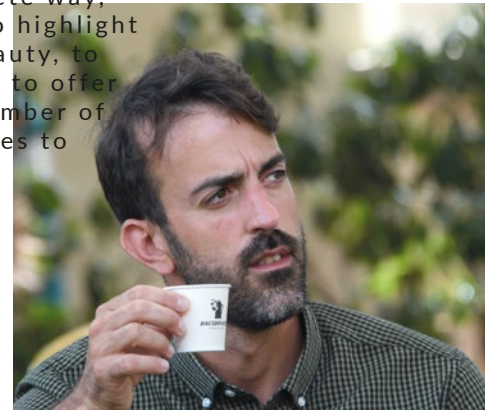
Hausbrandt decided to support the creative art of cinema and television by sponsoring this event and giving both stars and viewers the opportunity to experience a unique, memorable reception.

The best Hausbrandt blends were the aromatic backdrop for meetings and screenings, panels and master classes, and everyone, from the most famous stars to the most passionate viewers, was able to savor the many organoleptic facets of coffee.

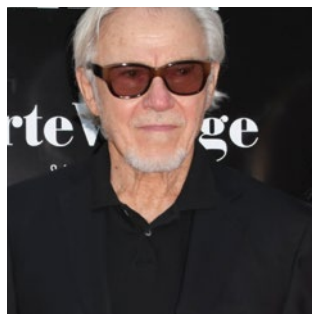
Espresso, Gourmet, Decaffeinated – perfectly made coffee has been able to conquer everyone.

The Theresianer products also supported the event, becoming precious and welcome gifts for the guests, who were able to immerse themselves in the fabulous sensory world of our beers.

This partnership made us particularly proud because, once again and in a very concrete way, we were able to highlight our love for beauty, to support art and to offer our guests a number of taste experiences to remember.



Elizabeth Olsen



Harvey Keitel



Valeria Golino

Learn more  
about the event



1 / 11  
SEPTEMBER 2021



MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA  
LA BIENNALE DI VENEZIA

From 1st to 11th September, the spotlights of national and international cinema turned on the 78th edition of the Venice Film Festival, a historic event that every year interprets the trends of contemporary cinema.

The exclusive Hollywood Celebrities Lounge was a living area where many of the attending stars met and discussed, a place which also hosted gala dinners and cocktail parties among the most sought after of the Festival.





# The Hollywood Celebrities Lounge at the 78th Venice Film Festival

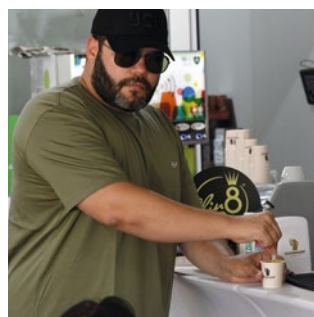
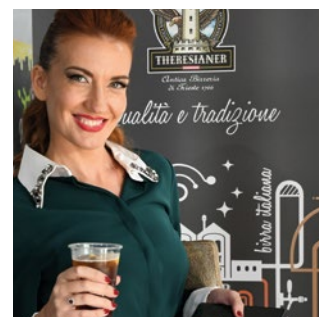
The products of the Hausbrandt Group and the set-up of the Lounge area welcomed the guests in a refined and elegant way, thanks also to the background music provided by Radio Monte Carlo.

The best Hausbrandt blends, in *epica*® capsules, tickled the palates of the most demanding coffee lovers with their simplicity and excellent preparation results.

The Theresianer and Zercinquinata beers gladdened the guests' moments of relaxation and conviviality and their evenings of

entertainment, offering a tasting journey through the company's best brewing traditions.

A positive experience as always, which for the fourth consecutive year mixed the excellence of cinematographic art with the surprising interpretation of taste that the Hausbrandt and Theresianer products can offer to those who allow themselves to be tempted. A collaboration that puts experience first, leaving a pleasant memory for those who were able to live the magic of cinema in one of the most spectacular cities in the world.



In the photos:  
Giulia Di Quilio,  
Herman Mendoza e  
Hatzin Navarrete,  
Salvatore Esposito,  
Yuri Ancarani, Andrea  
Pennacchi, Aly  
Muritiba, Toni Servillo

On the side  
Mario Martone



