



Press Release

Hausbrandt at the 36th Annual SIGEP Experiencing the beauty, quality and culture of coffee

Hausbrandt, an ambassador of the culture of Italian coffee around the world, will be a leading participant of the 36th Annual SIGEP (International Artisanal Ice Cream, Pastry and Bread Show) scheduled for this coming 17 to 21 January in Rimini.

Hausbrandt will be involved in creating “an orchestra of flavours”, with a busy schedule of events at this extremely important show, thanks also to the partners with whom the company has shared the fundamental values of beauty, quality and culture for some time.

Goodness and beauty to savour are found in the dessert creations of **Iginio Massari**, the Master Pastry Chef at the Italian Academy of Master Pastry Makers and a world champion who has won more than 300 competitions, awards and other national and international recognitions since 1964, who with his own creative inspiration will guide us in an exploration of a world of thrilling sensations for the palate to discover the art of pastry-making paired with the finest Hausbrandt coffee.

The host of this event will be the food blogger Maria Andreucci. She is the creator of the blog “Italian-Cooking-Adventures”, where she describes Italy from the perspective of food to her readers and, through her journeys, helps them discover food and wine from around the world.

The stand will have a rich **programme of tastings** of the best coffee blends, from Gourmet Columbus to Academia, both as espressos and cappuccinos. This Italian-style Breakfast offers unique aroma and taste sensations, which are also a pleasure for the eyes thanks to Latte Art exhibitions.

Theresianer Beer and wines from Tenuta Col Sandago-Case Bianche will also be available to try.

One of the new additions appearing at the event is the **Guzzini | Hausbrandt** coffee machine. Hausbrandt played a leading role in its creation with *epica*, the innovative patented capsule system that offers an assortment of 24 high-quality beverages, including six types of 100% Arabica single origin coffees, as well as other types of coffee, tea and infusions. “When 7 grams of pure coffee meet 100 years of design” – the quality, flavour, aroma and creaminess of the best Hausbrandt coffee encompassed in a small high-tech object.

After the extraordinary success of the previous SIGEP events, Hausbrandt has become an “**Event Sponsor**” for the Juniors World Pastry-Making Championship 2015, providing its range of whole bean single origin coffees for the preparation of a coffee-based dessert.

A harmonious presence that sees Hausbrandt as an increasingly authoritative leader in the world of coffee, the ideal partner for excellence in flavour and culture.

H.TS. 1892 SPA: HALL A1 STAND 200

January 2015

Press and Public Relations Office - Gagliardi & Partners Tel. +39 049 657311 – e-mail: gagliardi@gagliardi-partners.it

Hausbrandt Trieste 1892 S.p.A. - Marketing and Communication - Tel. + 39 0422 8891- www.hausbrandt.com