

# TRADITION

experience the world of Hausbrandt Group

## **A Coffee-time Moment**

Blends, formats, colors: a rich set of new products at Hausbrandt

## **Theresianer Anniversary**

A toast to the 25th anniversary of Theresianer, the idea that has become an excellence

## **Easy Art**

Easy Art: bubbles made to perfection

## **Ambassador**

Food & beverage stars featuring in Hausbrandt brands' events

## **Awards and recognitions**

Made a highly satisfying 2025

**year 16**  
**n° 19**





## Cover

Martino Zanetti

Acrylic on plexiglass sheet

2025



# TRADITION

this is our house organ.  
It tells about the things we do...  
reveals who we are.

“People are the company’s true asset.”



Feeling part of the Group, working with pride and sharing values are fundamental to us, expressions of a clear Vision for the future, deeply rooted in every business decision we make.

At Hausbrandt, **sharing** lies at the heart of our daily work. It is what enables tangible results and lasting success, reflecting our commitment, professionalism and passion. People are the company’s true asset: skills, experience and the ability to work together turn goals into achievements and strengthen our connection with the communities in which we operate.

What truly matters is the **quality** of our work, this quality is understood as attention to processes, reliability of solutions, care for detail and respect for established standards. A quality that reveals itself every day through the expertise of our technicians, the specialization of our teams and the strength of our organization.

The Hausbrandt Group, together with all its brands, moves forward with a global vision focused on **excellence**, where care for people, responsibility toward the community and quality results progress hand in hand.

Operating responsibly means contributing to local development and building, over time, a reputation based on reliability, consistency and respect.

Along this journey, culture represents a source of inspiration and **growth** for us, adding depth to the way we work and shape the future.

Throughout 2025, a series of meetings, stories and insights highlighted our commitment, a path that allows us to look back with great satisfaction, and above all to move forward with confidence.

*Andrea Zanetti* *Giuseppina Zanetti*

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Over 1000 years of color heritage



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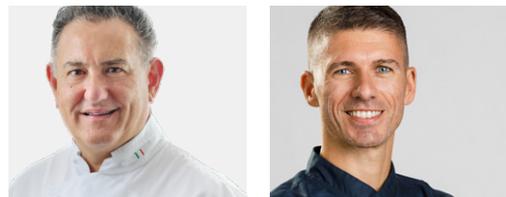
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*Meda Zanki*



HAUSBRANDT  
TRIESTE 1892  
FOUNDATION

PARTNER



# TARVISIUM PICTA

**“Oltre 1000 anni di colore in eredità”**



# Tarvisium Picta, art made of color, form, and thinking

Palazzo Sardone, the headquarters of Banca Generali Private in Treviso, hosted **TARVISIUM PICTA - Over 1000 years of color heritage, Martino Zanetti's solo exhibition, from February 1 to June 30.**

Several unpublished works and installations, including some large pieces, allowed the public to dive into the artist's poetics, which, drawing inspiration from Neoplatonic philosophy, embodies the "Nouveaux Philosophes" project, a synthesis of art, philosophy, and renaissance.

The exhibition, sponsored by the Hausbrandt Foundation, was curated by the eclectic architect Luciano Setten and featured a variety of works that, through an intense and vibrant use of color, staged a harmonious flow of bathochromic features. "Painting is unrepeatable chromatic calligraphy" - stated the artist - "Imitating and reproducing color to the same extent is impossible; having all the chromatic nuances, like music, it is inimitable."





*“Painting is unrepeatably chromatic calligraphy.”*

*Martino Zanetti*

Like a modern narrative of the Renaissance, the exhibition was, for those lucky enough to enjoy it, a **journey through color, form, and thinking**. Following Renaissance ethics, Martino Zanetti chose to exhibit his works for charity.

The exhibition also featured some musical aperitifs called I COLORI DELLA MUSICA (The Colors of Music), organized by Asolo Musica, in which sound and painting become a unique sensory and immersive experience.

These events were also an opportunity to promote the culture of solidarity, with the four concerts dedicated to four charitable initiatives (ADVAR Assistenza Domiciliare Volontaria Alberto Rizzotti, LILT Lega Italiana per la Lotta contro i Tumori, AISM Associazione Italiana Sclerosi Multipla and TREVISIO BULLS wheelchair hockey team).

Each event welcomed guests with the intensity by Hausbrandt Espresso Epica and elegant toasts by Col Sandago wines.



GRUPPO  
HAUSBRANDT



DIGITAL

## A new digital home for the Group

Hausbrandt has redefined its online image.

Creating an essential and functional meeting point, to showcase the products of each brand and to tell their story in the best way. The new Hausbrandt Group website brings together in a single space the values, vision, mission, and commitment of a multifaceted team, composed of brands with different backgrounds, but which looks at the future with unity and cohesion.



↙ [gruppohausbrandt.it](http://gruppohausbrandt.it)

What emerges clearly is the constant pursuit of quality and extensive experience in the coffee, wine, and beer industries. The website is the ideal place to showcase the key points of the production system: shaping excellence starting with the selection of raw materials, ethical choices, and a commitment to sustainability. Partnerships also feature prominently, providing a complete overview of all the Group's promotional activities. An overview of **Hausbrandt, Theresianer, Col Sandago, Martin des Orsyn, Zerocinquanta**, and Theresianer Gin provides a comprehensive view of the rich product portfolio and then gives users the freedom to explore each brand's website in greater depth.

The minimalist aesthetic, with color backgrounds and sophisticated photographs, creates a coordinated and harmonious image, while respecting the specific identity of each brand. The fluid navigation and excellent usability welcome and guide users, who can discover all the details they want, from the history of the group to its values, from its mission to its innovation. The website is also a starting point for the numerous activities and divisions that are part of Hausbrandt: from the art of **Martino Zanetti** to the **HTS Academy** and the **Hausbrandt Foundation**.

## A welcoming logo

The aesthetic standards of the **Hausbrandt Group** logo have been defined with a view to making the Group's presentation even more unified, hence a very contemporary choice of font and essential colors.

**A simple, institutional, and solid logo that demonstrates its completeness and ability to unite different souls and brands under a single entrepreneurial vision.**



Blends, formats,  
colors: a rich set  
of *New* products  
at Hausbrandt

NEWS FROM  
THE GROUP

12

|



a **C O F F E E** -time **M O M E N T**

With Hausbrandt coffee, every moment is an emotion.

2025 was a year full of new developments for Caffè Hausbrandt, which saw the debut of a wide selection of products, packaging, and formats. The campaign “A Coffee-time Moment” inspired the evolution of our products range towards new taste experiences; it is a common thread that tells the story of the new coffees and captivates consumers, retailers, and baristas alike.

The new “A Coffee-time Moment” collection offers different formats, from classic cans and bricks to capsules and soft packs, and blends with unique characteristics, capable of satisfying individual preferences and adapting to everyone’s habits.

The communication dedicated to the new products conveys the desire to accompany those who love Caffè Hausbrandt in a personal experience, capable of enriching every moment of the day. It is a way to renew our closeness to those who choose the

brand every day and to celebrate the beauty of everyday gestures, transforming them into authentic meaningful moments.

The packaging design highlights the key aspects of the different blends and evokes their different sensory profiles, guiding consumers in their choice of grind and preparation method. Warm, enveloping colors and sinuous lines welcome and surround the senses even before the smell and taste are captivated by the explosion of aromas and flavors.



Soft Pack Ground Coffee



Compatible Capsules



Ground and Whole Beans



Vacuum Packed



[Find them here](#)



Coffee is an experience, which evokes feelings and memories, it is a way to take time and create connections.

## A special coffee ritual for each person

“A Coffee-time Moment” selections describe the different ways of experiencing coffee, from the first sip in the morning to the more relaxed breaks during the day. Each blend reveals a unique sensory profile, described on the packaging to help consumers make an informed choice that best reflects their moment of daily pleasure.

**Nespresso® system  
compatible capsules**  
Small chests of aroma  
and taste



## Capsules: convenience, and quality in a cup

Compatible capsules are available in five different blends: **Colombia**: a tropical and elegant journey resulting from a single origin and 100% Arabica beans; **Sublime**: refined and balanced with floral aromas and notes of dried fruit and honey, 100% Arabica; **Intenso**: smooth and welcoming, releasing aromas of biscuits, honey,

and caramel, with hints of cereals and spices; **Decaf**: sweet and delicate, with a fruity aroma, hints of chocolate and biscuit, and no caffeine; and **Unico**: the prized 100% Arabica Bio with citrus and floral aroma, Fairtrade certified and available in compostable capsules.



## The traditional vacuum packaging

The three blends available in classic 250g bricks satisfy the desires of different types of clients, with unique preferences and characteristics. **Qualità Oro** is a blend of soft, enveloping and balanced roasted and ground coffee, with a mild acidity and an intense aroma.

**Qualità rossa**, on the other hand, is a blend with a round body, intense and decisive, with notes of cocoa, biscuit, and dried fruit. Finally, **Delizia** is a creamy and balanced coffee of medium intensity, with a round, full-bodied structure and notes of cocoa, biscuit, and dried fruit.



Find them here

a **COFFEE** -time **MOMENT**



## Jars, fragrance, and taste always at their best

Available both ground (with different grind sizes for moka pots and espresso machines) and in beans, **Sublime** coffee, offered in convenient tin cans, is a **100% Arabica** blend, refined and balanced, with floral aromas and notes of dried fruit and honey. It has medium intensity and balanced acidity.

### Ground, Espresso and Beans

# SUBLIME

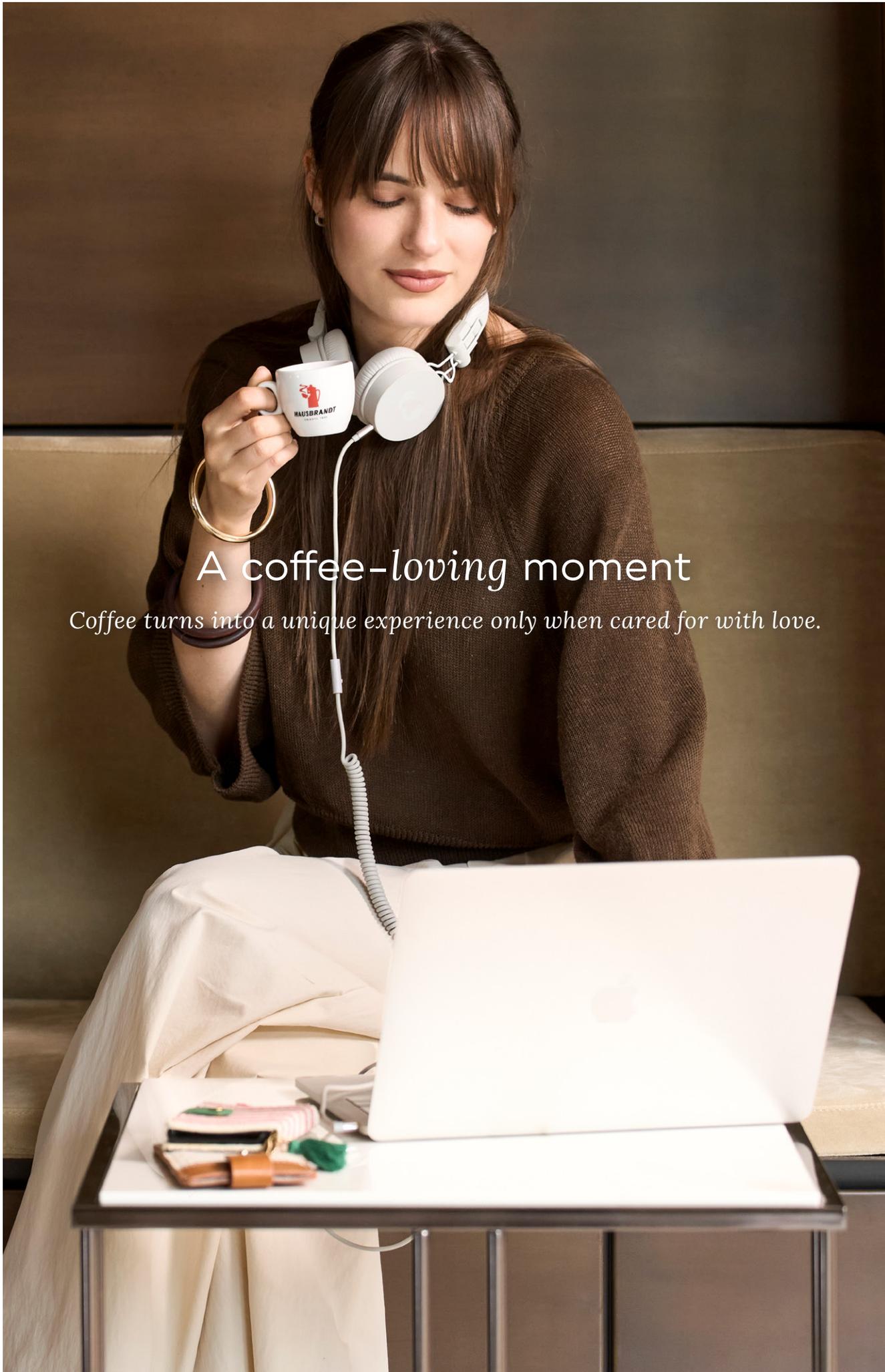
**100% ARABICA**

a **DATE**

SWEET AND UNFORGETTABLE



Find them here



## A coffee-loving moment

*Coffee turns into a unique experience only when cared for with love.*



# Soft pack, an innovative treasure *Chest* of aromas and flavors

Inspired by the tradition of horeca coffee, the new exclusive packaging is designed to enhance and protect the qualities of the product.



[Find them here](#)



**A journey into the art of coffee extraction**



**CLICK HERE**

Its 200g packs, made of flexible material, are equipped with an aroma-preserving valve that protects its freshness and intensity of freshly roasted and ground coffee.

The different grind sizes are fit for the various preparation methods, from moka to Chemex, from V60 to espresso extraction or French press. This selection comprises four exclusive blends, each with its own distinctive personality and profile: **Espresso Crema**: full-bodied and strong, it is

a blend of Arabica and Robusta with an intense aroma of toasted bread and notes of tobacco and dried fruit; **Moka**: an intense and persistent coffee, reminiscent of freshly baked biscuits, with notes of chocolate and spices; **Filter**: ideal for filter or French press preparation, it is a coffee with a balanced biscuit aroma, with notes of honey and dried fruit; finally, **Decaf**: a sweet and delicate decaffeinated coffee, it has a fruity aroma and notes of chocolate.



**New formats and blends for *Special* coffee moments.**

ENVIRONMENTAL  
AND SOCIAL  
RESPONSIBILITY

# ÈQUALITY

La sintesi perfetta tra etica e qualità.



**Bio 100%  
Arabica,  
good coffee  
in every  
sense**

Bio 100% Arabica, now FairTrade certified, is winning over an increasingly wider public thanks to its characteristics and its focus on sustainability and ethics.



Bio 100% Arabica Fairtrade is therefore a coffee that is good in every sense, both for its environmental and social impact and for its organoleptic characteristics.



IT IDENTIFIES A CERTIFIED BRAND AIMED AT REDUCING THE ENVIRONMENTAL IMPACT OF BUSINESS ACTIVITIES



sweet aroma and intense aftertaste



notes of orange, peach and almond

Bio 100% Arabica is a 100% organic blend that obtained Fairtrade certification in 2025. This important recognition testifies to the company's commitment to choosing environmentally friendly materials and production processes, and its desire to promote respect and enhance harmony between people, their work, and nature. The beans used to make this roasted coffee come from farms that are managed with full respect for the environment, in line with the rigorous processing rules for organic raw materials. Furthermore, becoming a Fairtrade coffee means standing alongside farmers and choosing to promote fairness, equality, and sustainability.

Bio 100% Arabica Fairtrade is therefore a coffee that is good in every sense, both for its environmental and social impact and for its organoleptic characteristics.

With its sweet aroma and intense aftertaste, it offers a pleasant acidity on the palate, that is reminiscent of orange, with notes of peach and almond, which are also recognizable in the aroma. It is a coffee with great personality, combining an excellent sensory experience with the authenticity of a sustainable product.

The Bio 100% Arabica Fairtrade advertising campaign best conveys the unique characteristics of this blend with **"Equality"**, a term that combines ethics and quality, clearly reflecting the principles and essence of an excellent product.

## ÈQUALITY

The perfect synthesis between ethics and quality.





FAIRTRADE, SUSTAINABILITY,  
RESPECT FOR THE ENVIRONMENT  
AND FOR PEOPLE

## The Hausbrandt Group's commitment for the future

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Hausbrandt has always cared deeply about the places where its brands operate. Today, this closeness cannot be separated from a broader perspective that includes production sites, coffee farmers who handle raw materials, and, more generally, the entire supply chain that guarantees the highest quality in production. With this in mind, and demonstrating commitment and responsibility, the Group has already implemented or is in the process of implementing a number of initiatives that involve several corporate activities.

### The values that guide the Company

Integrity

Respect

Innovation

Quality  
culture

### CLEAN ENERGY

Since 2017, the Hausbrandt Group has been using **clean and sustainable energy** thanks to its new logistics center, which houses 634 photovoltaic panels over an area of more than 1,000 square meters, and thanks to **energy supplies that are entirely Italian, coming from renewable, certified,**

**and guaranteed sources.** In addition, there is a constant commitment to minimizing CO2 emissions.

Such choices go beyond ethics and demonstrate a desire to minimize the company's footprint in order to respect the environment and future generations.

# Values that last, choices that respect.



## LOVE FOR NATURE

There are many ways in which a brand can demonstrate its love and respect for nature: several activities undertaken by Hausbrandt in recent years are a testimony of that love and respect.

When designing the Group's headquarters, particular importance was given to "green spaces", which effectively improve the area where the company is located. The project saw the creation of a **3,210 m<sup>2</sup> green area with over 90 tall trees** in the production center and more than **140 tall trees in 16,770 m<sup>2</sup> of green space** in the logistics center. A small but significant immersion in nature, occupying as much as one-fifth of the entire property.

Furthermore, since 2010, an **Integrated Quality and Environmental Management System** has been implemented to ensure maximum quality and total safety from farming to the final product. Finally, in 2025, obtaining the **Fairtrade certification for Bio 100% Arabica coffee** underlines the company's strong focus on nature in its production areas, which entails training farmers towards sustainable cultivation.



## Be better.

ENVIRONMENTAL AND SOCIAL RESPONSIBILITY



## GREEN AREAS

### Logistics hub

**16.770** m<sup>q</sup>

GREEN AREA

**140**

TALL TREES

### Production hub

**3.210** m<sup>q</sup>

GREEN AREA

**90**

TALL TREES

## ENERGIA ELETTRICA 100% DA FONTI RINNOVABILI

### Reduced CO<sub>2</sub> emissions



CLEAN ENERGY DOES NOT EMIT CO<sub>2</sub> INTO THE ATMOSPHERE

### Renewable energies



100% USE OF ENERGY FROM NATURE

### Photovoltaic systems



ENERGY FROM OWN PHOTOVOLTAIC PANELS

## SUSTAINABLE ENERGY

### Photovoltaic panels

since 2017

**1.000** m<sup>q</sup>

SURFACE

**634**

PHOTOVOLTAIC PANELS INSTALLED

**199** kw

ENERGY GENERATED

## PACKAGING



WHENEVER IS POSSIBLE WE PREFER USING PAPER SOURCED FROM RESPONSIBLY MANAGED FORESTS



A SELECTION OF COMPOSTABLE SERVICE MATERIALS



**-27,5%** PLASTIC IN COFFEE PACKAGING



WE PROMOTE COMPOSTABLE MATERIALS, SUCH AS THE NEW COMPOSTABLE ESE PODS, COMPOSTABLE COMPATIBLE (NESPRESSO) CAPSULES

## REDUCING OUR IMPACT

Caring for the environment does not only mean taking action to improve the conditions of the spaces we live in, but also making conscious and sustainable choices affecting the production system, minimizing the impact of waste.

In recent years, **recyclable and compostable packaging** has been introduced, substantially reducing the use of plastic and therefore carbon emissions. The new ESE

Pods, for example, are entirely compostable, and the packaging is mainly made from FSC paper, which is produced from forests that are **managed in a sustainable manner** from an environmental, social, and economic point of view.

Caring for the environment means making informed and as sustainable as possible choices in our production system.

Hausbrandt expresses its sustainable commitment not only through the use of materials or the production processes, but also through corporate culture practices that create an environment of respect and harmony between people, work and nature.



## Sustainability, people and the environment. We care.

### ETHICS AND RESPECT FOR WORK

Always caring for the working conditions of its employees and collaborators, since 2025 Hausbrandt's commitment has also extended to raw material producers. The **Fairtrade certification for Bio 100% Arabica** demonstrates the Group's strong commitment to the working and living conditions of coffee producers. This means not only fairness and respect, but also training for healthier and more sustainable crop management, with full respect for the environment and the territory.

At the Group's offices, attention to the employees takes the form of flexible

working hours, which allow them to enjoy a satisfactory **work-life balance**, **continuous training** projects aiming to expand their professional and personal skills, and **support for charities and associations**, in order to share a well-being to the benefit of not only the company but the entire community.



**THE FUTURE DOES NOT WAIT:  
WE BUILD IT TODAY.**

# Brasil, a *Journey* to the roots of quality

Offering excellence to its clients has always been one of Hausbrandt's core objectives, and gaining in-depth knowledge of a product, savoring and experiencing it is one of the best ways to achieve that goal. Deepening the knowledge of coffee culture, experimenting with different varieties, and experiencing the origins of the essences firsthand represent the basis to build on for quality production.



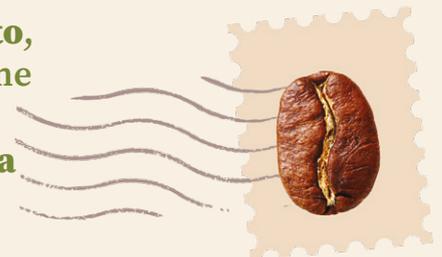


For these reasons the **experience in Brazil** was conceived: **a journey of discovery, culture, and openness** to everything that means loving and cultivating the best coffee in the world. A delegation of the Hausbrandt staff spent two weeks in July in the regions of Espírito Santo, São Paulo, and Minas Gerais, visiting some of the key coffee production sites, from Santo do Pinhal to Vitória, from Varginha to Franca Alta Mogiana.

The journey started in the plantations, to rediscover the value of **slow cultivation that respects the land**: the colors and scents of lush nature,

hands that work and carefully select the best beans, movements and rhythms that evoke ancient traditions and today ensure a sustainable and respectful approach. Listening and learning through mutual exchanges with the farmers on their land was also a powerful and engaging experience, as it allowed us to share values, inspire relationships, and envision one future, albeit geographically distant. Each dialogue was a key step in **deepening our understanding of the origin and characteristics of the different coffee varieties**, and each cup tasted reflected an authentic connection with the land.

**Two weeks in the regions of Espírito Santo, São Paulo, and Minas Gerais, visiting some of the key coffee production sites, from Santo do Pinhal to Vitória, from Varginha to Franca Alta Mogiana.**





**2000** km  
of roads

**7**  
plantations visited

**6**  
fazendas

**430**  
cups tasted

The visit allowed the staff to test different varieties of Robusta and Arabica, to see firsthand the bean selection processes, the harvesting moments, and the careful drying of the drupes on traditional African beds in historic fazendas surrounded by nature. Over **2,000 kilometers of roads** traveled, **7 different plantations visited**, **6 fazendas**, and more than **430 cups tasted** allowed the Hausbrandt team to discover and assess in advance the product that will be offered in the coming season, immersing themselves not only in its organoleptic

characteristics but also in its deepest culture. The tasting, in fact, gave them the privilege of immersing themselves and letting themselves be enveloped in the journey that takes aromas, scents, and nuances from the plant to the cups of coffee lovers thousands of kilometers away. A Pindaric flight through the taste and values that are expressed by such ritual: the ability to live life to the fullest, lovingly cultivating the best coffee essences in the world, or sipping your own steaming cup of Hausbrandt.

THERESIANER  
ANNIVERSARY

Happy Beerthday



# THERESIANER

A toast to the 25th anniversary of Theresianer, the idea that has become an excellence.

A lantern, a beacon, a symbol of far-sightedness, an eye on the future. The logo of Theresianer couldn't be more vividly representative of an idea that originated in the brilliant mind of his founder Martino Zanetti, who, 25 years ago, decide to bring the beer-making tradition of Trieste back to life. In 2000 in Nervesa della Battaglia, province of Treviso, the brand Theresianer was created, in keeping with the Middle-European brewing tradition, that experienced a glorious past in Trieste.



A lantern,  
a beacon, a  
symbol of far-  
sightedness.



The (romantic) business intuition of Martino Zanetti, has resulted in the production of beer of the highest quality, made from wisely selected raw materials and through meticulous production processes that are inspired by the ancient know-how.



It has been a bold gamble, which made an excellent product available to the most demanding and passionate customers, generating 25 years of great business success and achieving important international awards.

In 2025, the **New York International Beer Competition** awarded the brand with the title **“Italian Brewery of the Year “** and with **Gold Medals** for **Premium Lager** and **Vienna**; at

**Brussels Beer Challenge** 2024, Vienna was awarded with the **Gold** and **Silver Medals**. The **Prize Eccellenza del Cerevisia** 2024 for **Bock** and **Cerevisia 2025** for Premium Pils also demonstrate the global success of Theresianer beers.



Its “slow maturation” is one of the secrets that make Theresianer products unique.

Its “**slow maturation**” is one of the secrets that make Theresianer products unique: pure water, malt, precious hops and selected yeasts are left to release all their taste and aroma during natural brewing time.

The prestigious **Slow Brewing Certification** testifies the extraordinary outcome of this production method, which is respectful of tradition and ethics.

Such certification is periodically renewed through audits that verify the implementation of responsible methods using the highest-quality raw materials and respecting the natural maturation and brewing timing.



[theresianer.it](http://theresianer.it)



# EASY ART

by

*Martino Zanetti*

NEW

N

E

W

## Easy Art: bubbles made to perfection

**Easy Art is the perfect synthesis of love of art and passion for wine.**

Every year, **Col Sandago's limited edition** is adorned with **Martino Zanetti's** captivating works of art, in a project that celebrates beauty and creativity speaking the language of taste, elegance, and color.



2

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Carefully selected white grapes give life to a **Spumante Brut with a refined and harmonious profile**, designed to accompany the most significant moments in the life of those who choose it: gala dinners, anniversaries, celebrations, and special occasions are enriched with magic and elegance thanks to the bubbles and unmistakable style of this sparkling wine. **Brilliant with its fine and persistent foam, Easy Art is a wine with a pleasant, typically fruity aroma and a soft and harmonious taste that makes it perfect for aperitif and throughout a meal.**



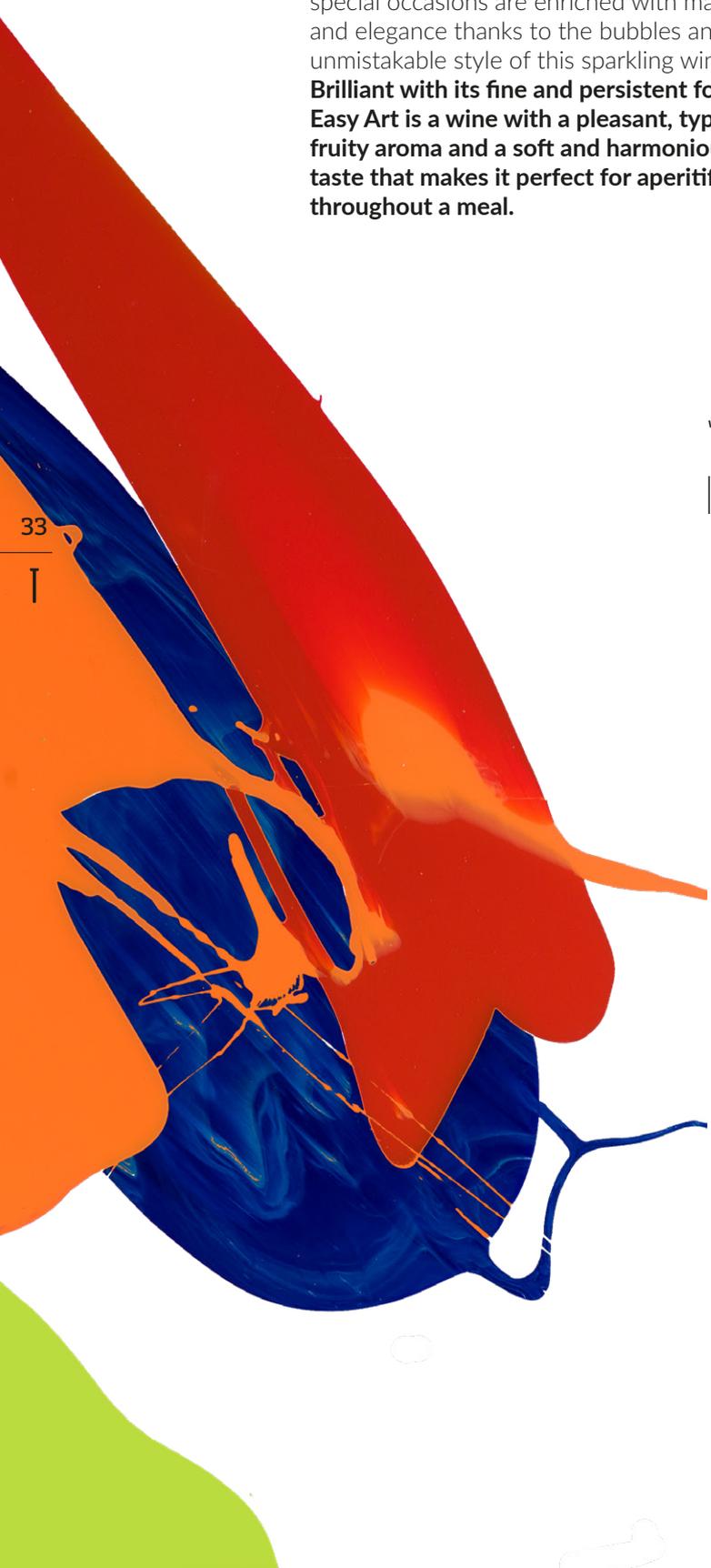
“Lines and brush strokes that easily and lightly represent the time of our being”

Martino Zanetti

**Each bottle is a small masterpiece since it reproduces Zanetti's works** and can be stored in a precious silver foil case with a front opening: Easy Art is, therefore, the ideal gift for the most special occasions.

With the 2025 edition, Easy Art challenges the most classic aesthetic canons of the wine sector and sparkles with colors, explodes with energy and vitality, recounting the expressive freedom and visual power of Martino Zanetti's art. The vibrant palette combines a bright pink background with intense parts of brilliant orange, flashes of midnight blue, and sprout green. A fluid of flowing colors that conveys movement and gives light.

**More than just spumante, each bottle of Easy Art is a cult and collectible object**, a symbol of beauty that can be tasted, observed, and experienced. A toast to creativity, where every detail is designed to be exciting.



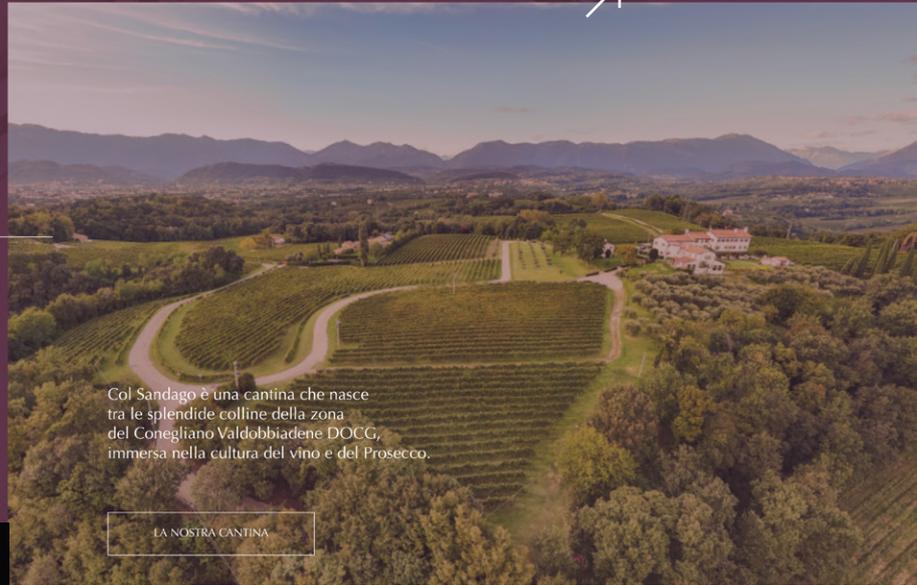


COL SANDAGO

[colsandago.it](http://colsandago.it)



L'arte  
di fare vino



Col Sandago è una cantina che nasce tra le splendide colline della zona del Conegliano Valdobbiadene DOCG, immersa nella cultura del vino e del Prosecco.

LA NOSTRA CANTINA

DIGITAL

# A NEW ONLINE STORY FOR COL SANDAGO

**Where art meets wine. This is the opening promise of Col Sandago's new digital image.** An ambitious, decisive statement that immediately places the user within the brand's value system.

What is offered on the new Col Sandago website is a journey through the history of the brand and the territory; it follows a **lasting thread of tradition, foundations, and vision.** Art is the container that encapsulates essence and aesthetics: landscapes become paintings, wines are awarded and recognized every year as excellent in the most ambitious wine competitions, and careful design of labels and bottles speaks of beauty, colors, and all-round sensory experiences.

**Smooth navigation and different levels of detail** in the use of the website make it modern, effective and perfect to convey the world of Col Sandago.



A new online image to  
celebrate and toast!



CHRISTMAS  
2025

# All the nuances of a memorable *Christmas*

Once again this year, the Hausbrandt Group is celebrating the holidays with a selection of products designed to thrill. Traditional desserts and innovative offerings, fine wines and limited edition beers, special gift boxes convey the passion and care with which Hausbrandt has always crafted its products. An invitation to experience the magic of this festive season when sharing is so important, through taste, elegance, and authenticity.

## Hausbrandt, an exquisite balance between innovation and tradition

Whether you choose to share traditional desserts during festive moments or be charmed by new flavors and sophisticated combinations, Hausbrandt has responded with a wide range of delicious desserts, made with artisan care and a selection of the best ingredients.

There are many delicious options to give as gifts or treat yourself to, celebrating the most magical time of the year with sweetness and excellence.

Cheers, goodies and  
**sharing:**  
the time for celebration  
has arrived.





New:  
**SOGNO  
DI CAFFÈ  
AI TRE  
CIOCCOLATI**

Among the new products for 2025 is an exclusive cardboard box that, with its twilight shades (from orange to blue, passing through purple), captivates the eye before the palate. But the real surprise lies inside: an incredibly rich dessert that combines the intense aroma of **100% Arabica Gourmet Columbus** coffee with the deliciousness of three types of chocolate (white: creamy with hints of vanilla, milk: sweet and enveloping, and dark: intense and elegant). The whole thing is embellished with a crunchy almond and coffee glaze and is served with an inviting coffee cream and toasted almonds, ready to use in a convenient piping bag. This recipe was exclusively created for Hausbrandt by **Maestro Salvatore de Riso**, and is a fragrant, intense dessert with delicious flavors, made with artisan care, perfect as a precious Christmas gift.

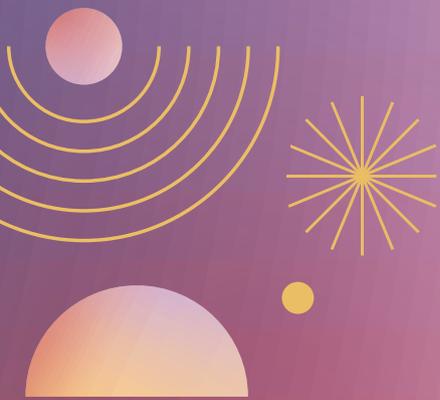
The **aroma of coffee** and the gentle sweetness of white chocolate, the unexpected magic of a flavor that envelops you like snowflakes.



Confirmed:  
**PANETTONE  
CIOCCOLATO BIANCO  
E CAFFÈ**



Another exclusive Hausbrandt offering that confirms its success in the 2025 season is the **Panettone Cioccolato Bianco e Caffè**, which combines the tradition of the Christmas dessert par excellence with the intense flavor of **Hausbrandt 100% Arabica Gourmet coffee**. White chocolate and the freshness of candied lemon peel create a sublime balance of flavors that will win over even the most demanding customers.



A special atmosphere, made of sparkling lights, people gathered and **sweetness:** here is the joy of moments and memories.



## TRADITIONAL desserts with Hausbrandt quality

Hausbrandt's traditional trio is dressed up for the festive season in 2025, making Christmas-table sharing of the must-have desserts even more joyful.

**Pandoro**, with its softness and sweetness, amazes with every slice with its delicate aromas and attracts you with its star-covered packaging.

**Panettone Glassato** confirms itself as a balanced and delicious tribute to tradition, with candied fruit, raisins, and hazelnut icing, the result of a careful selection of the best ingredients.

Last but not least, in terms of both importance and deliciousness, is the **Panettone Specialità Delice**, sparkling with aroma and fragrance, with a soft dough and a crumbly hazelnut glaze with almonds and sugar sprinkles. The packaging of these Hausbrandt delicacies shines with delicate and charming shades, with golden details to make them even more exclusive.

# THERESIANER, lots of options to toast during the holidays

Not only bubbles to celebrate Christmas 2025 and welcome the new year: Theresianer offers special editions designed to give moments of authentic sharing and joy.



## WINTER Beer



# When **winter** whispers outside.

This year, **Winter Beer** is adorned by one of the most tender and iconic symbols of winter: a brown bear with woolen hat and scarf that will make you smile, warm your heart, and make you want to share moments in front of a crackling fireplace. The precious collector's case contains a limited edition beer with subtle hints of roasting and spices, and aromas of dried fruit that reveal themselves with every sip.

A pleasant confirmation among the Theresianer **Birra delle Feste** offerings is the limited edition, round and full-bodied beer with a delicate taste and hints of tropical fruits and citrus. Interestingly, the gift box containing four bottles is an elegant box with contemporary graphics reminiscent of snow crystals and white landscape.



AWARDS AND  
RECOGNITIONS



*Made a highly  
satisfying*  
**2025**



2025 is a year to remember for the Group's brands, which have been awarded and recognized in important international competitions and rankings.

Hausbrandt, Col Sandago, and Theresianer have once again demonstrated the excellence of their products and promoted Italian know-how around the world.





AWARDS OF THE GROUP

**PREMIO INDUSTRIA FELIX,**  
*among the best Italian companies for the third year running*



In 2025, for the third consecutive year, Hausbrandt Trieste 1892 had the privilege of being **awarded the High Honor of the Premio Industria Felix - L'Italia che compete** (Industria Felix Award - competitive Italy).

At the award ceremony, held on December 11 in Milan at Palazzo Mezzanotte, the company was recognized as one of the top Italian agri-food companies by management performance and financial reliability.

*“We are grateful to the committee of Premio Industria Felix for this prestigious recognition,”* said Arianna Zanetti, President and CEO of the Group, at the award ceremony. *“Hausbrandt wants to be a ever growing and evolving company, that sprouts, flourishes, and generates value. A present that enhances the path taken and fosters the opportunities of the future.”*

**“Hausbrandt wants to be a ever growing and evolving company, that sprouts, flourishes, and generates value.”**

Arianna Zanetti

*We are willing to keep acting with resilience in a constantly evolving global context, in order to go on strengthening and passing on the Group’s fundamental values.”*

The Award is an important recognition for the brand as it certifies that the path taken is the right one and that the journey towards a solid future open to international markets is going to be long and profitable.



ESPRESSO  
CAPSULA  
EPICA®

*is among  
the best  
coffees in  
Italy*



The Gambero Rosso Guide to Italian Coffee and Coffee Roasters is one of the most authoritative voices for describing and promoting the best Italian coffees. In its 2025 edition, **Hausbrandt Capsula Epica® Espresso** received the highest recognition, namely **three grinders**, which is the symbol of absolute excellence.



**Hausbrandt Capsula Epica® Espresso** received the highest recognition, namely **three grinders**, which is the symbol of absolute excellence.

It is the outcome of a rigorous selection process conducted by a jury of professional tasters, who were called to analyze thousands of references through blind tastings. The products are assessed according to strict protocols to ensure impartiality and consistency, and divided into four preparation categories: espresso, moka, filter, and single-serve. Such method is what makes the guide a reliable and internationally recognized tool. Edited by Andrej Godina and Mauro Illiano, the guide was created with the aim of spreading the culture of quality coffee and highlighting the work of roasters who invest in research, expertise, and production

continuity, contributing to the growth of the entire industry.

This is an important achievement for Hausbrandt, which once again confirms its status as a brand oriented towards excellence and capable of interpreting coffee using an approach that values tradition as well as innovation.



# *All the medals awarded to Theresianer*

Theresianer beers have once again demonstrated their value and ability to satisfy the consumers' taste, receiving numerous awards at major international events.





Theresianer Premium Lager  
Theresianer Vienna



Theresianer Wit  
Theresianer Premium Pils  
Theresianer Bock



Theresianer Strong Ale



## New York International Beer Competition

The **New York International Beer Competition**, where the panel of judges is composed of industry professionals, brought great satisfaction to Theresianer in its April 2025 edition.

The panel awarded two **gold medals** to **Theresianer Premium Lager** and **Theresianer Vienna**, with a score of 95 points each, three **silver medals** to **Theresianer Wit**, **Theresianer Premium Pils**, and **Theresianer Bock**, which earned 93 points each, and a **bronze medal** for **Theresianer Strong Ale**, which earned 91 points. Finally, the brand was awarded the prestigious **Italian Brewery of the Year** award, confirming the recognized quality of its beers and its ability to establish itself as one of the best Italian breweries.



## Premio Cerevisia 2025



**Theresianer Premium Pils** was one of the stars at the **2025 Cerevisia Award**, a festival aiming at fostering the quality of Italian beer production, by promoting breweries and products on the global market. In the **“Pilsner and Sub-styles”** category, it was **the beer that impressed the panel** the most, for its typicality, pleasantness, and adherence to the reference beer style. That award tells a story of passion, care, and vision, and recognizes meticulous beer production and the continuous search for excellent raw materials.

## Brussels Beer Challenge



The **Brussels Beer Challenge** was also a source of great satisfaction for Theresianer, which won over the panel of one of the most authoritative competitions on the world stage. In a challenging assessment context (judges from all over the world evaluate beers in blind tastings with very strict standards of excellence) and competing against over 1,800 labels, **Theresianer Vienna** stood out, winning the **Bronze Medal**. Vienna's distinctive profile, its notes of roasted malt and intense amber color brought out the best in its stylistic balance, revealing its character and fidelity to tradition.



**COL SANDAGO HAS  
FOUND ITS PLACE**  
*in the most  
important wine  
guides and  
competitions*

Once again, this year, some of the Col Sandago labels have been selected among the best Italian wines and included in the most prestigious guides for wine enthusiasts and professionals. Vines are cultivated with care and passion, tradition is at the core of winemaking, and quality is constantly pursued, resulting in labels capable of winning over the palates of the most demanding selectors.

## Falstaff Prosecco Trophy

## Falstaff Sparkling Special

**Falstaff magazine**, one of the biggest and most authoritative wine and food magazines in Austria, Germany, and Switzerland, is a point of reference for professionals and wine enthusiasts. Col Sandago is therefore honored to appear among Falstaff's selections, as that confirms our constant commitment to the pursuit of the highest quality production.

For the special **Prosecco Trophy 2025**, "Costa dei Falchi" Conegliano Valdobbiadene Prosecco Superiore DOCG - Extra Brut and "Vigna del Cuc" Conegliano Valdobbiadene Prosecco Superiore DOCG - Brut scored 91 points out of 100; "Undici" Conegliano Valdobbiadene Prosecco Superiore DOCG - Dry - Rive di Collalto scored 89 points out of 100. In the **Sparkling category**, "Costa dei Falchi" Conegliano Valdobbiadene Prosecco Superiore DOCG - Extra Brut scored 91 points, while Wildbacher Metodo Classico VSQ - Extra Brut vintage 2019 scored 90.

Finally, Col Sandago winery was included as a reference in the **Guida Italia 2026**, earning **three stars**.



**COSTA DEI FALCHI**  
Conegliano Valdobbiadene  
Prosecco Superiore DOCG -  
Rive di Collalto - Extra Brut

**VIGNA DEL CUC**  
Conegliano Valdobbiadene  
Prosecco Superiore DOCG  
- Brut



**WILDBACHER**  
Metodo Classico VSQ  
- Extra Brut



**UNDICI**  
Conegliano Valdobbiadene  
Prosecco Superiore DOCG  
- Rive di Collalto - Dry





## 5StarWines - the Book



**COSTA DEI FALCHI**  
Conegliano Valdobbiadene  
Prosecco Superiore DOCG -  
Rive di Collalto - Extra Brut

**5StarWines - the Book**, a collection of Italian excellence published by Veronafiore and released in the days leading up to Vinitaly, also highlighted some of the best labels offered by Col Sandago. Over two thousand wines were tasted over three days by a jury of international experts, and only the best had the opportunity to be included in that prestigious publication. The Col Sandago labels

assessed by the jury achieved excellent results: **“Costa dei Falchi” Conegliano Valdobbiadene Prosecco Superiore DOCG - Extra Brut - Rive di Collalto** scored 90 out of 100, and **Colli Trevigiani IGT “Wildbacher” 2018** scored 86.

## Guida Oro I Vini di Veronelli 2026

We are particularly proud of the mention of a Col Sandago gem in the **Guida Oro I Vini di Veronelli 2026**, one of the most authoritative publications about Italian wine. A group of expert tasters assigns the score according to criteria like consistency, quality, and recognizability, which is why the **special mention dedicated to Wildbacher IGT** by Gianluigi Brozzoni, who has been editor of the Guide since 1997, is a source of great satisfaction. Brozzoni's words about the "Wildbacher" I.G.T. Colli Trevigiani, which scored 90 out of 100, were extremely gratifying. Martino Zanetti's gamble has paid off, as he entrusted expert agronomists with an ancient vine variety from Styria that was bound to be forgotten. He gave it new verve, instead, allowing it to express its excellent quality thanks to meticulous row planning, hand harvesting, and respectful, traditional winemaking processes. The result is a wine that captivates at first taste.

Many other wines were awarded by this publication: **"Camoï" I.G.T. Colli Trevigiani** with 90 points, **"Wildbacher Metodo Classico" V.S.Q. - Extra Brut** with 89 points, **"Costa dei Falchi" Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. - Rive di Collalto - Extra Brut** with 87 points, **"Vigna del Cuc" Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. - Brut**, with 86 points, **"Undici" Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. - Rive di Collalto - Dry** with 85 points, **"Case Bianche" Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. - Extra Dry** with 85 points, **"Wildbacher Brut Rosé" - V.S.Q.** with 85 points.





## *Food & Beverage* **stars featuring in Hausbrandt brands' events**

In 2025 collaborations have kept going with notable representatives of the Italian F&B industry, who have been brand ambassadors in events and educational initiatives of the Group. Those partnerships give shape to Hausbrandt's desire to put Italian excellences side by side with a view to continuous research and experimentation, and demonstrate that Hausbrandt's products ensure the highest quality standards and are chosen by the most notable experts of the Italian food and beverage tradition for their creations.

## Pastry art by

Salvatore  
De Riso



Long-time **partner and ambassador**, the **Maestro pastry chef Salvatore De Riso** is a steady and continuous source of inspiration for Hausbrandt.

This year's special edition recipe of Hausbrandt Christmas desserts, *Sogno di Caffè ai 3 cioccolati*, is again signed by him and has been the protagonist of **original cooking shows** during the most important trade-fair exhibitions of the brand. In addition, the Maestro Sal De Riso was the kick-starter of the **collaboration with AMPI**, Association of Italian Master Pastry Chefs, which he chairs. The partnership with Sal De Riso has been renewed every year and is a testimony of mutual dedication to achieving quality and respect for tradition.

Bruno  
Vanzan  
Original  
creativity



Connecting the concepts of coffee and bartending was never easy, but the iconic figure of bartender and Flair World Champion Bruno Vanzan made those two souls blend in a winning mix of creativity, innovation and experience.

He has been a **partner and ambassador** of the Group for years, and the most lively expression of the Hausbrandt research, also carried on through the activities of the **Bruno Vanzan Academy**. The Training Center, opened in the center of Milan in 2025, is a place where excellence is applied to mixology, a center that offers the best training for mixologists, bartenders and managers in the bar industry.

The numerous occasions when **Bruno Vanzan attended exhibitions and events were seen as actual shows**, that brought prestige to the products of the Group. An example of that happened at Sigep 2025, when he successfully presented a twist on the great classic Espresso Martini, made with Hausbrandt Gourmet 100% Arabica coffee, a cocktail that can always leave its mark.

## Encounters with excellent Veneto figures:

*Massimo  
Albanese*

## and Hausbrandt



The Maestro Pastry Chef **Massimo Albanese**, member of AMPI and linker between AMPI and Hausbrandt, has been for a long time **an excellent ambassador, spreading the virtues of the typical products of Veneto region.**

Apart from his two shops in the heart of Treviso, geographically close to the Group's HQs, Albanese is well known all over Italy and in the world as one of the most important artists of Tiramisù, for which he uses the finest Hausbrandt products.

In 2021 he got the prestigious prize Cucchiaio di Cristallo and Tiramisù di Treviso at the Tiramisù World Cup, the crowning achievement of a successful career, which had already been celebrated by the awarding of the titles Best Panettone in Veneto, in 2010, and Best Focaccia in Veneto, in 2016, as a testimony of authentic passion and notable talent.

# Pairing of tastes with Renato Basca



The **partnership with the prince of proofing Renato Bosco** keeps generating creative experiments, surprising pairings and impressive recipes, interestingly matching sweet and salty bread and dough products with Theresianer and Zerocinquanta beer.

In his intervention at **Sigep 2025** with title “Pane, Panettone e Parole”, he introduced the recipe double crunch of Mortadella and pistachio, made sublime by the pairing with Theresianer IPA and a special Panettone, made unique by its beer-based zabaglione cream with Theresianer Birra delle Feste. These two creative and different proposal are an excellent example of mixing high-quality products in a perfect way.

# Roberto Rinaldini

## Creativity fit to training



**Reference point for the training** offered to the Group's clients was **Maestro Roberto Rinaldini**: an outstanding protagonist of the pastry world, master chocolatier and world champion ice cream maker.

He has been the ideal partner to build a complete and extensive training program, sharing values like continuous quest for excellence, respect of tradition and artisan approach, attention to raw materials and research in the field of cutting-edge processing techniques, with a view to train fully-skilled bartenders with a complete knowledge of production and

service. Rinaldini is a precious resource for the Group and a reference point for the training of managers, due to his **extensive experience and inclination to research and study of the trends** in the F&B industry. Rinaldini's multi-faceted knowledge can be exemplified by the **training event on sustainability** held in May at the Group's headquarters. The event addressed the topic from multiple perspectives, i.e. sustainability in the bar considering energy efficiency, the choice of eco-friendly materials and workplace arrangement; responsible production through raw materials selection and waste reduction and management; to conclude with a vision where responsibility is a shared approach between co-workers and the team.

"We live and travel through color.  
Color accompanies us on our journey.  
Lines and brush strokes that easily and  
lightly represent the time of our being."

*Martino Zanetti*

FIERE  
2025



# SIGEP

**A STAGE OF  
EXCELLENCE FOR  
THE HAUSBRANDT  
GROUP**

Once again this year, the Hausbrandt Group played a leading role at the **46th edition of Sigep, the International Exhibition dedicated to artisan gelato, pastry, bakery and coffee sectors**. From January 18 to 22, at the Rimini exhibition center, the Hausbrandt Group previewed its new **"A Coffee-time Moment"**, showcasing innovative products and packaging in a colorful and cozy booth, where the art of Martino Zanetti was the protagonist and interpreter of the Group's spirit.

Corners and spaces dedicated to the Group's excellence welcomed partners and visitors, while exclusive events, masterclasses, and cooking shows entertained and attracted those who visited the booth during the event.

Sal De Riso, Master Pastry Chef, Bruno Vanzan, Barman and Flair World Champion, Roberto Rinaldini, Pastry Chef, and Renato Bosco, baking and proofing specialist, were the special guests who thrilled visitors with their creations and recounted the art of taste in all its forms.

SIGEP

61

# DAY 1

## CHEF RENATO BOSCO

**“Pane, Panettone e Parole” (Bread, Panettone and Words), was the show by Chef Renato Bosco** staged on the first day of the exhibition, with the presentation of a double crunch of Mortadella and pistachios, made sublime by the pairing with Theresianer IPA and a special Panettone, made unique by its beer-based zabaglione cream with Theresianer Birra delle Feste.



SIGEP

# DAY 2

**MAESTRO  
PASTICCERE  
SALVATORE  
DE RISO**



On the second day, the star was Pastry Chef and AMPI President Sal De Riso, who delighted guests with a delicious cake with walnuts and coffee, embellished with a creamy mascarpone and zabaglione sauce, which highlighted the aromatic characteristics of the Hausbrandt Gourmet Columbus 100% Arabica blend.

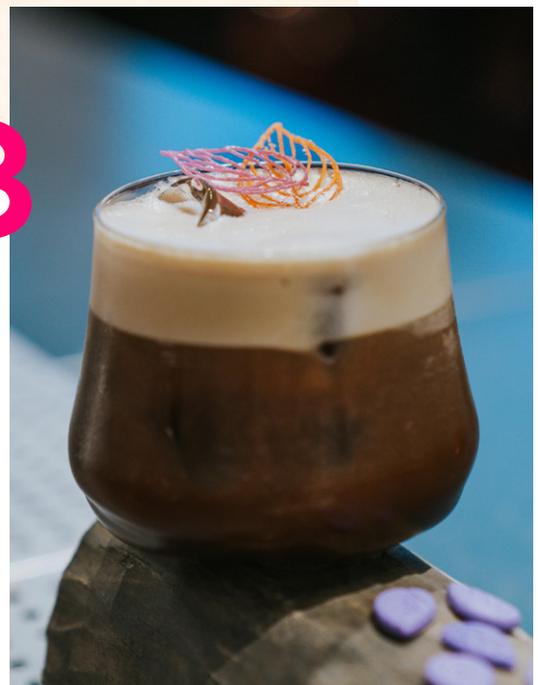




# DAY 3

**MIXOLOGIST  
BRUNO  
VANZAN**

On the third day, the stage was rocked by bartender and Flair World Champion **Bruno Vanzan**, who used his creativity and skill to revisit a great classic, presenting a twist on the Espresso Martini made with Hausbrandt Gourmet 100% Arabica coffee.



SIGEP



# DAY 4

**PASTRY CHEF  
ROBERTO  
RINALDINI**

The event was **concluded by Pastry Chef Roberto Rinaldini** who, in addition to preparing a mini filled éclair: a crunchy dessert with a coffee toffee caramel center and light Academia coffee cream, made his vast experience available for an interesting workshop, teaching the secrets of pastry making.

BEER & FOOD  
ATTRACTION

*Spotlight on  
Theresianer  
at Beer & Food  
Attraction*



**BEER & FOOD  
ATTRACTION**

An urban-metropolitan atmosphere, “green” details, and a strong institutional image are the key ingredients of Theresianer’s presence at **Beer & Food Attraction 2025**, which saw the brand engage an audience of enthusiasts and professionals with a booth designed to amplify and make the sensory tasting experience unique.



**THERESIANER**  
— DISTILLED GIN —

*A new gin dimension*



*Beers, beverages, food,  
and trends for the Out  
of Home channel*



From **February 16 to 18 at the Rimini Exhibition Center**, Theresianer confirmed its position as one of the protagonists of the event that brings together the most comprehensive national and international range of beers, beverages, food, and trends for the Out of Home channel.

Among the proposals brought to the fore was the Mezzo Litro (half a liter) format, dedicated to the catering channel

and designed for unfiltered masterpiece beers: Premium Pils, Wit, India Pale Ale, and Bock. Also in the spotlight were the 0.33 liters and draft formats and the Zerocinquanta collection: the original Guglielmo, Amleto, and Cordelia beers, with their pure and authentic spirit. Theresianer Gin also found its spot, highlighting the unique characteristics of a high-quality distillate that combines the brewing tradition with the latest trends in mixology.

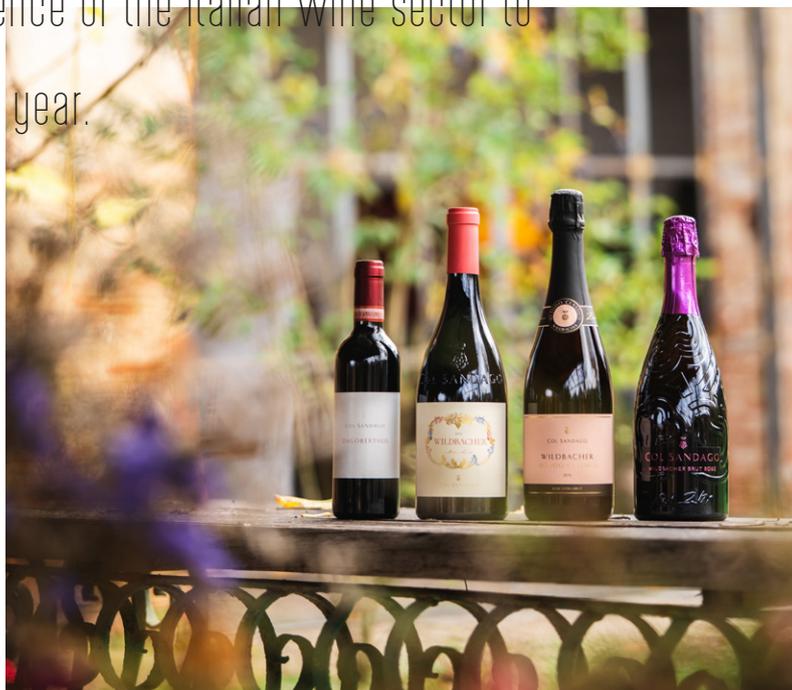




REDISCOVERING  
TRADITION AT VINITALY

The city of Verona and wine are connected by a love story that has become an unmissable event, which showcases the excellence of the Italian wine sector to the whole world every year.

## VINITALY



At this year's **Vinitaly 2025, from April 6 to 9**, Col Sandago and Martin des Orsyn offered their unique characteristics, recounting the style and identity of two areas of excellence: the Prosecco Hills of Conegliano and Valdobbiadene, that are UNESCO World Heritage, and the Montagne de Reims, the heart of Champagne between Reims and Épernay.

The exhibition was also the ideal opportunity to explore and recount the **origins and identity of Col Sandago's Wildbacher**.

This ambitious project, which aims to promote a grape variety with ancient roots, was born from the rediscovery of old vines in the estate of president Martino Zanetti. Thanks to the work of expert agronomists, the harvest carried out exclusively by hand, the aging in oak barrels during 24-30 months and then in bottles for 12 months, excellent wines are obtained, with

a distinctive character and rare purity. Wildbacher is a Treviso vine variety with a long history, which is giving life to a wine with a thousand faces. It reveals itself in the bottle and in the glass in the seductive and sweet notes of Dagobertus Passito, in the elegant pure version in Rosso, in the sparkling variation of a harmonious and floral Charmat Rosé, up to a Metodo Classico of great persistence. Those journalists who visited the booth, dedicating their time to discovering new labels, particularly appreciated the characteristics of Wildbacher, as well as Champagne.

Many different proposals were enthusiastically welcomed by the public, all of which share common identity and roots: the pursuit of quality and love for the land which, when respected and treated with passion, can produce excellent fruits, the raw material for creating wines that leave their mark.





CHAMPAGNE  
EXPERIENCE



A new location for Champagne Experience, the landmark event for all lovers of sparkling wines from across the Alps.

## Martin des Orsyn at Champagne Experience

On **October 5 and 6**, the **eighth edition of the event dedicated to Champagne** took place, this year at Bologna Exhibition Center, which attracted numerous producers, maisons, vigneron, and industry professionals.

Martin des Orsyn renewed its commitment to promoting an authentic, conscious, and high-quality Champagne culture, and was present with its own exhibition booth to meet and build fruitful collaborations with distributors and enthusiasts. The event was the ideal opportunity to present and promote its cuvées, enhance their identity, and, through tastings and immersion in the brand, showcase the territory of the valleys between Reims and Épernay, the origin and heart of a signature Champagne.





There is a thread running throughout the history of the Hausbrandt Group: the pleasure of meeting, of shared beauty, of art that speaks to the territory.

# The Group's brands take center *Stage*

The Group has always enthusiastically supported the artistic and cultural initiatives that enliven the country, recognizing in them the same spirit of passion and research that inspires it every day.

In 2025, this vocation has once again translated into a lively presence: the Hausbrandt Group brands have been partners and protagonists of sophisticated events, moments of culture and entertainment capable of uniting people, places, and sensations in a single valuable experience.



The association between sound and taste is considered important by the brand, which this year has once again supported the **11th edition of the Treviso Suona Jazz Festival.**

## HAUSBRANDT FOR ORIGINAL MUSIC

It took place in Treviso, a city of Veneto region on **May 17 to 25, 2025**, and was an excellent opportunity to promote the region, its culture, and its art.

As main sponsors, Hausbrandt and Theresianer had the opportunity to accompany some of the most interesting moments of the event: on May 21, at the Auditorium S. Artemio, Epica Hausbrandt espresso coffee capsules delighted guests and artists backstage and in the foyer

during the performance by pianist and vocalist Francesca Tandoi and tenor saxophonist Max Lonata; on May 22, in the evocative location of St. Catherine Church, Theresianer Mezzo Litro unfiltered beers transformed the screening of Harold Lloyd's film "Safety Last!" into a special occasion.

Beautiful moments that combined passion for music and art with pleasure given by being together in a relaxed setting.

## Theresianer GIN AT TRIESTE COCKTAIL WEEK

For the third consecutive year, Theresianer Gin was the Premium Sponsor of **Trieste Cocktail Week, from September 7 to 14, 2025**, confirming the brand's commitment to promoting the culture of quality mixology.





Over 25 venues, including bars, restaurants, and historic cafés in Trieste, offered a rich program of events throughout the week: from the **opening party at PuroBeach**, overlooking the wonderful setting of Tivoli Porto Piccolo, where Theresianer Gin was the star of the mixology stations with its interpretation of Gin and Tonic and Negroni, to the **aperitivo and DJ set at Eataly Trieste**, where innovative cocktails especially designed for the event enhanced the characteristics of Theresianer Gin.

During the event spin-off, this year also featured **Negroni Triestino week**, and on **Thursday, September 25**, Theresianer Gin was the star of a **special night organized at La Muta**, a historical venue in the heart of the city. At La Muta, guests were able to taste and appreciate the aromatic and distinctive qualities of gin through four original cocktails created for the occasion: Theresianer Tonic,

Negroni Theresiano, Bellini 3.0 and Fake Island.

There were many opportunities to showcase Theresianer Gin's identity and versatility, including masterclasses with industry experts and competitions featuring the best bartenders, in a lively urban setting that is increasingly attentive to the culture of quality drinking.





## THE GROUP'S BRANDS AMONG ITALIAN PASTRY ARTISTS



Once again this year, the Hausbrandt Group played an important role during the **29th AMPI (Italian Master Pastry Chefs Academy) Public Symposium**. On **October 5 and 6, in Milan**, the annual event of the elite of Master Pastry Chefs took place, celebrating Italian pastry excellence by means of dialogue, discussion, and experimentation.

The meeting opened with “Nobile Dolcezza”: a 20-meter-long imperial table with 100 Italian regional desserts, expressions of the culinary identity of different territories; such spectacular installation was by Vincenzo Dascanio. **The AMPI Gala Dinner closed the event, accompanied by the excellence of Col Sandago and Champagne**

**Martin des Orsyn, the perfect pairing for a sophisticated Michelin-starred menu, and by Hausbrandt Gourmet 100% Arabica Coffee**, which enhanced the dessert and created a perfect finale in the name of excellence.

Hausbrandt also found its place during the “Today’s Challenges” Summit, with 12 working tables and 12 major themes related to the pastry supply chain, not only as a forum for discussion and a valuable corporate perspective, but also as a demonstration that customer focus and collaboration with the world of *haute pâtisserie* translates into a wide range of products and a scrupulous pursuit of quality.

# TIRAMISÙ WORLD CUP



## TIRAMISU WORLD CUP: HAUSBRANDT COFFEE CELEBRATES THE WORLD'S MOST FAMOUS DESSERT



Despite two regions (Veneto and Friuli) arguing over the dessert's origins and authorship, Treviso has been hosting the **Tiramisu World Cup** for many years. It is a landmark event for the world's best-known and most loved dessert.

Hausbrandt was a key player in the 2025 edition, not only as a sponsor but also by organizing focus workshops. **On Saturday, October 11, Ugo Ottolenghi**, the Group's

trainer, gave a **speech entitled "Behind the scenes at Hausbrandt - The journey of a coffee bean with a focus on aroma and passion"**. The journey passed through tradition, curiosity, and innovation, as related to Italian coffee. The **official coffee of the event was Sublime 100% Arabica**, which can be recognized by the "Official Coffee" sticker, and was chosen for its balance and aromatic profile, perfect for enhancing every spoonful of tiramisu.



Ugo Ottolenghi, the Group's trainer, gave a speech entitled **"Behind the scenes at Hausbrandt – The journey of a coffee bean with a focus on aroma and passion"**

The **Hausbrandt Prize**, awarded to Monia Salvadori, recognized the tiramisu that best enhanced the coffee ingredient, standing out for its balance and intensity of flavor.

The Tiramisu World Cup has now become a tradition, confirming the brand's bond with (both professional and amateur) high-level pastry making and demonstrating its ability to always be at the forefront of Italian excellence in the world.

Nella foto, Monia Salvadori, vincitrice del Premio Hausbrandt con il suo tiramisù "Attimo Infinito"





# San Martino in Cantina

Col Sandago - wine and tradition



This overview of memorable events for 2025 is closed by the tradition of **San Martino in Cantina**, an occasion that opens the doors of Col Sandago winery and gives wine lovers the pleasure of discovering the characteristics of its products.



A special opening of the company shop in Susegana and tastings of a selection of Col Sandago wines, Martin des Orsyn Champagnes, and Theresianer beers



**On Sunday, November 9, autumn was celebrated** with a special opening of the company shop in Susegana and tastings of a selection of **Col Sandago wines, Martin des Orsyn Champagnes, and Theresianer beers.** A preview presentation of the Hausbrandt Group's Christmas offers was given during the special opening of the shop, with discounts and promotions designed specifically for that weekend. This important event aims at promoting the Group's identity and strengthening the spirit of sharing that has always distinguished the company's attitude, renewing the bond linking land, wine, and people.

[www.hausbrandt.it](http://www.hausbrandt.it)  
[www.theresianer.it](http://www.theresianer.it)  
[www.colsandago.it](http://www.colsandago.it)  
[www.martindesorsyn.it](http://www.martindesorsyn.it)



