

# DRINKIN

Experience the world of Martino Zanetti

APPUNTI DA BERE





## THE MUSIC AND COLOURS OF WORDS



President Martino Zanetti

“The artistic sensitivity that characterizes certain members of my family combines with the practical aspects of my coffee, beer and wine business, which ranked first in a study of 800 companies (based on statistics that combine margins, profitability and quality) not commissioned by us.

Gabriele D’Annunzio, my cultural hero since my youth, is almost naturally indirectly manifest in my constant efforts to harmonize and merge two parallel realities – the world of culture and my love for the colours and sounds of art, and the practical world of business.

Given that we are all actors and my family is a merchant family, history has demonstrated that great merchant families have generated and participated in art, particularly in Italy.

Specifically, merchants like me whose businesses operate 80% outside of Italy, are able to grasp the geopolitical variations and developments that must be adapted to in order to enjoy success.

This is the reason why I am donating these documents, which I have kept for more than 30 years, to the Vittoriale degli Italiani.

Gabriele D’Annunzio is the most important figure of the twentieth century. His poetry, of which I have an original manuscript, is the poetry of Decadentism, which was not decadent at all – this was a misinterpretation of the profusion of cultural passions demonstrated by D’Annunzio and the members of the European and international Decadent movement (to which I feel an affinity).

The multiplicity – music, figural art, architecture and everything D’Annunzio passionately identified as a means for attaining complete knowledge was in my case, as his student distant in time, a voluntary and natural adaptation.

As much as possible in the past and still today, it is my standard for approaching things with the same enthusiasm”.

*Martino Zanetti*

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SALONE INTERNAZIONALE  
DELL'OSPITALITA' PROFESSIONALE



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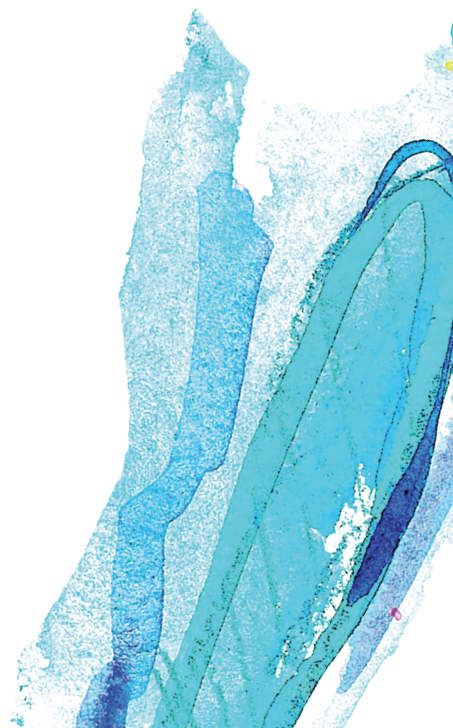
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# A CLOSER LOOK



# Donation of works by D'Annunzio

from the “*Martino Zanetti Collection*” to the  
*Il Vittoriale degli Italiani Foundation*

*La più gran gioia è sempre all'altra riva.*  
*Gabriele d'Annunzio*

## UNPUBLISHED WRITINGS BY D'ANNUNZIO: MARTINO ZANETTI MAKES AN EXTRAORDINARY DONATION TO THE VITTORIALE



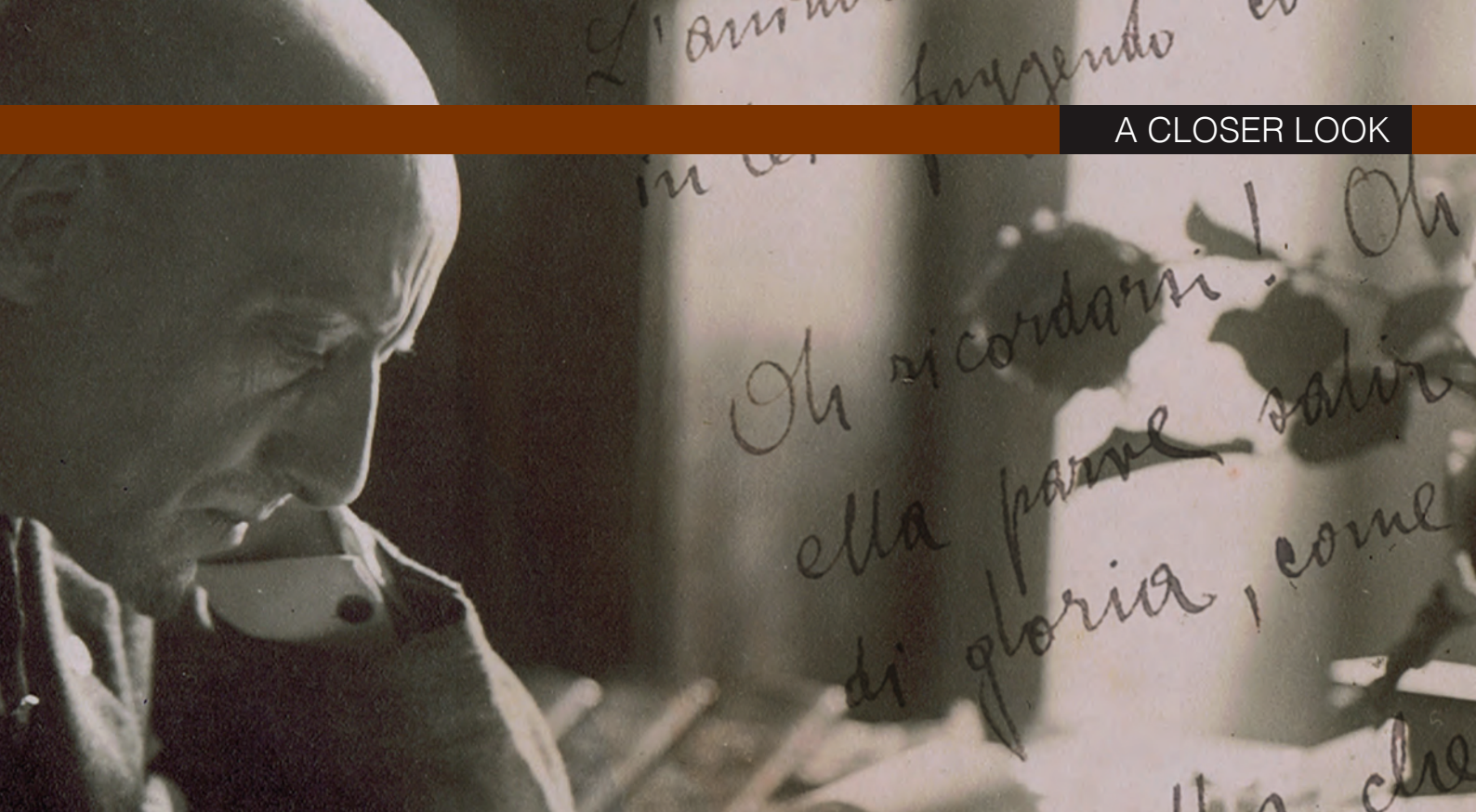
The rooms of Palazzo Giacomelli during the event

More than 3,000 original texts that touch upon and attest to various experiences in the life and work of Gabriele D'Annunzio – Martino Zanetti has voluntarily donated this new legacy for Italians from his private collection to the Vittoriale. This transfer to the villa-museum in Gardone Riviera of a truly exceptional body of documents offers new sources that will round out our understanding of the figure of the poet-soldier and change the current state of knowledge.

On 11 November, the transfer of the documents was marked with an official ceremony at Palazzo Giacomelli in Treviso. After the notarial deed of the private donation was ratified, a reception was held for all the guests. The exclusive dinner featured thank-you speeches by Martino Zanetti and the President of the Vittoriale, Giordano Bruno Guerri. At the end of the evening, all of the guests enjoyed a reading of excerpts of D'Annunzio's works and poetry by Francesco Zanetti.

This donation of the largest private Italian collection of the poet's works also reveals the strong relationship between D'Annunzio's works and Martino Zanetti. Since his youth and early readings, Zanetti has passionately admired the poet's work and drawn inspiration and expressive potential from it for his own activities, not only as a scholar of artistic experiences but, more importantly, as an entrepreneur. His respect for the poet pushed him to move beyond the position D'Annunzio has been given by Italian academic debates and place him among the “five greats of literature” (Dante, Petrarca, Boccaccio, Leopardi and D'Annunzio), leading him to agree with the opinion of writers like Hemingway.





Francesco Zanetti reciting D'Annunzio



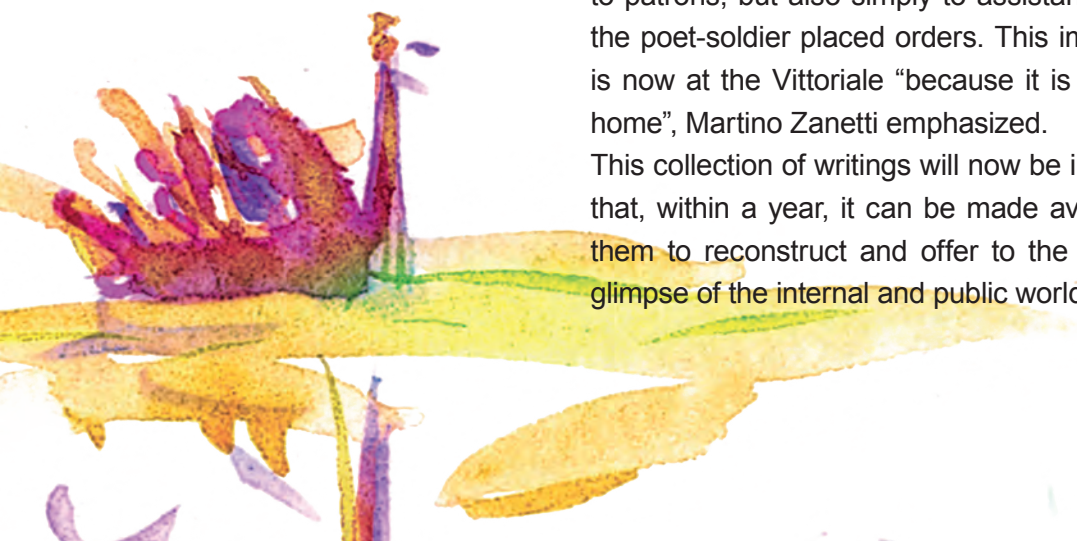
Martino Zanetti with Giordano Bruno Guerri



Archduke Markus Salvator of Habsburg-Lorraine and Archduchess Hildegard of Austria

The collection of manuscripts is significant for its monumental size as well as the fact that it covers the poet's artistic growth and maturity. It includes valuable writings like the first draft of *Vita di Cola di Rienzo*, poetry and public speeches made in 1882-83 and 1936-38. In addition, there is a vast assortment of letters including those to win over lovers during very different times in his life, like the letters to his first love Elda and the ones to his final love Titti, in which D'Annunzio already feels the spectre of old age. Finally, the collection is rounded out with everyday messages addressed to patrons, but also simply to assistants and suppliers with whom the poet-soldier placed orders. This important unpublished legacy is now at the Vittoriale "because it is appropriate that they return home", Martino Zanetti emphasized.

This collection of writings will now be inventoried and examined so that, within a year, it can be made available to scholars, allowing them to reconstruct and offer to the public a vivid and stunning glimpse of the internal and public world of D'Annunzio.





*A blaze of colours is ignited by Martino Zanetti's watercolours, with an exclusive touch and a creative passion that reveal a little-known side of his personality.*



## CHARMING SKETCHES AT HOST 2015

An exclusive stroke of originality debuted at Host 2015 in the Hausbrandt stand, introducing a completely redesigned image for the event.

Alongside the company logo, the bright, elegant space – which welcomed buyers and visitors from 23 to 27 October with tastings of coffees, beverages and other products, as well as demonstrations by prestigious guests – also featured a collection of delicate watercolours painted by Martino Zanetti.

Contributing to the overall image of the stand, the sketches lent the setting an exquisite “symphony” of lights and colours, a charming, original vision of how art, passion and creativity are essential ingredients of the company’s communication strategy, recalling once again the concepts of quality, beauty and culture that the world of Hausbrandt represents.



PASSION IN A COFFEE CUP.





# MAKE ME A SKETCH I'LL GIVE YOU A COFFEE

A coffee break became a great opportunity to draw this past 8 October at Café Harlekin in the outskirts of Vienna, owned by the Kruspels. After having travelled the world immortalizing the Hausbrandt cup in a variety of settings, the couple is still devoted to the brand and enthusiastically shared another original project from the company – the café welcomed a group of children with pads and coloured pencils so that they could get creative with colours, while the adults enjoyed their favourite espresso.

“Make me a sketch I’ll give you a coffee”, was the title of the event hosted in the beautiful café that offered the little ones a space to give free reign to their artistic impulses in a unique, unconventional setting.

The event recalled Martino Zanetti’s passion for illustration, putting the children to work with an expressive form similar to his own and making a coffee break a time for creativity.



"Sketches" by Martino Zanetti

Make me a sketch  
I'll give you  
a coffee





# AUTUNNO *in* CANTINA

## AN EVENT FILLED WITH CHARM, WINE AND ART

Two days to discover Tenuta Col Sandago – Case Bianche through the winery's leading wines, pairing appealing tastings with charming watercolours painted by Martino Zanetti. Autumn at the Winery, an event held on 24 and 25 October, offered a novel combination of exceptional wines, paintings and flavours that, thanks to its unique concept, attracted more than 600 visitors in two days.

A delighted and enthusiastic public participated in guided tours of the winery and tastings

with expert sommeliers and also tried delicious food accompaniments. In addition, on Sunday afternoon, visitors enjoyed a live afro-funk-jazz concert by Aldo Betto, Blake C. S. Franchetto and Youssef Ait Bouazza, accompanied by Federico Gava.

There were two wine tasting stations. The first offered five different varieties of Prosecco Superiore Conegliano Valdobbiadene DOCG – “col fondo”, Brut, Extra Dry, Dry and Passito. The second station featured elegant, red



Wildbacher wine, along with the Classic Method, Brut Rosé and Dagoberthus versions.

For each of the nine wines selected, an accompaniment was carefully chosen, along with a specific painting and a dedicated tasting – a journey for the palate and the eyes, it offered visitors a truly sensational experience.







## STRONG ALE THE EMPEROR OF BEERS IN GERMANY

Strong enough to win over the hearts (and palates!) of the most renowned German beer experts – Theresianer Strong Ale won the Gold Medal at this year's DLG (Deutsche Landwirtschaft-Gesellschaft) international competition for beer and beer-based drinks. After the rigorous tastings and individual trials conducted by the judges, as well as the objective analyses performed by certified laboratories, the most famous brewing technology professors in the world voted this regal beer the “emperor” of the sector.

With its unmistakable, unparalleled sweetness, Strong Ale will win you over with a bold personality that derives from premium select malts.

Dive into its deep amber colour, discovering the notes of liquorice and nuts that blend harmoniously with hints of roasted coffee. Enjoy its many nuances, with a pleasing aftertaste of hops that lends it an unforgettable flavour.

Experience the energy of this beer that boasts a great past – descending from and belonging to a historic variety, it is produced in full Theresianer style in accordance with the “Purity Law”, enacted by Wilhelm IV in 1516.



# LONDON RECOGNIZES... VIENNA BRONZE MEDAL AT THE 2015 INTERNATIONAL BEER CHALLENGE

Captivating the judges with its perfect balance of malt and hops, fruity notes and unmistakable hint of caramel, Theresianer Vienna in a 0.33 L bottle won the Bronze Medal at the influential International Beer Challenge 2015. President of the Jury Jeff Evans stated that this was a “great year” since the competition, held in recent months in London, featured beers with high standards of quality.

The blind tasting conducted by expert tasters from Continental Europe singled out Theresianer

Vienna from among more than 630 beers from 30 countries. The beer was awarded third place on the podium, confirming that the pursuit of quality and Italian taste – the crucial “ingredients” of the Theresianer philosophy – are becoming essential to delighting the most discerning palates.







TIME  
TOGETHER...



6TH FEBRUARY

# A FAIRYTALE EVENING IN VIENNA AT THE "BALL OF THE COFFEE HOUSE OWNERS"



Martino Zanetti with Maximilian K. Platzer, Berndt Querfeld and Peppino Di Capri

Six thousand guests enjoyed a dreamlike evening of dancing with the theme "A Night in Venice" at the exclusive 58th annual "Kaffeesiederball" on 6 February. This lavish ball of the Viennese coffee house owners was held in the Redoutensälen and Dachfoyer at Hofburg Palace in Austria's capital.

Hausbrandt, with its president Martino Zanetti, was among the partners organizing the event. This year, Zanetti arranged for Italian music to be represented at the prestigious ball through an extraordinary guest – Peppino di Capri. With a repertoire that has enchanted fans from around the world for







50 years, the singer of “Let’s twist again” and “Malinconia” gave the evening a touch of authentic Italian flair that only one of the most beloved icons of Italian music could offer.

But this was not the only surprise that Hausbrandt had in store for the guests of the Ball of the Coffee House Owners.

The company also organized a tasting station in the Hall of Mirrors (Spiegelsalon), with specialties from the world of coffee. In addition, in the Events Hall, guests could discover and savour “Undici”, an exclusive Prosecco Superiore from Tenuta Col Sandago. As a leading product from the

vineyards of the “universe of quality” represented by Martino Zanetti’s company, this wine was the perfect accompaniment to a magical, fairytale evening.







## 21ST MAY IN VIENNA, AN EXTRAORDINARY RAMON VERGAS FOR THE CHILDREN OF HAITI AND MEXICO

Behind an extraordinary voice can hide an even more remarkable story – the story of Ramon Vergas, one of the most renowned tenors in the world. In 1993, Vergas' son Eduardo was born with hypoxic ischemic encephalopathy. Ramon and his wife Amalia gave him all their family's love and the best care until his death. In 2000, they decided to create the Eduardo Vergas Memorial Fund in his memory, a charity that helps Mexican children with disabilities.

The tenor dedicated an exceptional concert held at the Italian Embassy in Vienna on 21 May to this foundation and the Francesca Rava Foundation,

which helps children with disabilities in Italy and represents the humanitarian organization NPH – Nuestros Pequeños Hermanos in Italy, collecting funds to benefit children with disabilities in Haiti and Mexico. The evening featured the most popular opera arias, performed with special guests "Il Volo" Trio, two tenors and a baritone who won the most recent Sanremo Music Festival.

Hausbrandt was one of the sponsors of the event. In addition to providing the coffee for the evening, Martino Zanetti and his wife Susanna personally participated in the event, not wanting to miss this unique and exceptional evening.



The representatives of the Francesca Rava Foundation, Mr and Mrs Zanetti, the Italian ambassador in Vienna Giorgio Marrapodi and the group "Il Volo"  
Photo courtesy of Monika Feller/Getty Images

The performance in Austria, which was attended by the Italian Ambassador in Vienna, Giorgio Marrapodi, was the first of three benefit concerts. The second event was held on 19 October in Turin and the final performance of this international project will be held in February 2016 in Mexico City.



23RD SEPTEMBER

# THERESIANISTEN PICKNICK: GENEROSITY STRETCHING FROM THE PAST TO THE PRESENT



The annual “Theresianisten-Picknick”, a traditional ball organized by the Collegium Theresianum in Vienna (an institute founded by Empress Maria Theresa of Austria), was held on 26 September.

Once again, the Martino Zanetti family supported the philanthropic event that aims to foster young minds from around the world. The ball was set in the splendid Palais Schönburg auf der Wieden, where families, friends and alumni gathered to spend an evening to benefit youths who have the intellectual capacity to attend the Collegium Theresianum, but lack the

financial means.

Since 1880, the association has looked to the future by investing in new talent, calling on members from around the world to assist such students through donations from alumni. Since its founding, the “Theresianisten-Picknick” has continued its history as a charity ball – persisting through the Habsburg Empire and its fall, two world wars and the Allied occupation of Austria and finally reaching the present day – without losing its splendour, but rather recreating the energy of the past in the present. The event is marked by quality, beauty and culture, reflecting the

values of the Zanetti family and its companies, the Hausbrandt brand, which is the ambassador of the Central European cafe tradition, and the Theresianer brand, which is deeply rooted in Austria thanks to its prestigious history.

Once again in 2015, the best varieties of Theresianer beer added flavour to the ball and a delicious Academia coffee was served at the end of the evening, closing the fashionable event with an additional touch of taste and beauty.





5 AND 6 SEPTEMBER

# IN A FARAWAY LAND, SUSPENDED BETWEEN THE PAST AND THE PRESENT, WITH THE MISA DE INDIOS



Maestro Eduardo Egúez with "La Chimera" international orchestra

Inspired by the history and melodies of the Andean Plateau, the sounds and voices of the "Misa de Indios" returned to Friuli Venezia Giulia for a second year, with a concert held at the Church of Santa Maria in Castions di Strada (Udine) on 5 September.

A featured event in the regional "Musica in Villa" festival, part of the Medio Friuli Integrated Cultural Project, the "Creole Mass" or "Mass of the Indians" was performed by the La Chimera orchestra, the vocal soloists Luis Rigou and Barbara Kusa and the Friuli Venezia Giulia Choir, directed by Cristiano Dell'Oste. The concert took the audience on a wonderful voyage filled with music and singing, revealing

the land's immense cultural wealth, which combines ancestral, colonial and modern influences.

This rich, spiritual journey was made possible primarily thanks to a collaboration that was initiated last year with Hausbrandt, which sponsored this cultural and musical experience that strikes a balance between folk traditions, places and the charm of a distant land. The event gave the Zanetti family another opportunity to express its affinity for culture and the arts, opening the horizons of a faraway land, suspended between the past and the present.





## 25 AND 26 JANUARY

# COUPE DU MONDE DE LA PÂTISSERIE: ITALY IS THE WORLD CHAMPION

The aroma of Hausbrandt coffee was in the air at the Coupe du Monde de la Pâtisserie 2015 in Lyon, where the Club Coupe du Monde – Italian Section took victory, becoming the World Champions of Pastry-making.

It took 18 years for Italy to reclaim the top spot on the podium, after receiving various awards over the years (including 3rd place in 2013). The long journey and fairytale adventure ended with this year's event based on the theme of "Peter Pan", where three young and daring Italian master pastry chefs proved their excellence and bravery, achieving a dream that had gone unfulfilled for so long. Of course, Hausbrandt was there to provide support for this extraordinary undertaking in the world of gourmet pastry-making. Since 1997, the company has sponsored Cast Alimenti, the Italian cooking school that "trained" this year's winners.



Photo: coppadelmondopasticceria.com



Photo: coppadelmondopasticceria.com

## “A perfect marriage”

is how Italian Master Pastry Chef Iginio Massari has described the importance of coffee in the art of pastry-making – it plays a leading role that once again demonstrates the strong ties that unite beauty, culture and flavour.

Through coffee, Hausbrandt expresses its own values, which include tradition that looks toward the future, passion, innovation and research – the ingredients that have made it possible for the company to celebrate together with the master pastry chefs the title of “Champions of the World”!





# TASTE & SAVOUR



# MASSARI, VANZAN AND THE HAUSBRANDT OFFERINGS AT HOST 2015



Featuring novel and fanciful creations, thanks to the masterful touch of Iginio Massari and exclusive coffee-based cocktails from the dynamic imagination of Bruno Vanzan, the schedule of events at the Hausbrandt stand at Host Milano 2015 offered original activities and prestigious guests, taking the company's participation in the International Hospitality Exhibition to new heights.

From 23 to 27 October in Milan, the world of Hausbrandt presented its iconic blends (Gourmet Columbus 100% Arabica, Academia, H.Hausbrandt, and single origin coffees in epica® capsules), as well as the rest of the epica® range of coffees, beverages and infusions, the delicious Cremosi al Latte and Cremosi al Caffè lines, a selection of wines from Tenuta Col Sandago and Theresianer beers in 0.75 l bottles. This delightful offering of products







and tastings was set against the backdrop of a completely redesigned stand featuring a collection of watercolours painted by Martino Zanetti.

In this new symphony of lights and colours, the demonstration by Master Pastry Chef Iginio Massari devoted to Hausbrandt Christmas products and the Coffee & Cocktail Flair Show with world champion Bruno Vanzan reaffirmed the Hausbrandt stand as one of the leading attractions at this year's event for the restaurant, pastry-making and hotel sectors.



## A SENSATIONAL PREMIERE — THE 2016 COLOMBA DELICE PACKAGING

The vibrant packaging for the 2016 Hausbrandt Colomba Delice is a stunning premiere – the decoration this year features one of Martino Zanetti's colourful paintings that, through a triumph of hues, perfectly expresses the holiday's joyous elegance and warmth, at a time when nature awakens from its winter slumber. Roses bloom along the base of the cover – the yellow, the season's primary colour, immediately brings to mind spring, attracting the eyes and lending a feeling of cheer. The eyes then notice the fuchsia and the contrast with the darker colours, the green and blue that suggest a background waiting to be explored in detail. Each brushstroke, line and colour is a work of art in itself, and produces individual elements that all play an important role in the painting's overall harmony, bringing together reality and creativity. Inside the packaging, the delicious creation by Master Pastry Chef



\*Product obtained exclusively from "Piedmont Hazelnut"





Iginio Massari is waiting to be rediscovered – a fluffy, fragrant cake enhanced with citrus flavours and Madagascar vanilla beans, topped with hard icing made with toasted almonds and hazelnuts\*. Thanks to the stunning updated image, the sweet excitement of Easter will captivate you from the very first sight.







## WILDBACHER REDISCOVERS RED

The wine that is the jewel of Tenuta Col Sandago is changing its look and rediscovering red, not only in spirit but also in the glass.

The vigorous Wildbacher, which successfully expresses its strong personality in the Prosecco region, is sporting newly redesigned packaging. This transformation personally involved Martino Zanetti, who sought to give the wine a new identity and improve its recognisability from the very first glance.

The Wildbacher restyling entailed changing not only the bottle from a Bordeaux to a Champagne shape, but also other elements of the packaging – it now features a striking red cap and a burgundy collar with the winery's signature in white with silver accents. In addition to the cap and collar, the bottle has a new label in primarily neutral tones,

but brightened with an exquisite touch of colour in the novel shades used for the Wildbacher name and Tenuta Col Sandago logo.

Remaining unchanged in its structure and flavour, this wine with an intense and elegant spirit and sophisticated notes of berries and herbs turns a new page in its history – the tale of a wine that has won its place amidst the calcareous, clayey hills of the company vineyards in Susegana through its originality and that is best enjoyed with flavourful meat dishes and aged cheeses.



# WILDBACHER: AN ASTONISHING CLASSIC METHOD WINE

Although it is called “Classic” Method, when the wine joined the Tenuta Col Sandago line this year, it surprised everyone with its “uniqueness”. Wildbacher Metodo Classico Spumante Brut will win you over with its good balance and velvety texture, enveloping your palate with the pleasure of countless bubbles. Pleasant sensations and a unique colour radiate from the old rose nuances, adding an unforgettable touch to important occasions through the deep, lingering notes of this wine produced in a limited edition using traditional bottle fermentation. A delightful niche product, Classic Method is one of the “expressions of

Wildbacher”, enhancing this special range that also includes spumante rosé, passito and grappa.

The fruit of a difficult, temperamental and wild variety originating from Lower Styria in Austria, Wildbacher has found its ideal habitat in the Prosecco region, where it has grown for more than two centuries, revealing its

extraordinary qualities. At Tenuta Col Sandago, its story can be savoured in the perfect harmony of colours, climate and landscape perceived amidst scents of blackberry and berries. Wildbacher Metodo Classico is the perfect accompaniment to fresh cheeses and blue cheeses, as well as fish and white meat.





## NEW 0.30 AND 0.50 LITRE THERESIANER GLASSES

The new range of Theresianer glasses has been expanded with two new sizes – 0.30 and 0.50 L – that are ideal for the company's entire selection of beer products.

The two new glasses have been added to the catalogue to satisfy the needs of the beer market which has demonstrated an increasing demand for different glass types suitable for a greater number of products (similar to the selection available in Anglo-Saxon countries).

Thanks to their sizes and versatility, the 0.30 and 0.50 L glasses will be immediately welcomed in the pub sector and may also attract the attention of customers who value artisanal production.

A company that has always promoted numerous beer styles through its products, Theresianer is providing an additional way to offer its extensive and varied range of beers to a larger number of consumers in a wider variety of settings.



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