

TRADITION

SPECIAL EDITION FOR 130 YEARS

HAUSBRANDT



130 YEARS
1892 - 2022


HAUSBRANDT
TRIESTE 1892

TRADITION

experience the world of Martino Zanetti

special edition for 130 years

130 YEARS
1892 - 2022

Hausbrandt has been synonymous with quality coffee **since 1892**. The city of Trieste saw the birth of a great brand, iconic and representative of Italian entrepreneurial culture. A brand that has been inspiration, art, culture, an expression of an innovative spirit capable of changing over the years while always remaining true to itself. A story made of visions, artists' signatures and courageous choices.

130 years

**WHAT A
COFFEE!**

The anniversary campaign

2022 The celebration of the brand's 130-year history was an opportunity to look back, retrace Hausbrandt's communication and image choices, and create a new look for the Hausbrandt Moka pot, expressing a strong connection with the brand's advertising iconography in the early 1900s. This lively, colorful illustration, born from an idea of President Martino Zanetti, releases energy and focuses on coffee and its quality, with a play of striking graphical elements, essential style, strong colors and clean lines.



130 YEARS
1892 - 2022



CHE CAFFÈ!
QUANDO È HAUSBRANDT LO SENTI



6 **2023** The recovery and promotion of the masterpieces that have characterized the brand's communication over the years set the direction for Hausbrandt's future image. An image that dialogues with the past, enhances its spirit of innovation, and best represents the values of authenticity and concreteness.

CHE PIACERE...
UN
BUON
CAFFÈ



HAUSBRANDT

130 YEARS
1892 - 2022



HAUSBRANDT
TRINKTE 1892

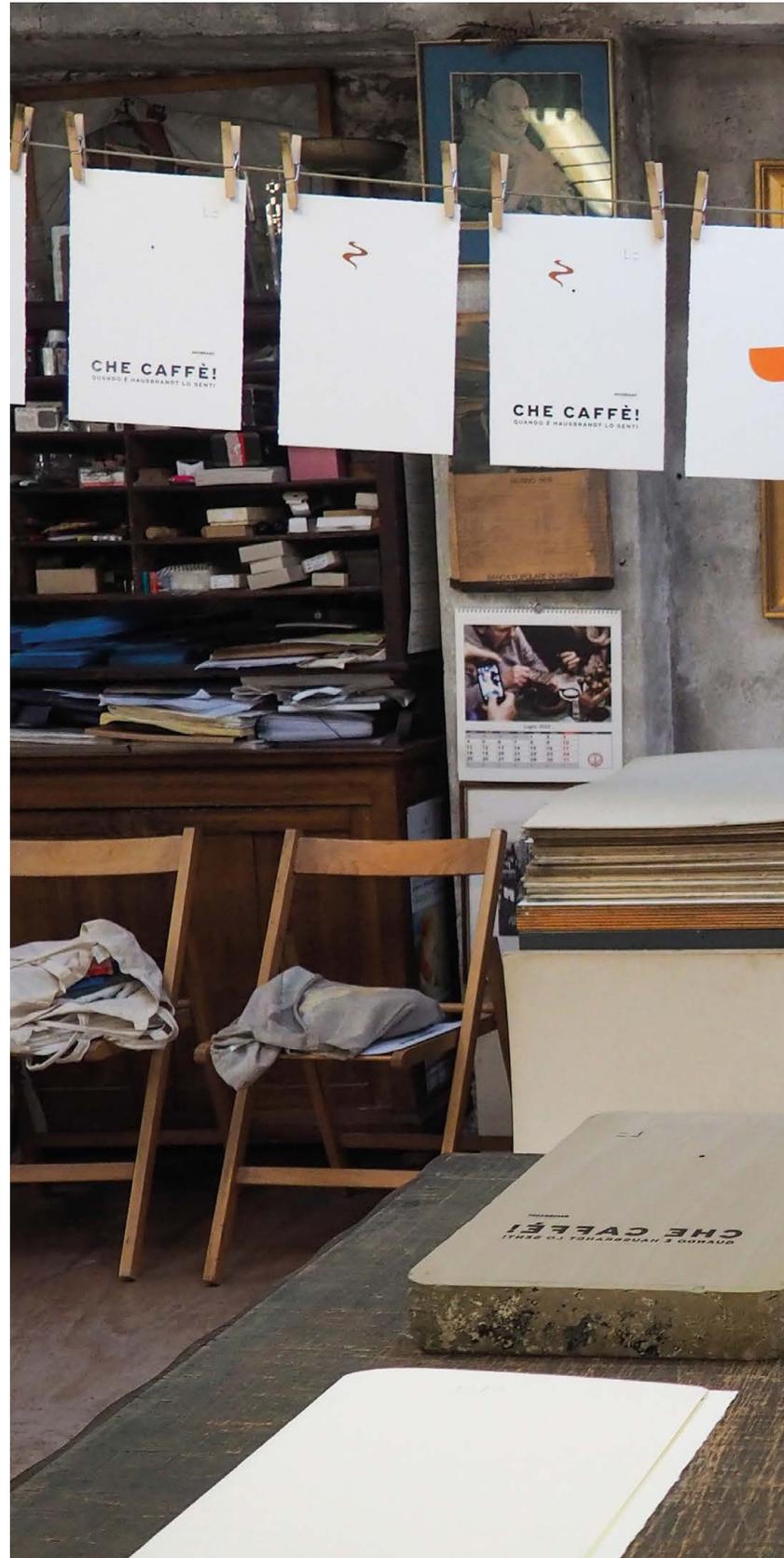
CHE CAFFÈ!
QUANDO È HAUSBRANDT LO SENTI



Advertising illustration born from an idea by Martino Zanetti

Lithograph made on stone and hand-printed with the lithographic press at the historic Busato Art Printing House in Vicenza

Limited edition of 130 pieces



2022 The celebratory lithograph with the iconic image of Hausbrandt's 130th anniversary becomes a work of art and expresses, thanks to an ancient and manual printing technique, all the care and passion that the brand puts into its business. The lithographic print was handmade in only 130 copies, unique and numbered, transforming an image into a photograph of memories, stories, sensations.



STAMPERIA D'ARTE BUSATO
LITOGRAFIA - CALCOGRAFIA DAL 1946



130 YEARS
1892 - 2022



HAUSBRANDT
TRIESTE 1892

CHE CAFFÈ!
QUANDO È HAUSBRANDT LO SENTI

Hausbrandt
1892: 130 years
of art
exalting taste.





C

H

E

A

F

F



È







over

to

Beas

remember

1892 — 2022

story

ntipul

✓

130 years of images, suggestions, ideas and creativity. Hausbrandt has been able to elevate advertising graphics and art as distinctive elements that tell its values and involve the public in its everyday life. This monograph celebrates a 130-year journey that has yet to come to an end.

18
92

1892 — 1920



TRE PAROLE

SPECIALI

CAFFÈ

HAUSB

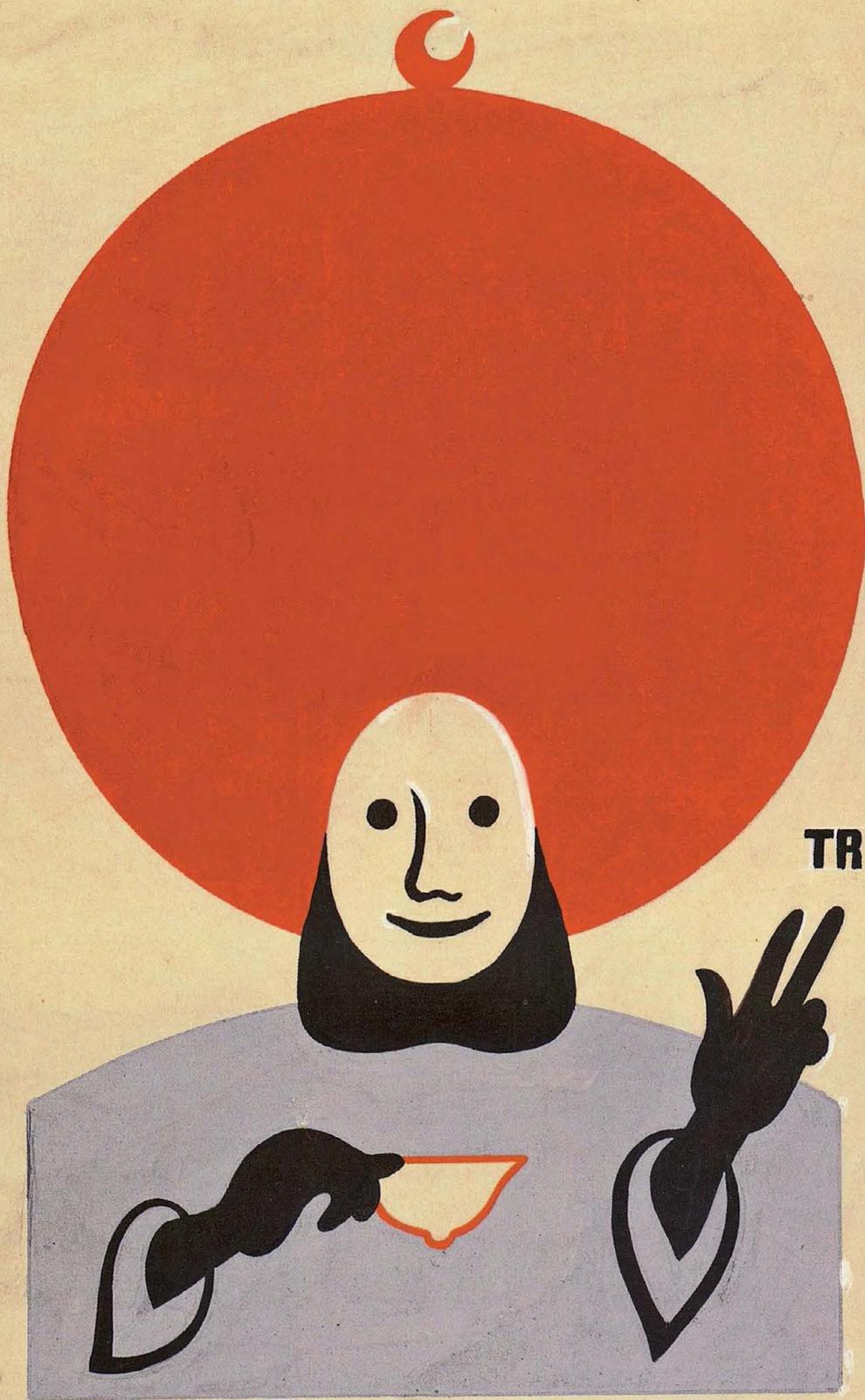
**A slogan that
becomes a brand.**

TA'

RANDT

An intuition to highlight the qualities of coffee.

Specialità caffè Hausbrandt Highlight the quality of the coffee in the best possible way. “Specialità Caffè Hausbrandt” (Hausbrandt Coffee Specialties) was born with this goal in mind: a simple and direct message that quickly becomes a real brand. The historic slogan is also included on the packaging and on the first company vehicles, implementing a complete communication campaign. The poster “Tre parole: Specialità Caffè Hausbrandt” (Three words: Hausbrandt Coffee Specialties), featuring a turbaned figure as the protagonist, revolutionizes the image of the brand. This illustration perfectly embodies the taste of the time and is so successful that it is inextricably associated with the company for a long time.



TRE PAROLE

SPECIALITÀ CAFFÈ
HAUSBRANDT

The roaster



1892 Hausbrandt roaster. The machine is a Frigola & Co built in Breslau (Germany) in 1859 and is completely original. It appears to be the first “industrial” roasting machine used in the early days of the craft by Hermann Hausbrandt a few years before the actual foundation of the company of the same name and then used at the beginning of the same business. Today it is preserved at the Hausbrandt Headquarters in Nervesa della Battaglia (Treviso).

H. HAUSBRANDT = TRIESTE

Telefono:

978 SCRITTOIO (via poste vecchie N. 4).
502 FABBRICA (via S. S. Martiri N. 6).

Trieste, li 10 Novembre 1900

P. T.

Con la presente mi pregio parteciparvi di aver eretto in Via S. S. Martiri N. 6 uno

Stabilimento per la Tostatura del Caffè

col sistema patentato Grevenbroich.

mi permetto raccomandarvi.

Il sistema da me adottato per tostare (abbrustolare) il Caffè, è reputato dagli intenditori e dalle autorità competenti, come il più perfezionato che oggi esista. I prodotti con esso ottenuti vennero più volte distinti coi massimi premi.

Lo stabilimento, a motore elettrico, è organizzato sul sistema dei grandi impianti del genere già esistenti da alcuni anni col massimo successo in Inghilterra, Germania e recentemente anche nelle città principali dell'Austria e dell'Italia.

È intelligente negoziante comprende facilmente che nessuno può sottrarsi ad opporsi alle esigenze del tempo moderno e che sta nel suo proprio interesse d'introdurre un articolo, il quale verrà sempre più richiesto e che lascia inoltre un discreto margine di guadagno.

Eredo essere esonerato dalla promessa che dal canto mio farò tutto il possibile onde servirvi in modo inappuntabile, avendo già dato prove sufficienti che mi sta sempre a cuore d'accontentare i miei clienti e spero quindi nel reciproco interesse che mi favorirete del vostro appoggio anche in questa nuova mia impresa.

Con distinta stima

H. Hausbrandt.

The patent

1900 Hermann Hausbrandt presents the patented Grevenbroich roasting system on November 10, 1900. A fragment of history that explains and testifies to the origin of the perfect Hausbrandt roasting, which preserves the aroma, thanks to a system based on an electric motor and a cooling plant.

“i Vecchietti”
the true
pleasure of
enjoying a good
coffee.

1910- 1920 The first advertising campaigns depict scenes from everyday life: two happy vecchietti (old folks) sharing the moment of coffee tasting. The careful choice of colors combines with the friendliness offered by the two protagonists, masterfully placed in a simple yet representative setting. The image is used as advertising and is included on the packaging and the first company vehicles, implementing a global campaign that is innovative for the time.



Caffè Tostato



CHE DE

H. HAUSBRANDT TRIESTE.



ELIZIA!





1915 Customized Hausbrandt vehicles featuring “i Vecchietti” campaign fill the streets of Italy, strengthening the brand’s image and leaving a lasting impression on the customers’ minds.

The charm of the

BELLE

EPOQUE

1900 Hausbrandt promotes its brand by entrusting its communication to illustrious names in modern poster art such as Marcello Dudovich, Leopoldo Metlicovitz and Pietro Antonio Sencig. To this day, the images they created are still used as defining elements of the brand's image and history.

1910

The narrative of coffee is made powerful with the depiction of a steaming cup in various moments of everyday life. A chronological story in which coffee and customers become protagonists.

A deliberately “retro” style, but created only later, in the 1990s, with the desire to maintain a connection with an era synonymous with prosperity and optimism.

**Coffee in everyday moments,
images that speak to everyone.**









19

20

1920 — 1960

Graphics and image

Leopoldo Metlicovitz



1926 Leopoldo Metlicovitz, originally from Trieste, is one of the major artists involved in poster design: from opera posters to advertising images of the early 1900s. For Hausbrandt, he designs a backdrop and the sign for Casa Hausbrandt, the brand's pavilion at the Trade Fair. A creative work that carries forward the futuristic vision of the brand's communication.



Leopoldo Metlicovitz

Hausbrandt archive
Anonymous
Photographic portrait

IL CAFFÈ TOSTATO

E' DI CASA HAUSBRANDT



HAUSBRANDT
! TOSTATO !

DA TRIESTE HAUSBRANDT



IL CAPPONE

E LA ARMONIA!

E QUI!

Hausbrandt
Il Caffè



1926 The first line of cups with the Hausbrandt logo is released. The company, at the forefront of product and image innovation, is the first to develop a line of items that support and increase the perceived value of the brand in the minds of customers.





Historic Hausbrandt plant in Trieste

1940s The difficulties of World War II do not affect the entrepreneurial spirit, which establishes itself as Italy's largest roasting industry. The historic locations throughout the country and the many Hausbrandt-branded bars testify to the brand's continuous growth.







1960

1960 — 1990



THE MOKA POT

Luciano Biban

proporre slogan
come: il friulano, no
iniziativa commerciale
sostenuta pubblicità

1960 Luciano Biban, Venetian by birth and Friulian by adoption, passionately devotes himself to art and advertising, managing to gain recognition in both fields. For Hausbrandt he will be a key piece in communication, as he will create the logo that still accompanies the company today.



13



CHE PIACERE...

UN
BUON

CAFFE'



HAUSBRANDT

1960 Iconica, gioiosa, la Moka è in linea con lo stile pubblicitario degli anni '60 ma capace di sfondare le barriere. Iconic, joyful, the Moka pot is in line with the advertising style of the 1960s but capable of breaking through the barriers of time and remaining imprinted in the minds of customers for a long time.

CHE PIACERE...

UN
BUON

CAFFÈ

1960 A simple and immediate logo that combines many meanings: the tradition of the art of Italian coffee, made at home with love, the gesture of sipping coffee as a constituent element of an entire people, and the declaration of quality, expressed in the slogan “what a pleasure to have a good coffee”, spoken directly by the anthropomorphized Moka. A complex but successful project, which has become the very image of Hausbrandt.



1990

1990 — 2010



EVOLUTION OF THE BRAND

1990 At the end of the 1980s, with the entrepreneurial revolution of the new President Martino Zanetti, “Moka” undergoes a radical restyling which redesigns its features in a more sober way and in line with the tastes of the period. Gold and red frame the historic Moka, transforming it into a modern and visually striking brand, without distorting its identity and meanings.



TRIESTE 1892

HAUSBRANDT

**The pleasure
of a signature
coffee.**



Year: 1993



2000 Formal elegance and the stylization of graphic elements pervade all the brand's communication tools. From advertising campaigns to items enriching the offer to the customers, the concept of signature coffee is told through essential lines and communications.



LA PASSIONE IN UNA TAZZINA.



www.hausbrandt.com

20

10

2010 — 2019

ART

Martino Zanetti



2010 In addition to leading the company in an important modernization and in a continuous international affirmation, Martino Zanetti enriches the brand's communication with his art. His refined colors interpret the porcelain lines created by Hausbrandt to celebrate the coffee break ritual in the most exclusive venues.

HAUSBRANDT ART

Throughout the history of the brand, art, understood as a message intended for enjoyment and pleasure, far from didactic advertising attempts, has been the stylistic signature of the dialogue established with the customer. Images, styles, color choices have narrated eras, sensibilities and many small facets that have made Hausbrandt a protagonist in the lives of Italians.

Color, in the latest communication choices, is the primary vehicle that speaks to the public and immerses them in an aromatic, vibrant and persistent atmosphere. A visual photograph of what our coffee conveys with every sip.



“Rose” sketches collection, Martino Zanetti

Technique: watercolor
Year: 2015
Size: 14,8x21 cm

PAINTED BY *André Zúñiga*



ART IN A COFFEE CUP

I profili delle rose, rivelati dagli acquerelli, incorniciano lo sfondo bianco, dove lo sguardo può abbandonarsi a un piacevole equilibrio di sfumature e far riscoprire tutte le percezioni dei sensi. La collezione di porcellane Art in a coffee cup sono un'esplosione di vivacità e energia, la stessa che assicura il caffè Hausbrandt.



hausbrandt.it



“Fiori rossi e gialli”, Martino Zanetti

Technique: enamel and acrylic paint on jute canvas mounted on wood
Year: May 2016
Size: 200x150 cm

PAINTED BY *Martino Zanetti*



ART IN A COFFEE CUP.

In edizione limitata, la linea di tazzine e mug firmata da Martino Zanetti è ispirata al dipinto Rose Morlacche, dove smalti ed acrilici fanno sognare distese di fiori immaginari che si abbracciano. Una potenza creativa che segna la materia bianca della porcellana e la rende viva.







ART IN A COFFEE CUP



20

19

2019 — 2022

BRAND MAKEOVER

2019 A major new milestone for the historic logo. Thanks to an essential look and simplified elements, it gains strength and modernity. The Moka pot pictogram, the typical Hausbrandt lettering, and the historical location “Trieste 1892” merge into a single element that strengthens the brand’s image and makes it immutable.



HAUSBRANDT

TRIESTE 1892

the *Bar*

An exception for some, a second home for others.
A place where people meet, work, think and rethink, break up or get back together.

The common ground between all these people and their stories is the universal desire for a perfect cup of coffee, excellently prepared by the Barista - the embodiment of traditional Italian craftsmanship.

A barista knows what's good, and chooses what's best. That's why people trust them.

As coffee experts who always want to satisfy their customers, baristas trust our brand.

Because for us, coffee is more than a beverage.

It is a lifestyle to enjoy, an inspiring culture, a real source of pure emotion.

And we are the experts in bringing out those emotions. That's why we've been creating the best Italian coffee since the very beginning of our journey, in 1892.

So, one day, at their favorite café, people won't just order "a coffee", they'll order "a Hausbrandt".

We are proud of who we are, where we come from and what we do. That's why we want to convince coffee lovers around the world to share the choice of those who are experts in making it.
At the bar or at home.

**The *Choice* of
those Who know.**



HAUSBRANDT

TRIESTE 1892

The *Choice*
of those
who know.

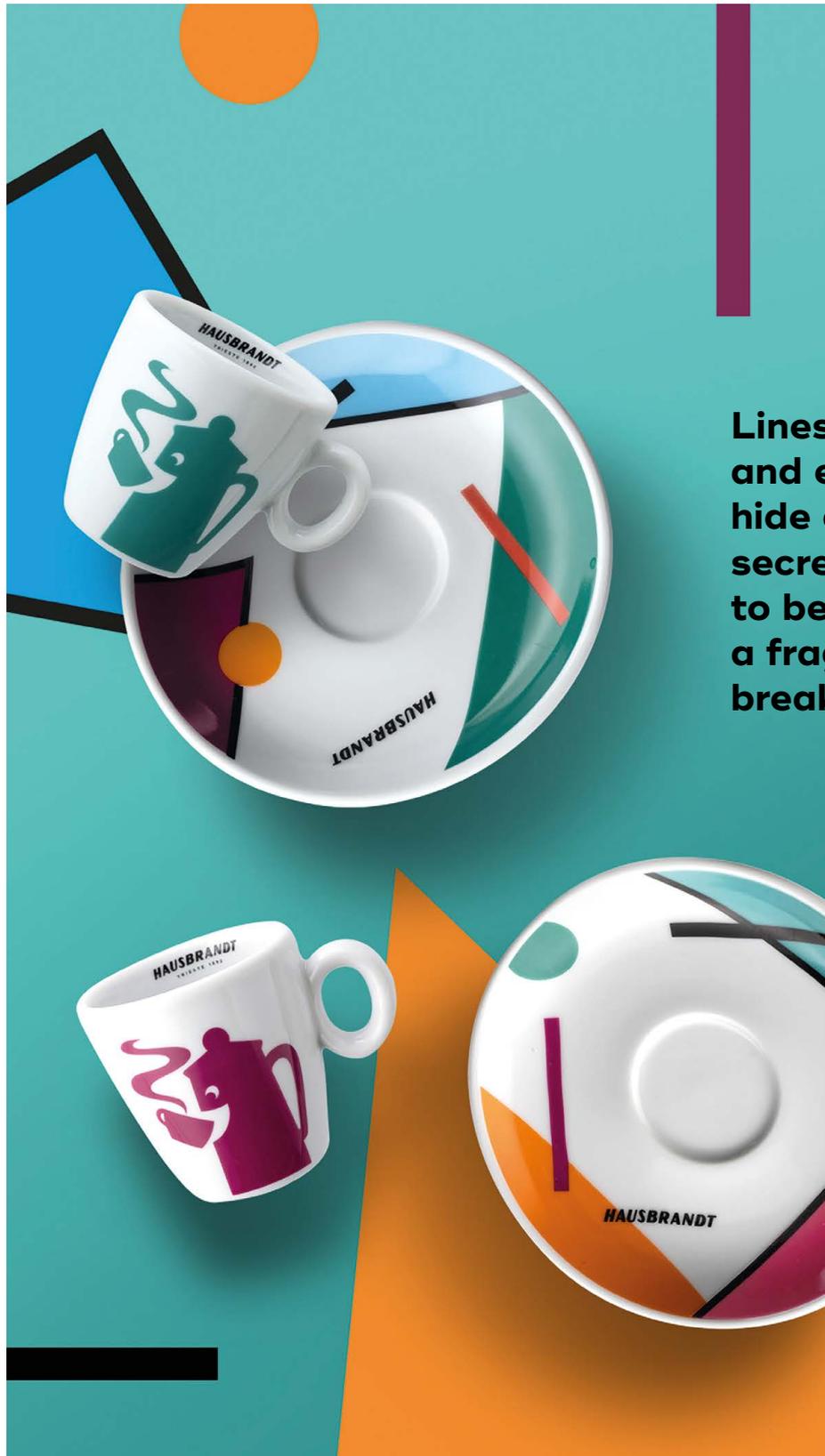


hausbrandt.it

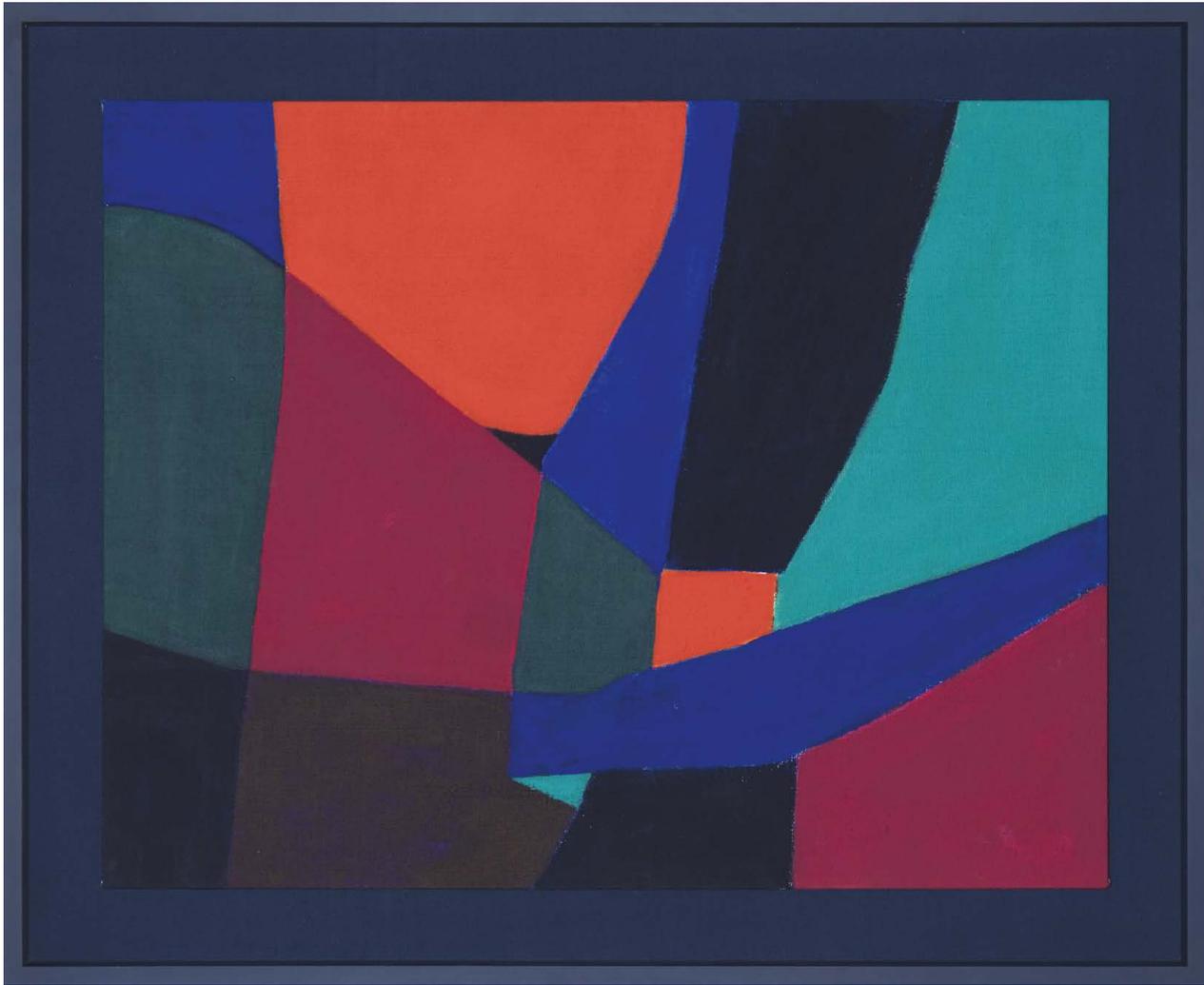


"Grey 1", Martino Zanetti

Technique: mixed technique on jute canvas mounted on wood
Year: July 2017
Size: 80x60 cm



Lines, colors, full and empty shapes hide a great little secret: a pleasure to be revealed in a fragrant coffee break.



"Figura 1", Martino Zanetti

Technique: acrylic paint on jute canvas mounted on wood
Year: June 2010
Size: 95x120 cm



FIGURA 1

HAUSBRANDT
COFFEE ART
BY MARTINO ZANETTI

Le armoniose geometrie e gli intensi colori del dipinto «Figura 1» di Martino Zanetti esaltano l'eleganza della porcellana bianca, trasformando la tazzina in un'inedita opera d'arte. La ricercata creazione rinnova il prezioso momento della pausa caffè, arricchito di piacevoli suggestioni alla vista che lo rendono ancora più unico.





"Fluid", Martino Zanetti

Technique: Acrylic on plexiglas
Year: 2021



20

22

2022 — oggi

The background features a complex, abstract graphic composed of thick black and vibrant red lines. These lines form various shapes, including a large, stylized 'H' on the left, a circular form in the upper center, and a shape resembling a coffee cup or a moka pot on the right. The lines are layered and overlapping, creating a sense of depth and movement.

THE NEW COLORS OF THE BRAND



HAUSBRANDT

TRIESTE 1892

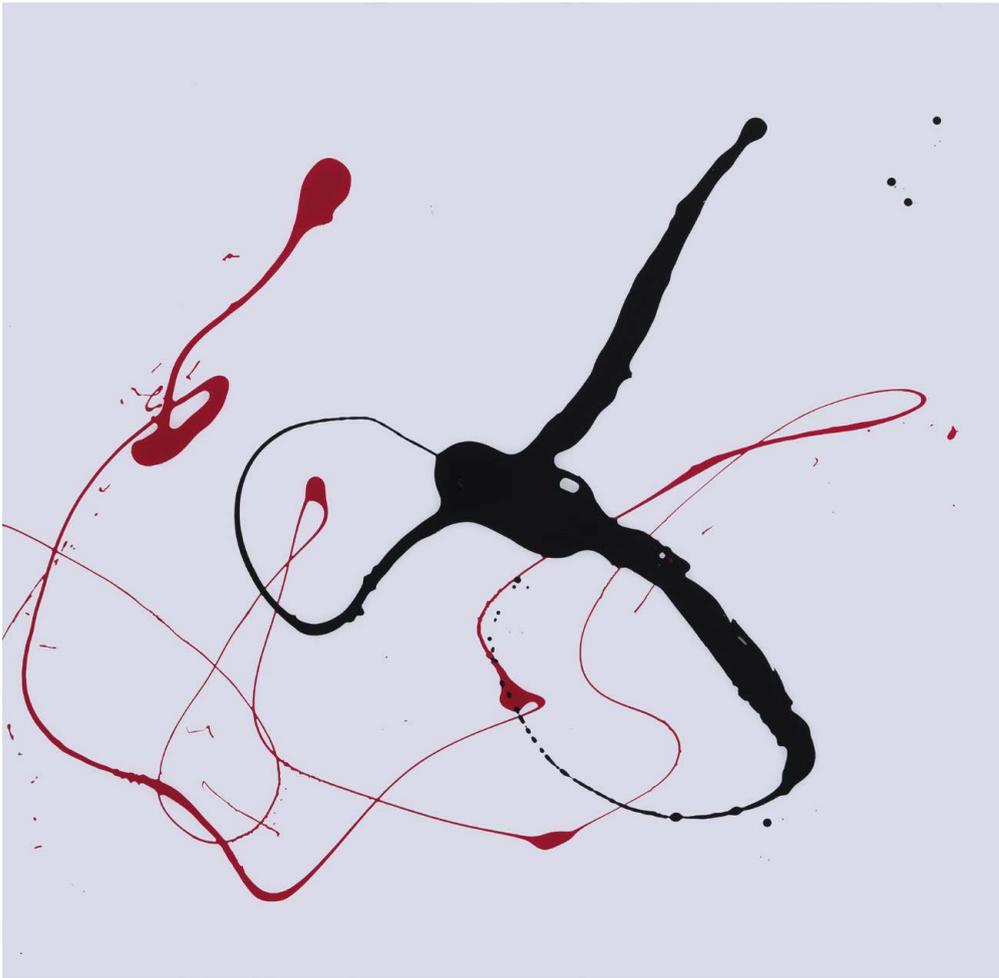
Character and passion, colors that send messages

red Inextricably linked to Hausbrandt's history, red is the color of the heart, of energy, an expression of a tendency towards movement. Red expresses certainty and dynamism, it is the fixed point that pushes towards tomorrow. **Black** A color that communicates authority and security, prestige and certainty. It conveys the desire to maintain a consistently high level of product quality. Its clear legibility, especially thanks to its combination with red, creates a highly impactful brand.



Acrylic on plexiglas
Artwork by Martino Zanetti

2022 The color explosion becomes a sign and a communication that leaves the viewer with the pleasure of living, reading, experiencing it. In Hausbrandt's new image, artistic suggestions are transformed into furnishing elements that dress up bars and venues, installations and exhibition stands, once again in the name of art.



“Fluid”, Martino Zanetti

Technique: Acrylic on plexiglas
Year: 2021

“The use of color in lines and spaces with a calligraphic reference is not accidental. The complete dressing, both above and below, from floor to ceiling, is intentionally done, a chromatic paraphrase of how I consider reality in terms of color. We live and travel through color. Color travels our path.”









ART is COMMUNICATING

“...color, like sound, has a speed of propagation: color itself is a physical phenomenon. The color surface of an artistic work is a perfect mathematical sequence up to the point where the painter, the artist, the writer, the musician grant a percentage of interpretation to the final perceiver of the work (the audience). In this way the work is perfectly realized in the single relative moment of its public manifestation. The audience, the perceiving individual, is the essential condition for the realization of the work, which carries within itself the related aesthetic message.”

Arta-Zenit

**For those who
love to choose**
Excellence



HAUSBRANDT

TRIESTE 1892

CHE

hausbrandt.it