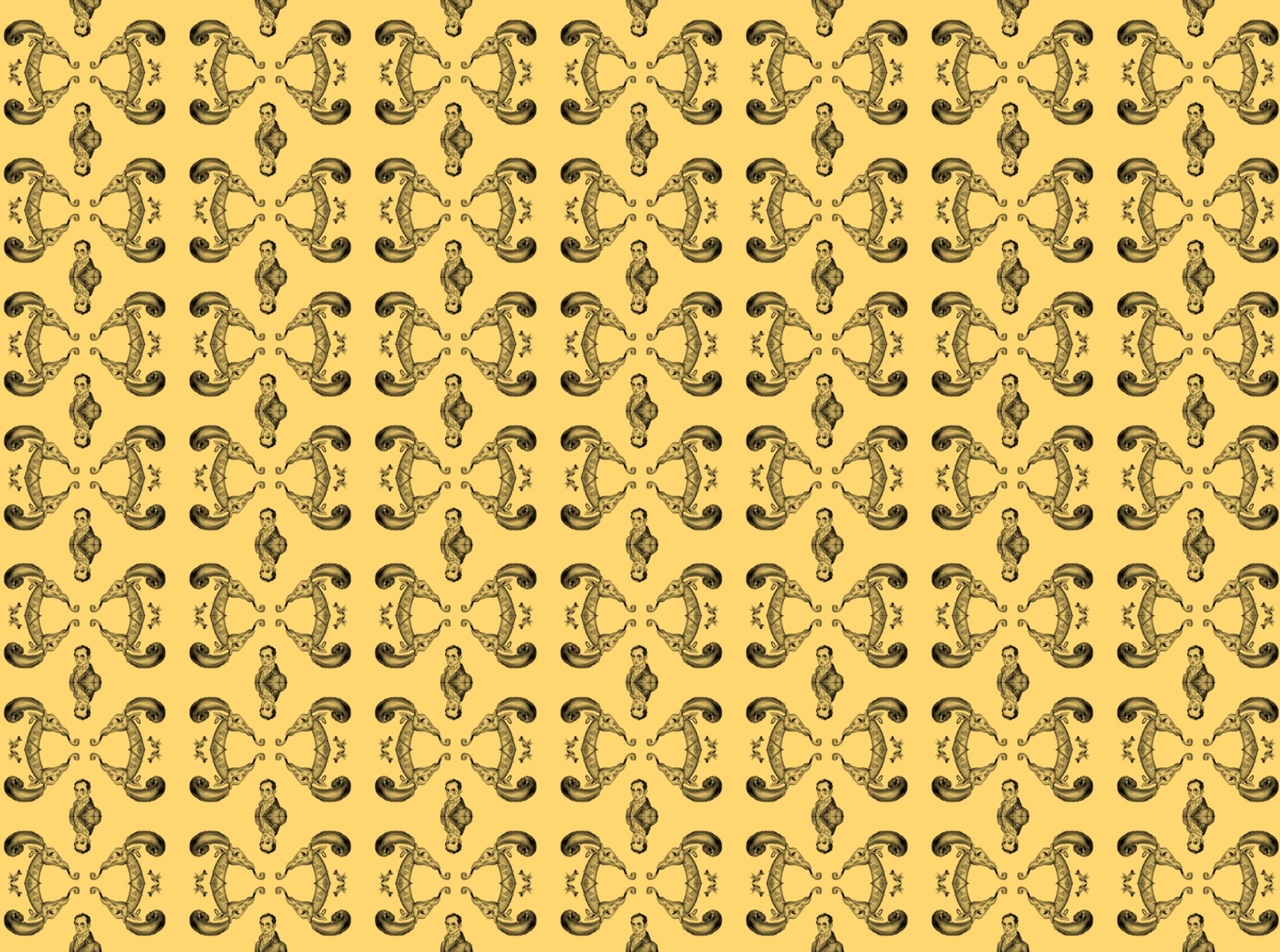




BIEDER
& MAIER
COFFEE





WELCOME TO THE WORLD'S CAPITAL OF COFFEE.

Drinking coffee has a long tradition in Vienna. It began with the Second Turkish Siege of Vienna around 1638. Fleeing the city, the Turks left countless treasures behind, among which the most valuable was probably coffee. It quickly became a very popular drink, preferably in an original Viennese “Kaffeehaus”. In the imperial era of Biedermeier around 1828 numerous Viennese coffee houses were opened. To this day many still reflect the splendour of days past and in which you can enjoy Viennese Kaffeehaus culture surrounded by velvet and silver. Ever since the old days, painters, poets, philosophers and musicians have spent their days working and hanging out at their favourite Kaffeehaus. People read the paper, enjoyed their coffee and watched the city with its colourful characters. The world outside has changed and coffee has become a worldwide trend product, however in an original Viennese Kaffeehaus you can still feel the grand Viennese tradition.

In 2011, Viennese coffee culture was declared intangible cultural heritage by the UNESCO. And since 2018, there is a coffee that is reviving this century-old culture.



VIENNESE TRADITION HITS THE WORLD



BIEDER & MAIER

May we introduce: Valentin Maier, coffee connoisseur from Vienna and passionate Barista. His dedication and love for remarkable beans drives him to bring Vienna's coffee story to the world. When he opens up a new chapter of Viennese coffee history, it is sure to be a special mix:

Bieder & Maier.



BIEDER. HOUSES. À LA GIRAFFE.



IT'S
THE YEAR
1828.

The era of Biedermeier is flourishing and it is the peak of the Viennese art of coffee. Writers, musicians and painters are regulars in Vienna's coffee houses, enjoying the luxurious atmosphere among crystal chandeliers, velvet chairs and precious silver tableware. At the same time, Vienna witnesses a sensation: The first giraffe is brought to Vienna by the Austrian emperor Franz I. It inspires fashion, songs are written about it and the coffee houses start offering coffee „à la giraffe“.

By its influence still having its effects today, Bieder & Maier felt inspired to pay a 21st century tribute to the Viennese art of coffee around 1828.





IT'S THE YEAR 2018.

Almost two centuries after
"Vienna's first giraffe",
Barista and coffee connoisseur
Valentin Maier is embarking
on another long journey.

In search of the best beans he is
visiting different regions of Central
America, Africa and India before
returning to Vienna, to the source
of the Viennese art of coffee,
where the "black gold" is roasted
according to the highest quality
standards – always following his goal
of creating the best coffee for
the ultimate pleasure.



**BARISTA.
EXPLORER.
MAIER.**





BEANS. SOUGHT. FOUND.

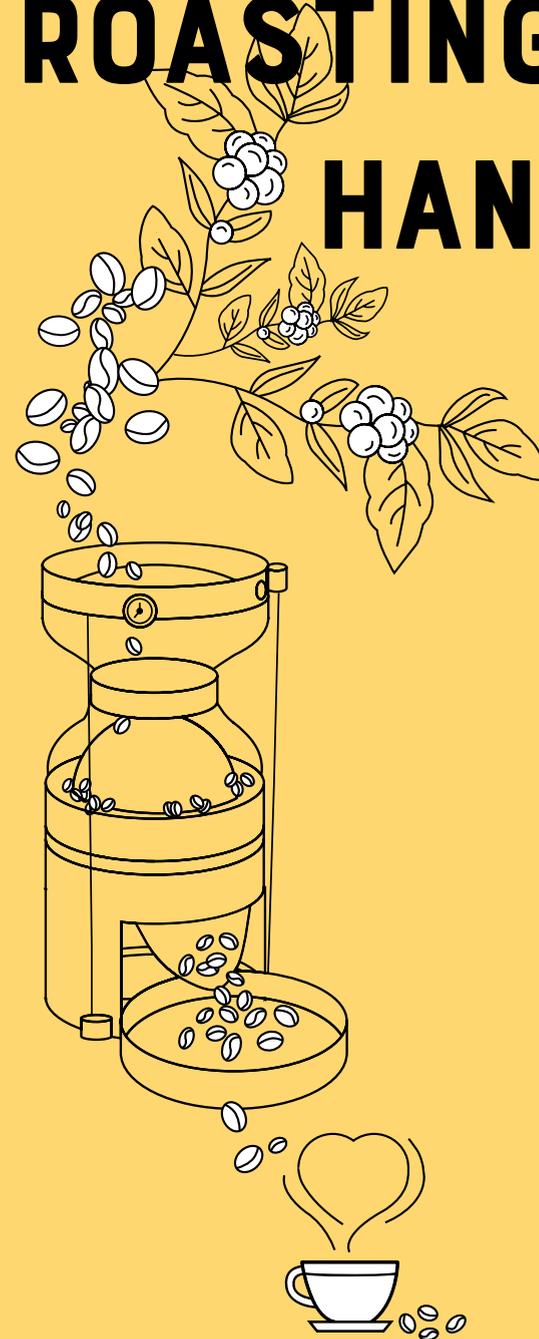


PICKED & SORTED BY HAND.

In the quest for making the best coffee, we trust selected partners from all over the world. Staying in close contact with the coffee farmers, they assure the exclusive quality of the beans in our blends. Some of those beans are harvested by a man named Adalberto, for example. He is growing Arabica beans on his farm La Estrella, as has been his family's tradition for generations. Thanks to great climatic and geographic conditions Adalberto can harvest beans in excellent quality on his farm of only 80 hectares. Grown by selected farmers like Adalberto, the beans are the essence of our excellent blends. Our gentle roasting process brings out their unique flavour.



MANUFACTURE. ROASTING HOUSE. HAND-MADE.



Our beans are hand-picked in the best growing regions of South America, Africa and India. We had to travel far in search of the best beans, but in the end we reached our goal: to create exquisite tastes through carefully selected quality.

Our long roasting procedure takes 22 to 30 minutes. We take almost twice as much time as most other roasters and expose our beans to lower heat. Our gentle drum roasting procedure doesn't make them sweat and they can work in peace at developing their soft and velvety taste and harmonic notes.

Thanks to their velvety taste, our barista Valentin Maier's blends are on everybody's lips. He creates unique blends selecting and combining countless types of coffee. We roll out the red carpet for your taste buds and invite you to a tasting!

BEST. BARISTA. BLENDS.

**IT'S
ALL ABOUT
THE TASTE
BABY.**

Grinding the beans, infusing them with hot water, waiting, breaking the crust, spooning it up, sipping it, and moving on to the next type. It can take a while to choose your favourite from more than 100 types of coffee. That's why our barista Valentin Maier has created 6 exclusive blends from the many different varieties. His creations go from fruity to velvety, from spicy to intense. We suggest taking a ride on the giraffe through the world of Bieder & Maier in search for your new favourite blend.



MASTER BLEND

The barista has chosen! And he selected his premium blends for your greatest coffee pleasure.



N°1 FRESH

velvety | refreshing
100% ARABICA
balanced aroma &
characteristic notes

These two really found each other! Arabicas from Santos and Nicaragua complement each other perfectly and finish on a velvety note. This refreshing blend reminds of young walnuts and moist forest soil.



N°3 FORZA

strong | harmonic
50% ARABICA & 50% ROBUSTA
strong aroma & impressive nuances

One half Arabica, one half Robusta – double the power! This blend with very little acidity and a taste of chocolate and nuts takes you right to Italy and its lifestyle.



N°2 EXPRESS

short | intense
60% ARABICA & 40% ROBUSTA
strong character
& expressive aroma

Our first choice in preparing a typical espresso. One sip and an Italian romance unfolds on your tongue within seconds. Fast acidity, hints of almonds, marzipan and fruity apricot notes make you dream of Amore.

VIENNA BLEND

Your daily pleasure: Century-old Viennese coffee culture with a modern look.



VIE2

SPRING

fresh | light

75% ARABICA & 25% ROBUSTA

This fruity mix of Robusta and Arabica beans will make your taste buds flourish like cherry blossoms in the spring. A harmonic composition, slightly sour in the beginning, with a nutty finish.

VIE3

DARK

intense | spicy

75% ARABICA & 25% ROBUSTA

The proponents of the classic Viennese coffee are Arabica and Robusta beans, roasted a little bit longer and darker than usual. The taste builds up gently, reaches its peak with spicy nuances and leaves a lasting impression.



VIE4

INTENSE

intense | strong

60% ARABICA & 40% ROBUSTA

Light notes of cocoa and delicate nutty nuances create a hot and strong intermezzo. Blending into a strong sip of black gold, they stir espresso lovers' darkest dreams.

BRAND. DESIGN. AND MORE.



OUR BLENDS ARE DRESSING UP

More accurately we should be named Bieder & Maier & Brand. It's especially important to us to build a real "love brand" with a lot of feeling. That's why we pay attention to every detail of the design concept and work together closely with the best that the creative industry has to offer. In Vienna, London and Paris. So our coffee shines on the outside as well as it reflects the quality standard of our clients. We want you to enjoy our design – Packaging, overall image of the brand, even the tableware.



CULTURE.

STYLE.

UNIQUENESS.

SERVE THE SOUL OF VIENNA.

Every restaurant and bar is a portrayal of its owners and guests. Concept, interior and the menu are all thoughtfully matched. This love for detail can be furthered by an individual choice of coffee. This philosophy of quality can now be reflected in the selection of your coffee brand: Bieder & Maier. With our renowned barista Valentin Maier, you can create a blend in the original style of Viennese coffee according to your own taste. Your restaurant and bar will get a individualised and unique blend of coffee that you offer exclusively. Add a part of the worldwide one-of-a-kind Viennese coffee culture to your restaurant. Together we create your own blend and match the packaging with your design.





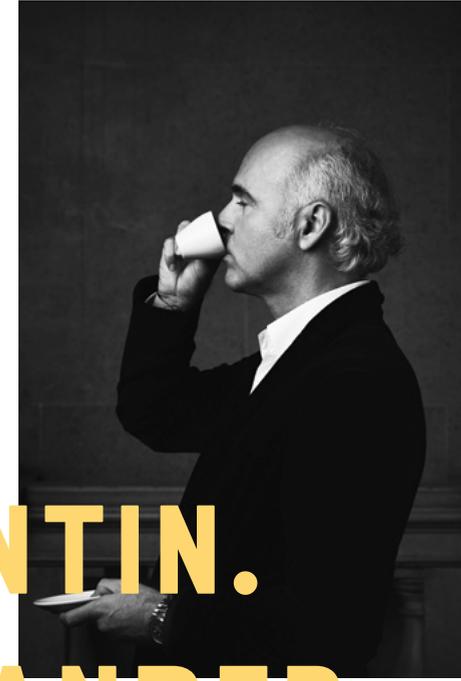
Coffee Lover & Barista & aka Maier
Valentin Siglreithmaier



Wizard at the numbers & Law Student & Manager of Resources
Niclas Schmiedmaier



Networker & Strategist & Coffee Lover
Nikolaus Pelinka



Creative & Designer & Brand Ambassador
Rudi Kobza

Four men, one passion:
Together we are opening
up a new chapter of
coffee history. Are you in?

VALENTIN. ALEXANDER. NICLAS. RUDI. NIKOLAUS.

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**Catering expert & Professional
& Trend Researcher**
Alexander Hamersky

From Vienna with love.



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