

Vienna, 24th January 2018

BIEDER & MAIER: VIENNA'S NEWEST COFFEE BRAND

A young, creative international brand from the world's capital of coffee sets out to become the ambassador of modern Austria to the world.

Vienna, 24th January – The Viennese Kaffeehaus tradition is coming under worldwide spotlight again, since being named an UNESCO world cultural heritage in 2011. Now five Viennese experts in coffee manufacturing and brand development have taken it into their hands to continue the legacy into the future, led by the young barista, Valentin Siglreithmaier – aka Maier – serving as the inspiration and face of the new brand. Under the motto “When two worlds meet together,” Bieder & Maier reconnects modern quality and brand values with signature Viennese Kaffeehaus traditions from the 19th century. During the past two years of the startup phase, the brand has already partnered with numerous well-known Austrian customers in the gastronomy sector, such as Café Diglas, Café Engländer, Joseph Brot, 1010 Wien and Albertina Passage. The collaborative efforts from Rudi Kobza, Niclas Schmiedmaier, Nikolaus Pelinka and Alexander Hamersky signal the beginning of a new era, with the goal to become a brand that represents modern Austria to the world. Barista Valentin Maier (35) and Austrians leading media entrepreneur Rudi Kobza (50) put together a great concept.

The coffee: top-class international quality standards

Austrians drink an average of three cups of coffee per day. With the growing trend, the search for quality coffee is also on the rise. What used to be just thin black water has now evolved to a symbol of taste, associated with high quality standards. Bieder & Maier focuses on this growing trend with six different blends that follow highest international standards, designed to breathe new life into the traditional Viennese coffee culture. Carefully selected high-quality beans from renowned producers create masterpieces with the art of baristas. “I am very happy to be able to combine our longstanding quality and the trust of the gastronomy industry into a top-class brand,” says co-founder Valentin Siglreithmaier. “Our blends are full of love for the detail. With Bieder & Maier we have especially tried to visualize this love.”

The brand: “When two worlds meet together”

What do a Giraffe and Valentin “Maier” have in common? In the middle of the 19th century, when the Viennese Kaffeehaus culture was at its peak, Emperor Franz I. brought the first giraffe to Vienna that the people had ever seen. It inspired fashion and trends so much that in Viennese Kaffeehäuser, coffee was even served “à la Giraffe”. This historical anecdote, combined with the young barista Valentin Siglreithmaier, forms the base of the brand Bieder & Maier. The thinking behind? Tradition and modern standards for quality and brands are actually not contradictions, they rather complement each other. Bieder & Maier combines these two worlds and brings the traditional Kaffeehaus culture closer to today's ever-changing values. “There's no other product category like coffee that has so much potential to be emotional, and still be beloved on an international level,” emphasizes

co-founder Rudi Kobza. “That’s why we put a lot of passion and dedication into the brand development phase - together with a wonderful team at the agency Kobza and The Hungry Eyes (KTHE) and many more who love their craft as much as Valentin loves his.”

The plan: A local favorite with an international outlook

The aim of Bieder & Maier is to become a fixture within the modern Viennese Kaffeehaus culture, and to also enter the international market in the upcoming future. There is great growth potential in the combination of highest quality standards and the Viennese Kaffeehaus tradition, especially from the international perspective.

Further information: www.biedermaier.com/en/

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Bieder & Maier

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