

About Julius Meinl

Successful worldwide: Ambassador for Viennese coffee house culture since 1862

Julius Meinl is an internationally successful Austrian family company and has been the global ambassador of Vienna's beloved coffee house culture for almost 160 years. The global success of Julius Meinl is based on traditional values: five generations of coffee expertise, premium-quality products and excellent customer service, values that are no longer a certainty these days. Julius Meinl is a global ambassador for Viennese coffee culture and today inspires people all over the world, just as the coffee house literati did in days gone by. Restaurants and business customers in more than 70 countries rely on Julius Meinl coffee and tea. The company already ranks among the top 3 premium coffee brands in over 40 countries. Julius Meinl is the market leader in Austria, CEE, Adriatics, Russia and Dubai.

Coffee and Tea expertise over 5 generations

The success story started in 1862 with the opening of a grocers shop in the centre of Vienna. Soon afterwards, Julius Meinl I developed one of the world's first mechanical coffee-roasting techniques to guarantee consistent coffee quality. This revolutionary invention laid the foundation for the international success of both the company and the Julius Meinl brand. Today, more than 40,000 restaurants and business customers around the world rely on the fine coffee and tea blends from Julius Meinl. Julius Meinl coffee ranks among the top 3 premium coffee brands in over 40 countries. The traditional Viennese coffee roasting company is the market leader in Austria, Russia and Dubai. Products are sold via the company's own subsidiaries and exclusive distributors. Julius Meinl Industrieholding is represented by subsidiaries in Austria, Italy, Germany, the UK, Croatia, Slovenia, Bosnia, Serbia, Romania, Russia, Kazakhstan, Slovakia, the Czech Republic, Turkey and the USA, and works with local partners in more than 55 countries.

Julius Meinl coffee and tea from the best growing regions in the world

Julius Meinl Industrieholding relies on premium quality from the best growing regions in the world for its production of select coffee and tea brands. The roasting and processing of the raw coffee takes place at two production locations in Vienna and Vicenza in Italy, with the creation of new blends traditionally taking place at the headquarters in Vienna at Julius Meinl Gasse 3-7. 16,000 tonnes of premium coffee beans are roasted each year. Some 5 million cups of Julius Meinl coffee are served in more than 70 countries each day, or about 1.8 billion servings per year. To ensure that each cup of Julius Meinl coffee meets the company's stringent quality requirements, Julius Meinl trains some 1,200 restaurateurs and their staff each year at the Julius Meinl Coffee Academy in Vienna. In addition, Julius Meinl passes on its coffee expertise at worldwide seminars and training sessions for its customers' employees: from background knowledge to the importance of coffee roasting to the perfect extraction of the coffee.

Long-term goal: to establish Julius Meinl as a global brand

Today, Julius Meinl coffee is one of the leading coffee brands in Austria, Italy, CEE, Russia, Turkey and the Middle East. The long-term goal is to take the brand global in the next 10 years. The traditional Austrian roasting company is already established in East Asia. In China, Julius Meinl is represented in the 20 largest cities in the country. The brand is well established in South Korea and Taiwan. It is gradually expanding in Australia. The company makes no compromises when it comes to top quality and the best service for its partners, following in



More than a moment

the footsteps of its founder, Julius Meinl I, who greeted customers with the legendary words “How can I serve you?”

Facts & figures about Julius Meinl Industrieholding

- Established in 1862
- Over 1000 employees worldwide
- Marketing in more than 70 countries worldwide; among the top 3 premium coffee brands in over 40 countries
- Market leader in the hotels, restaurants and cafes in Austria, CEE, Adriatics, and Russia
- Some 50,000 customers worldwide
- Production locations in Vienna (Austria) and Vicenza (Italy)

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