

JULIUS MEINL INTRODUCES 100% RECYCLABLE PACKAGING FOR LAUNCH OF NEW DOUBLE-CERTIFIED BIO FAIRTRADE BLENDS.

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BLENDED SUSTAINABILITY AND CRAFTSMANSHIP, PREMIUM COFFEE ROASTER JULIUS MEINL HAS INTRODUCED TWO NEW ADDITIONS TO ITS VIENNA-INSPIRED THE ORIGINALS BIO FAIRTRADE COFFEE LINE FOR THE HOSPITALITY SECTOR. BOTH NEW BLENDS WILL COME IN 100% RECYCLABLE PACKAGING, MAKING JULIUS MEINL ONE OF THE FIRST KEY PLAYERS IN THE INDUSTRY TO OFFER THIS FORMAT.



More than a moment



Previously only available as coffee beans, the two new 500-gram ground coffee blends, Belvedere Blend and Danube Delight, are double-certified. This means they are both Bio – a technique which sees that every coffee bean is nurtured through responsible, organic agricultural processes – and Fairtrade, certifying that the products are made in accordance with fair trade standards, ensuring better prices, decent working conditions, and fair terms for farmers and workers. This leaves a lasting impact on farmers and their community livelihoods, enabling them to invest in growing higher quality coffee beans.

The new coffee range underwent a series of rigorous tests as part of Julius Meinl's commitment to making every cup of coffee more sustainable. This followed over two years of packaging, sourcing and quality assessments, including stress tests, shelf-life tests, and production tests at the company's state-of-the-art roasting plant in Vicenza, Northern Italy.

The development process and collaboration with the expertise of Italian packaging manufacturer, Goglio, ensures that the fully recyclable foil preserves the freshness and exquisite aromas of ground coffee. This guarantees the delightful taste and exceptional quality that the fifth-generation brand is globally renowned for.

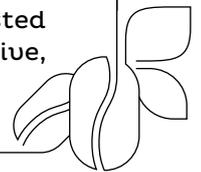


Partnering with Goglio has been key to the innovation of the new packaging. Part of this included devising a more eco-friendly alternative to its traditional flexible film packaging by removing the aluminium layer and introducing a mix of recyclable homogeneous polymers.

By the end of 2025, the premium coffee roaster is committed to sourcing 100% Responsibly Selected Coffee and is working hand-in-hand with coffee suppliers to improve their socio-environmental practices and sustainability standards. This collaborative effort ensures greater traceability in the coffee supply chain while supporting farmers and local communities to grow and learn together.

The Organic Bio Fairtrade line is aimed at HoReCa customers keen to differentiate themselves through the sustainable quality and the exceptional taste of the premium coffee they serve, and who aim to incorporate sustainability as a more significant aspect of their business management and everyday life.

As with all The Originals blends, the line-up is inspired by Vienna's coffeehouse culture and heritage, which derives from the unique concept that "Every bean has a story". The Originals coffee line is not only original in terms of how it is better for everyone – for customers who really care about people, the planet, and businesses, and are committed to making the world a better place – but also for its "made by artisans, for artisans" ethos. This sees that every bean is roasted to perfection, allowing the final coffee blend to deliver its highly awarded and distinctive, full-bodied flavour.



BELVEDERE BLEND

Belvedere Blend brings together 100% Arabica beans from Nicaragua and Honduras/Peru to create a toffee sweetness, which perfectly complements the hazelnut base. An elegantly balanced, creamy blend, it has a rich, dark chocolate aftertaste brightened by a hint of crisp red apple.

DANUBE DELIGHT

Danube Delight is made from the finest quality Arabica beans from Nicaragua and Honduras/Peru and Robusta beans from Mexico. Expect a rich, intense blend, balanced with dark chocolate notes with hints of nutmeg and a twist of black pepper, coating the palate and leaving behind an aftertaste of gently roasted peanuts.

Christina Meini, fifth-generation family member, comments:

“THE OVERARCHING CONCEPT OF THE ORIGINALS LINE IS THAT ‘EVERY BEAN HAS A STORY’ AND THIS IS PERFECTLY ILLUSTRATED THROUGH THE TWO NEW BIO FAIRTRADE BLENDS. EACH DRAWS ON A DIFFERENT STRAND OF VIENNA’S LIFE AND ITS CULTURE WHILE REMAINING TRUE TO OUR TRADEMARK CRAFTSMANSHIP.





“ WITH THESE NEW ADDITIONS TO OUR COFFEE PORTFOLIO, JULIUS MEINL IS PROUD TO NOT ONLY CONTINUE TO STAND OUT FOR ITS SUPERIOR TASTE AND ICONIC FLAVOURS, BUT TO ALSO BE ABLE TO DELIVER ON BOTH PROMISES FOR OUR CUSTOMERS.

DOUBLE-CERTIFIED PRODUCTS ARE THE FUTURE – THEY ARE NOT ONLY SUSTAINABLY SOURCED, BUT THEY ALSO SUPPORT FARMERS WITH THE MANY SOCIAL, ECONOMIC AND ENVIRONMENTAL CHALLENGES THEY MAY FACE FROM UNPREDICTABLE INCOMES TO THE CLIMATE CRISIS. IN SHORT, THEY ARE BETTER FOR PEOPLE, BETTER FOR THE PLANET, AND BETTER FOR BUSINESS. ”

“ TO ALLOW EVERYONE, EVERYWHERE TO ENJOY THE SUPERIOR QUALITY OF THE ORIGINALS BIO FAIRTRADE, THE TWO NEW GROUND COFFEE BLENDS CAN BE BREWED USING THE FILTER TECHNIQUE OR A MOKA POT, AND THEREFORE DON'T REQUIRE A COFFEE MACHINE. ”



For further information on Julius Meinl, visit juliusmeinl.com

JULIUS MEINL THE ORIGINALS

FACTS AT A GLANCE:

- Established in 1862 in Vienna
- 1,000 employees worldwide
- Over 50,000 customers worldwide
- Distributed in more than 70 countries; a leading premium coffee brand in over 40 countries
- Production locations in Vienna (Austria) and Vicenza (Italy)

MEDIA ENQUIRIES

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NOTES TO EDITORS

About Julius Meinl: Founded in 1862, Julius Meinl is one of the oldest coffee roasters in the world and an iconic Vienna coffee house brand. Dedication to quality has been a family trademark for five generations. With 160 years of experience in sourcing, blending, and roasting, Meinl is a preferred coffee supplier for Vienna's leading coffeehouses. Today Meinl coffees and teas help create meaningful moments for customers and consumers across the globe, and are sold in over 50,000 hotels, coffee houses and restaurants in 70 countries, plus a growing number of retail outlets.