

2019 was the best year in the entire history of the

Julius Meinl Coffee Group

**Sales growth** of + 4.5% **Profit growth** of + 15 %

Vienna, 30th June 2020

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**The Viennese business Julius Meinl, which is steeped in tradition, achieved an increase in sales and profits for the tenth time in a row in 2019 and has reported the most successful year in the company’s history. The strength of the Julius Meinl brand as well as a global expansion strategy, innovative strength and a focus on providing consistent service are the reasons for this long-term success.**

**Sales growth** of 4.5 percent to EUR 186 million +++ **EBITDA\*)** increases by 15 percent to EUR 35 million +++ Successes in the core markets +++ **6 new subsidiaries** within four years.

Strategic success factors: a unique brand, global expansion as well as pushing consistent innovation and service policy

The Austrian family-run company Julius Meinl Coffee Group is pursuing a very clear strategy: the company has positioned itself as the number 1 premium brand in the catering industry. This is supported by three pillars: the unique brand, consistent internationalisation and innovative solutions and reliable service for the catering industry

1. The Julius Meinl brand and the Viennese coffee house culture

The Julius Meinl brand represents the Viennese coffee house culture on a global scale, representing enjoyment, the perfect cup of coffee and a relaxed atmosphere. This makes our brand unique and distinctive. Julius Meinl is the answer to people’s need to put the brakes on and take some time out to be inspired. With more than 158 years of expertise, our premium blends and traditional Viennese roasting, we are an attractive partner for the premium catering business worldwide.

A current example: Viennese coffee house culture in Russia

Julius Meinl has been the market leader in upscale gastronomy in Russia for several years. In 2019, Julius Meinl celebrated “The Year of Austrian Coffee House Culture” together with the Austrian Embassy. The high level of interest led to the creation of the “Julius Meinl Institute for Viennese Coffee House Culture” in Moscow. There, the Viennese coffee house culture is experienced on all levels: there is tasting, the perfect espresso and milk foam combination for Viennese coffee specialties is worked out, the history and values of the Viennese coffee house culture are discussed and the Viennese coffee house culture is celebrated in all its facets: from the perfect preparation of your hot drink to the perfect environment and service. The courses filled up immediately and waiting lists had to be created.

2. The successful global expansion strategy

Julius Meinl is present in more than 70 countries, with its own subsidiaries in 21 of them. Within the last four years, subsidiaries were set up in Bulgaria, the USA, China, Dubai and Poland. The latest addition is the new Julius Meinl office in Lyon, which opened in August 2019.

***\*) EBITDA:*** *earnings before interest, taxes, depreciation and amortization /* [*earnings*](http://de.wikipedia.org/wiki/Gewinn) *before interest, taxes,* [*depreciation*](http://de.wikipedia.org/wiki/Abschreibungen) *on fixed assets and depreciation on intangible assets*

France is the seventh largest market in the world. Here too, Julius Meinl is extremely popular thanks to its connection to the Viennese coffee house culture. The focus is on top gastronomy. For example, Julius Meinl coffee is currently served at the Hilton Opéra.

There were also very healthy sales increases in relatively new markets such as the USA, China, the United Arab Emirates and Poland.

Growth in the core markets as well

Developments in the Austrian home market were also very encouraging, where Julius Meinl expanded its market leadership in the catering trade and benefited from the boom in espresso and capsule sales in the food sector. Approximately 25 percent of global sales stem from Austria.

In Russia, Julius Meinl is also active in both catering and the food industry. Sales growth of 12 percent was achieved in 2019. Approximately 80 percent comes from catering, where Julius Meinl is the market leader. The traditional Viennese roaster is represented from Moscow to Vladivostok and from St. Petersburg to Sotchi. Nowadays, you can enjoy Julius Meinl coffee in every large city.

Sales growth was also seen in Italy, especially in top gastronomy. Julius Meinl is among the top providers in the core regions of Trentino-South Tyrol, Veneto and Friuli. The company has been active in the areas of Florence, Milan and Rome since 2018 and have developed into important future growth drivers.

Julius Meinl has been the market leader in Slovenia, Croatia, Serbia and Bosnia, the ADRIATICS, for many years. Despite the already very strong position, the company sees great potential here in the coming years.

3. Sustainable, innovative solutions and service

Sustainable and innovative solutions are one of Julius Meinl’s key success factors. There were also great gains made in this area in 2019. Among other things, the first sustainability report was presented.

**Cold Brew**, freshly tapped from the stainless steel brewer, successfully completed its test phase last year. Now the expansion phase begins with an optimised concept. Instead of preparing Cold Brew yourself there is now a “Ready to serve” solution: the 3 litre Cold Brew Bag in a Box. The Julius Meinl Cold Brew is always perfect, it does not need to be prepared and is always ready to use. An innovative convenience product for catering in premium quality.

The **Colombian Heritage Project**, which was launched on the initiative of Jeannette Meinl in 2019, supports local coffee growers in the Colombian highlands. The goal is to increase quality and yield so that it even future generations will want to become coffee farmers. Activities range from financing environmentally friendly coffee dryers to training programmes and help with UTZ certification. The first certified crop is already part of the popular and tradition-rich gastronomy blends this year: Poesia and Café Expert UTZ Supreme

The **ToGo offers**, tailor-made for the catering industry, were completely converted to industrially compostable materials in 2019. Cups, lids, stirrers: all 100 percent compostable.

Sustainable **Fairtrade & Bio-Blends and biodegradable INSPRESSO capsules**. Last autumn, Julius Meinl was the first to introduce Nespresso compatible capsules with a control system. Two new sustainable blends in 100% industrially compostable capsules. At the beginning of July, the entire INSPRESSO range, including large packs with a control system on the capsule, will be available in new packaging in the retail food sector.

2019 was the best year in the companys history

Julius Meinl is present in more than 70 countries worldwide with subsidiaries and distribution partners. It has its own subsidiaries in 21 of them. These include Austria, Germany, Italy, Croatia, Slovenia, Bosnia, Serbia, Slovakia, the Czech Republic, Hungary, Romania, Russia, Kazakhstan, Turkey, the UK and the USA, Dubai, China, Bulgaria, Poland and France.

The worldwide success factors of Julius Meinl are: a unique brand, which represents the Viennese coffee house culture, global expansion as well as pushing consistent innovation and service policy.

The Viennese roasting company, which looks back on a 158-year history, saw sales growth of 4.5% amounting to EUR 186 million in 2019 (2018: EUR 178 million) EBITDA \*) rose from EUR 30.4 million in 2018 to EUR 35 million in 2018. This corresponds to an increase of 15 percent. The profit growth thus exceeded the previous year’s result. The company, which offers premium quality coffee and tea specialties, has 1,000 employees worldwide.

**Dates & Facts about the Julius Meinl Coffee Group**

* Established in 1862
* About 1000 employees worldwide, around a fifth of them in Austria
* Marketing in more than 70 countries worldwide, among the leading premium coffee brands in over 40 countries
* Market leader in Austria, Russia, the Adriatics, CEE, Romania and Dubai
* Manufacture in Vienna (Austria) and roasting in Vicenza (Italy)
* Turnover in 2019: EUR 186 million

Further information on Julius Meinl and the inspirational power of the Viennese coffee house culture at: [**www.meinlkaffee.at**](http://www.meinlkaffee.at) and [**www.meinlcoffee.com**](http://www.meinlcoffee.com)

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