

Julius Meinl embodies Viennese coffee house culture

The Julius Meinl company is synonymous worldwide with Viennese coffee house culture and stands for the unique lifestyle reflected in the way it is enjoyed and its effect inspires. World literature emerged from Viennese coffee houses. Today, Viennese coffee house culture encourages the exchange of ideas and provides space for creative time-out and new ideas. The special atmosphere of the coffee houses, the art of enjoyment and the stimulating effect of traditional coffee specialities have a unique effect on body and soul.

They provide room for the poetic moments in life.

As a worldwide ambassador for Viennese coffee house culture, Julius Meinl has posed the question of what it is that people all over the world are looking for in that culture. At first glance, that would seem to be the coffee blends resulting from fine Viennese roasting, the coffee specialities and the way they are served with the cup on a silver tray and the water glass, the newspapers and the special ambience. A second glance reveals more. It is the special atmosphere that creates space for the poetic and creative moments in life. That makes it unique in all cultural circles.

The soul of Viennese coffee house culture is pure poetry.

Marcel Löffler, CEO of Julius Meinl Industrieholding, says: “For us, the essence, the soul of Viennese coffee house culture is pure poetry. What distinguishes it is that special lifestyle that takes people to new thoughts. It connects people to one other and inspires them as it once did the Viennese coffee house literati of yesteryear. As ambassadors for Viennese coffee house culture, we find that this is not unique to Vienna but also exists in fast-paced cultures. It does not matter whether they are in China, Taiwan, Dubai, London or Chicago, people want places where they can relax and which then become a source of inspiration. As a company, we want to make an active contribution to inspiring people on all continents and in doing so bring more poetry into the world. That is because poetry is a language understood all over the world.”

Julius Meinl, inspiring poets since 1862

Julius Meinl wanted to provide a space for countless, inspiring poetic moments for as many people as possible, to motivate them to discover and live their creativity. It is a very ambitious goal. But it is being realised step by step. Many artists around the world support the ideas of the traditional Viennese roasting company. Together with Julius Meinl, they are inspiring and motivating people to discover their creativity and give it expression: in words, writing or pictures, because poetry has many facets and faces. It knows no boundaries. Its language is spoken and understood worldwide.