



Dallmayr  
*Seit 1700*





# WELCOME

At a time when products, brands and slogans are becoming increasingly interchangeable, the demand for authenticity, individuality and quality is assuming even greater importance.

The contemporary thirst for the real, the genuine, has always been a goal at the family-run Bavarian company of Dallmayr. For generations the home of fine coffees and a meeting place for gourmets from all round the world, Dallmayr represents enduring quality, not passing trends.

The company is run with great attention to detail, respect for the expert knowledge of its employees and pride in its living tradition. Dallmayr has a passion for quality and first-class service which it pursues unceasingly.



WOLFGANG WILLE & GEORG RANDLKOFER



# HISTORY

The founding father of the company Alois Dallmayr, which today belongs to the Randlkofer and Wille families, can be regarded as the Munich citizen Christian Reitter. In 1770 he had a chandler's shop which was the direct predecessor of today's company.



ALOIS DALLMAYR

The present name was given to the company by the merchant Alois Dallmayr who was the owner in 1870. He sold his business to Anton and Therese Randlkofer in 1895. On the early death of her husband, Therese became the woman head of the company; a sensation at that time. Thanks to her contacts, Dallmayr became one of Europe's finest delicatessen businesses, entitled to purvey to 15 royal courts.



THERESE RANDLKOFER

By 1912 the flourishing emporium had acquired the splendid façade which is familiar to us today. The year 1933 was an important turning-point: Konrad Werner Wille, an only 19-year-old coffee merchant from Bremen, began building up the coffee business. He created the Dallmayr coffee brand and made the name of the exclusive delicatessen food store widely known.



KONRAD WERNER WILLE

Konrad Werner Wille – soon a managing partner – travelled to Ethiopia, coffee's land of origin, and was the first importer to introduce coffee from that region to the German market.

The Second World War was a disaster for Dallmayr. The main store on Munich's Dienerstrasse was razed to the ground.

Paul Randlkofer and Konrad Werner Wille devoted their energy to rebuilding. By 1953 the Dallmayr store with its ornate façade had been reconstructed. In 1977 Wolfgang Wille and Georg Randlkofer took over management of

the company. They still share this responsibility today; Georg Randlkofer manages the delicatessen side of the business while Wolfgang Wille is responsible for coffee.

As part of a restructuring process in 1985, the coffee business was split off from the parent company and was established as a separate concern, the Alois Dallmayr Kaffee oHG under Wolfgang Wille's management. Today Dallmayr coffee with its top product prodomo is a premium brand on the German market. Despite considerable growth in the last few decades, Dallmayr is still a family business, run by the two managing partners, Georg Randlkofer and Wolfgang Wille, with the support of the next generation.



LADENANSICHT ANNO 1912



# COFFEE

Customers relish the aroma of freshly roasted coffee that comes from the coffee department and wafts out through the entire store. Shop assistants clad in blue dresses and white aprons scoop the delicate blends from precious, hand-painted vases made by the Porzellan Manufaktur Nymphenburg, and weigh out the coffee using antique scales. Those who haven't yet had the pleasure of experiencing this in person will surely recognize the scene from the familiar television commercial with its unmistakable melody.

In the early 1960s, Dallmayr became the first German company to import coffee from Ethiopia, the homeland of coffee. Today the family-run business is the world's biggest importer of Washed Ethiopian Arabica.



The coffees that give Dallmayr prodomo its characteristic taste thrive in the fertile southern provinces of Sidamo and Harrar. Here, in the highlands, these select varieties are harvested from trees that still grow wild in the rain forest or in small, rural plantations. In close contact with the farmers, the company's specialists monitor the growth and the harvest of the ripe, red coffee berries and the careful preparation of the unroasted coffee. Buyers are active in other growing regions as well, from South and Central America to Africa and Asia, always in search of the finest qualities that a coffee has to offer. In Germany, our coffee experts test up to 400 cups of coffee a day to monitor the

quality of the many shipments and determine the blends for the various coffees. Dallmayr roasts around 45,000 tonnes of coffee per year using an elaborate and delicate roasting method. This is the only way to ensure that all of the coffee's rich flavours can develop to the fullest. Experts pass on their wealth of experience and their superb feeling for coffee from one generation to the next, with the result that, for decades now, Dallmayr has been one of Germany's most successful brands. Internationally as well, the tradition-rich Munich company is on an expansion course, delivering top-rate coffees to the rest of Europe, as well as many other regions including the United Arab Emirates and Japan.





# GASTRONOMY SERVICE



Coffee has many facets. Depending on the degree of roasting and the preparation, it can develop a traditional or modern taste, or have an Italian flair. It can be the centrepiece of Sunday afternoon coffee and cake or the lifestyle drink that fuels an all-nighter. And that is precisely what makes coffee so fascinating: the ability to create such a wide palette of pleasures

that can inspire every coffee lover. By now, the contemporary tradition of Dallmayr is not only a permanent fixture in the homes of coffee lovers everywhere; the brand has also made a central place for itself in the gastronomy business.

The coffee compositions and espresso specialties designed specifically for professional use are enjoyed in classy cafés just as they are in designer hotels, restaurants and trendy locales. Dallmayr also supplies sophisticated gastronomy establishments throughout Germany by way of two specialized subsidiaries, Azul Kaffee in Bremen and Heimbs Kaffee in Braunschweig. Both companies are leaders in their field. The brand's recipe for success, both at-home and away-from-home, relies on such services as providing professional advice to gastronomers and developing new, fashionable coffee specialties.

Of course, the best place to discover the full array of Dallmayr coffee and to test the nuances of its various origins is at our very own Café-Bistro Dallmayr in Munich.





# VENDING SERVICES

It all began in the early 1960s, when a customer imported vending machines from the United States to provide his employees with hot beverages. However, conventional coffee products were unsuitable for dispensing in this way. And precisely that problem provided the opportunity for an innovative business idea: Dallmayr began to develop products tailored to this specific purpose, and took over the servicing, supply and maintenance of the vending machines themselves. Soon the interest in providing employees with hot beverage vending machines took hold outside of Munich as well. The original department was spun off and established itself as an independent company under the name Dallmayr Automaten-Service. From its humble beginnings in the early 1960s has emerged the market leader in Germany.

1992 marked the first step abroad: to Austria. Today, Dallmayr vending machines can be found in a total of 14 countries in Europe and the Middle East. Now, over 50,000 vending machines - in company lobbies and cafeterias, on factory floors, in executive lounges as well as in small offices and agencies - deliver Dallmayr enjoyment at the push of the button.

A good, timesaving coffee supply can contribute to the success of a company by enhancing employees' efficiency and motivation. When the long-stemmed spoon sinks into a latte macchiato or the espresso is crowned by a hazelnut-coloured crema, everything automatically runs more smoothly. And because the coffee-drinking habits at companies are as varied as the beans themselves, Dallmayr develops the fitting solution for every need: from the mobile espresso

machine to a vending machine station complete with snacks and cold beverages, to the fully loaded Dallmayr Loungebar. They all have one thing in common: fast, uncomplicated on-site service - whether in Munich or elsewhere.





# DELICATESSEN



Well before the doors of the delicatessen store open each morning, the sales rooms are already bustling with activity. Glass display cases are polished, shop windows are decorated, and fresh goods are carefully laid out. More than 6.000 products and 130 shop assistants await customers. Every year, over 1.4 million guests from outside Munich visit the institution in the heart of the city, a number that is matched by customers from Munich itself.

Entering the large hall you are overwhelmed, not only by the abundance of delicacies on offer, but also by the arched ceilings supported by massive marble columns. Imposing antlers adorn the walls, and a tempting array of culinary delights presents itself throughout the room. The centrepiece is the famous Dallmayr fountain with its cherubs,

where generations of Munich residents have stood as children, marvelling at the live crayfish dwelling in the fountain's pool. Each room and each specialty department has a telltale aroma that reveals its wares.

Take a tour of the shop and discover delicacies from every corner of the globe: Over 70 chefs serve up specialties for the hot and cold buffet, made in-house and continuously delivered fresh

to the counters. There is an incredible selection of the finest sausages and hams. 150 different kinds of professionally affined cheeses. Bread specialties delivered fresh from 15 different bakers. Fish and shellfish, swimming live in tanks or presented on ice. Poultry and meats of only the finest quality. Fresh fruit and vegetables, displayed in all their splendour. Smoked salmon from our own production, prepared according to an old recipe from the Tsar's court.





# DELICATESSEN



Our renowned coffee department is where the famous Dallmayr Coffee brand has its origin. Here customers can purchase the same superior blends available in other stores, or they can choose from our selection of rare coffees available in only limited quantities. Directly across the aisle, the pâtisserie presents artistically decorated fruit charlottes, pastel-coloured petit fours and French-style macaroons. The confectionary offers exquisitely filled pralines and hand-made chocolates from our own production – 75 different kinds, from which customers can put together their own personal assortment. Those with a weakness for special honeys or other sweet spreads will find more than 120 different marmalades, jellies and jams, as well as nearly 50 different kinds of pure unblended honey.

Dallmayr's tea department has a long tradition. As with our coffee specialties, we offer several of our own special, exclusive blends of tea, each of which is individually composed. Rarities such as first flush Darjeeling are delivered by air so that customers can enjoy the first pluck of the season as soon as possible.

The shop's staff are not only experts on the exquisite selection of products, they also know how to stage a feast for the senses. In the gift department, customers can choose between elegant accessories in glass, porcelain and silver, which are available separately or can be tastefully packaged as gifts in combination with our fine delicacies. There is also a wide range of gift baskets and decorative gift boxes that can be composed with any of the gourmet products on offer.

One of the most popular departments in our store is the wine and spirits section, featuring products from over 1500 different regions. With a focus on classic winegrowing regions of France, Italy, Germany and Austria, we have gone to great effort to compose a wine selection that accommodates the most varied of tastes. In the unique and charming

atmosphere of our in-house wine cellar, we also regularly host intimate wine-tasting evenings.





# MAIL ORDER & GIFT SERVICE

Dallmayr is constantly expanding the scope of its business. Take for example the steady expansion of our Internet-based mail order and gift service. Wine lovers take advantage of our personal customer consulting or simply enjoy the convenience of buying online. Gifts of gourmet and delicatessen products can also be easily ordered via the homepage or by using our own call centre, and sent quickly and competently to all corners of the globe.

Our purchasers are constantly in search of the best of the best. They visit trade fairs, follow up on insider tips or search for new and extraordinary products. At Dallmayr, we like to maintain particularly close contact to our suppliers, most of which are small, family-run businesses. This is another way to stay on top of what's new, to test and refine established products and to acquire new ones. Wherever they might be, Dallmayr's buyers are always on a mission in the interest of culinary indulgence. The goal, as always, is to reach new heights of quality.





# RESTAURANT, CAFÉ & LUKULLUS BAR

Dallmayr has perfected the art of spoiling its guests. How better to do this than by combining the delicatessen with our own gastronomy department? This way, the chefs can rely on the finest products the house has to offer.

Diethard Urbansky, head chef at the Michelin-starred Restaurant Dallmayr, serves his guests a top-notch culinary experience. His extraordinary cuisine has earned him numerous awards. The kitchen staff, made up of 10 cooks, serves a maximum of 40 guests at a time. Urbansky's creations are exquisitely composed and aesthetically perfected, down to the finest detail. Guests cannot help but be won over by the unique harmony and skilfully balanced dishes of this culinary experience. The restaurant team serves lunch and dinner menus, to which the sommelier will recommend the perfect match from our list of over 750 select wines. The dining experience itself takes place in an elegant, private atmosphere. The high-class interior design and tableware reflects our emphasis on exclusive materials and premium workmanship. The restaurant is the showcase of the delicatessen and embodies the core philosophy of the company: the quest for perfection and utmost quality when it comes to food and drink.

Aside from the restaurant, the store also has other dining facilities. Chefs deliver



Inside the Café-Bistro, a classic coffee-house atmosphere prevails. Guests can choose from our exclusive selection of fresh-roast coffee specialties. On the menu is an assortment of bistro cuisine delicacies of finest Dallmayr quality: Dallmayr classics such as Bouillabaisse, or Lobster Thermidor as well as an alternating assortment of light lunch cuisine. In addition, there is a wide selection of patisseries to compliment the coffees and fine blends of select teas.

Because of their splendid view of Munich's Frauenkirche, these rooms are also popular for events and can be rented out for special occasions.

freshly prepared dishes and gourmet salads not only to the store itself, but also to the Lukullus Bar, the Café-Bistro and to Dallmayr Party & Catering.

Preparations begin at six o'clock in the morning: Pies are baked, sauces stirred, fish poached, desserts garnished, lobsters boiled and platters prepared.

The Lukullus Bar on the shop floor has always been a popular meeting place for gourmets. Guests cherish the unique atmosphere: While others shop and admire the delicacies on display, here the guests enjoy rock oysters on ice, canapés with Beluga caviar or the Dallmayr Plateau de fruits de mer. This all is accompanied by Champagne – including the non plus ultra Grand Crus, which, as a special treat, is available by the glass.





# PARTY & CATERING

Another important and steadily expanding business sector is Dallmayr Party & Catering. As former purveyor to the courts of numerous royal houses in Bavaria, Germany and Europe, the delicatessen has been the top address in Munich for over one hundred years now – a pioneer in the catering business so to speak. At the time, Dallmayr service was delivered straight to the doorsteps of royalty, nobility, as well as the Munich bourgeoisie.

Today the Dallmayr Party & Catering brand stands for attributes such as modern, innovative and surprising. And with a scope reaching far beyond Munich, it has become a nationwide leader among event caterers.

Whether it be for a small family celebration or an international brand name event with 5000 guests – the Party & Catering Service will realize the most varied of concepts, thanks to professional planning, perfect organization, creative ideas and strict adherence to budget.

Our chefs are constantly coming up with new culinary creations. The preparation of the dishes begins with the careful selection of ingredients. Only then do they find their way into the kitchen, where they are masterfully prepared using every culinary art imaginable.

The cooks at Dallmayr cultivate a vibrant style, which could be best described as a symbiosis of classical and modern. The result is menus that not only have beautiful sounding names, they also look fantastic and taste even better.

We also pride ourselves in friendly and professional service. Our team is made up of staff who engage guests with tact, poise and confidence, and who know how to turn every event into an experience.







KÖNIGLICH BAYRISCHER HOFLIEFERANT  
TELEGR. ADRESSE LUKULLUS: **ALOIS DALLMAYR** DIENERSTRASSE 14 UND 15  
TELEFON N° 2283 (5 Centralen) POSTSTADT MÜNCHEN N° 24-56  
HOFLIEFERANT SEINER MAJESTÄT DES KAISERS  
KONSERVEN · DELIKATESSEN · COLONIALWAREN  
TAFELFRÜCHTE, FRÜHGEMÜSE · FISCH, WILD, GEFÜGEL, BISCUITS, CHOCOLADEN, CONFITÜREN,  
WEINE UND SPIRITUOSEN + CIGARREN



Consistency, quality and service on the highest levels are what distinguish the company.

Dallmayr – Tradition has its justification when it means something for the future.



