



# Dallmayr

INSPIRATION. PASSION. VISION.

**OOH!**

**OUT OF HOME**

OUTSTANDING PROJECTS IN  
FOOD-SERVICE AND VENDING



# THE POWER OF IDEAS

The coffee creates the moment – and together with the setting, it forms the overall impression. As a source of innovative ideas, Dallmayr advises food-service and vending customers on a range of topics – from the best choice of espresso to the ideal atmosphere inside their cafés and bars. On the following pages, you'll see just a small sample of what we do each and every day. So read on and be inspired ...



# RECHARGE YOUR BATTERIES

Dallmayr Vending & Office has teamed up with Tesla to create a coffee-lounge concept that is unique in Europe: while their electric cars are recharging, Tesla drivers can take a timeout and enjoy their wait.

## PROJECT

Visitor lounge, Dietikon Supercharger station near Zurich

## PROJECT PARTNER

Tesla Motors Switzerland GmbH

## DALLMAYR BUSINESS DIVISION

Vending & Office

## TASK

To develop the first Tesla Supercharger lounge in Europe by implementing and continuing the existing concept from the USA.

To create a recreational area for families and business travellers.

## OBJECTIVE

To transform waiting into an experience.

## PROJECT PERIOD

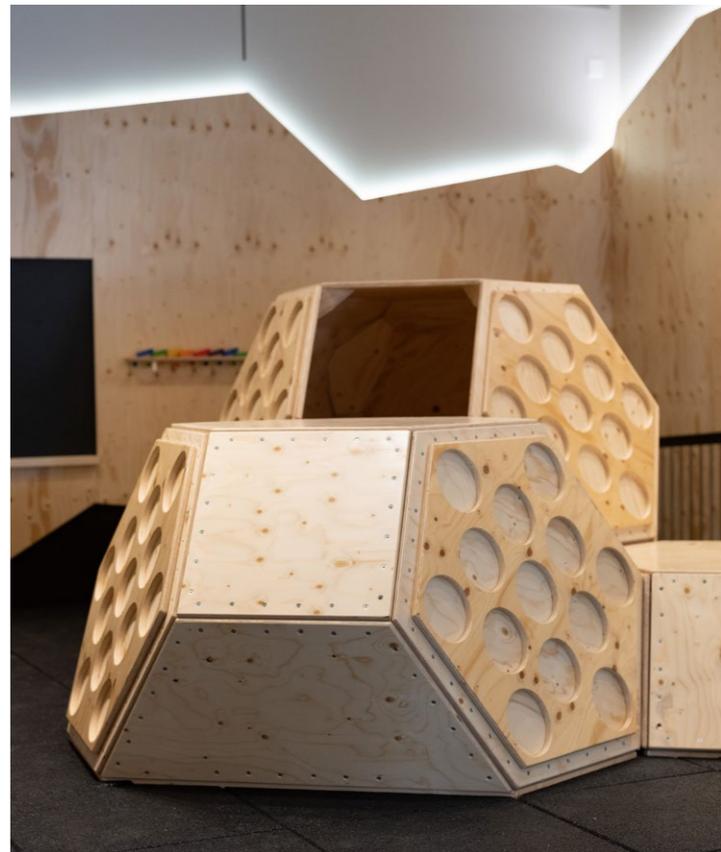
2018 - 2019

Dallmayr Espresso Time in the waiting area  
at the Supercharger station for Tesla vehicles

# A REST FROM THE ROAD



Checking emails, drinking a freshly brewed cappuccino or stretching your legs – everyone has a different idea about what to do during their wait. That's why the Tesla Supercharger lounge has been split into different zones: for relaxing, moving, working, eating and drinking. There's something for every guest, whatever their preference – and each area blends into the next, with fluid transitions.



A feel-good atmosphere  
for all generations

Gross Schärhorn  
3295 m

Chli Schärhorn  
3234 m

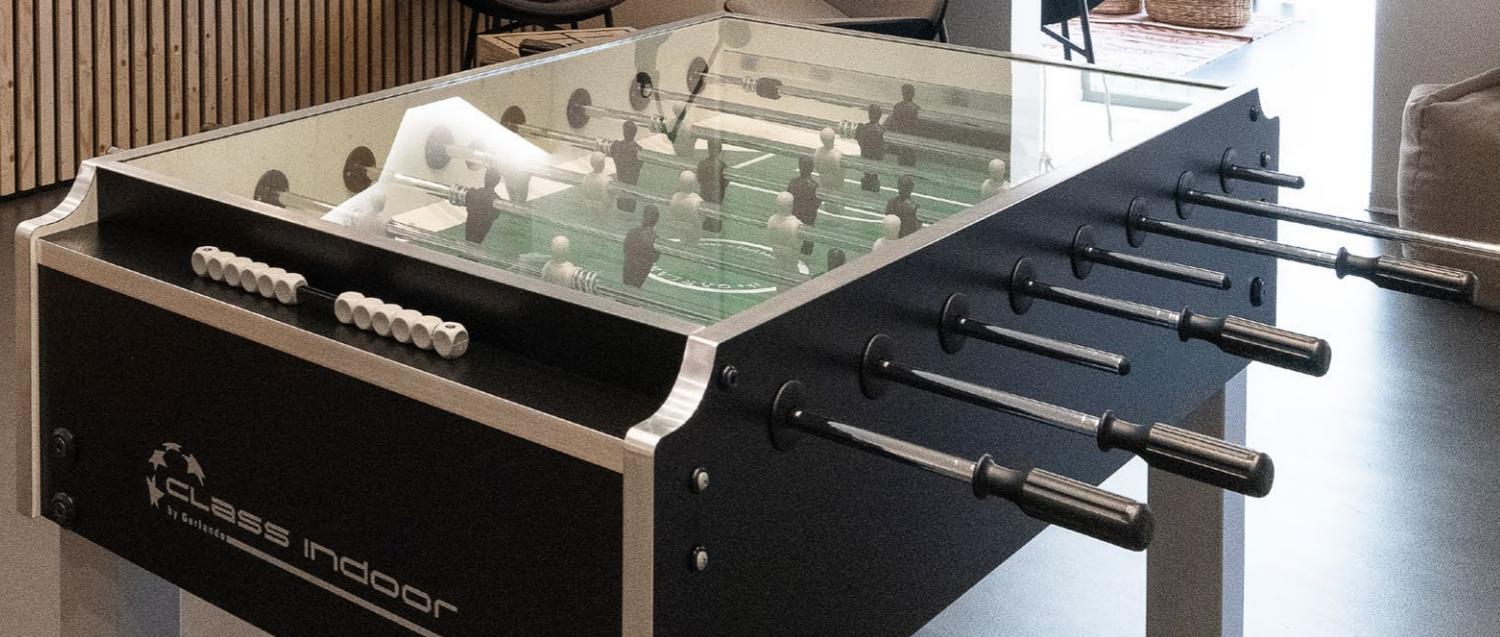
Chaiserstock  
2515 m

Those in the mood for movement can do some exercise on the pull-up bars, have a game of table football or simply chill out on the beanbags and enjoy some action on the PlayStation. And anyone wanting to work can retreat to separate quiet zones – with WiFi included, of course.

# BREAK WITH A KICK



*"Here, waiting takes on a new dimension. You actually don't want to leave."*



Endless indulgence:  
with Dallmayr, there's something for every taste

coffee shop & go

Dallmayr  
Espresso Time

Dallmayr  
Espresso Time

Dallmayr  
Espresso Time





# THE A TO Z OF ENJOY- MENT

When it comes to life's little pleasures, Dallmayr and the Öschberghof resort are rewriting the alphabet. There's A for Arrival, R for Restaurant Öventhütte and W for the Wellness area. And, of course, D for Dallmayr, which guests can enjoy everywhere at this elegant golf, spa and conference hotel.

## **PROJECT**

New opening of a 5\* luxury resort in Donaueschingen, in Germany's Black Forest

## **PROJECT PARTNER**

Der Öschberghof

## **DALLMAYR BUSINESS DIVISION**

Dallmayr Gastronomie-Service

## **TASK**

To develop and implement a comprehensive concept for the enjoyment of coffee and tea at the resort, with Dallmayr as premium partner and creative mind.

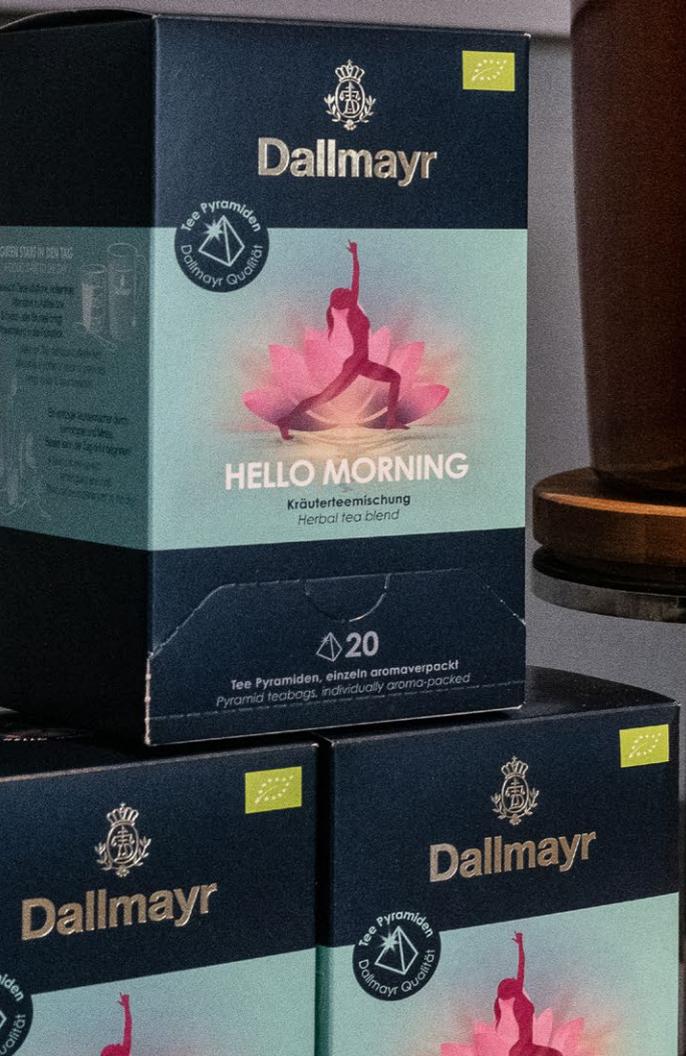
## **OBJECTIVE**

To provide a stage for presenting coffee and tea in each area of the hotel – at breakfast, in the guest rooms, at conferences, in the wellness area, for fine dining, and more.

## **PROJECT PERIOD**

2019

Take a timeout and relax with Dallmayr Wellness tea  
at the Öschberghof hotel's SPA & GYM





**WITH COFFEE  
ON THE  
SUNNY SIDE**

Beautiful views in the outdoor area at the Öschberghof resort

# BREW-TIFUL HOLIDAYS



A true coffee experience: pour-over puts Dallmayr Grand Cru Café centre stage at the daytime coffee bar – and releases unexpected flavours and aromas. Watching the coffee being prepared at your seat is a pleasure in itself.



Freshly served! Walkers and golfers on the resort's extensive grounds enjoy a stop at the Öventhütte restaurant. This event location has a warm-hearted and rustic design – as demonstrated by the Alpine-style beach chair. Dallmayr developed fresh ideas here, too – for example the restaurant's enamel cups.



Well looked after throughout the day



"Suddenly I was seeing everyday things in a brand new light. Here, coffee and tea are really something special."



# A LASTING IMPRESSION

Located on the edge of the Black Forest, the Öschberghof is one of Germany's most fascinating luxury five-star resorts. Dallmayr has been a partner from the very beginning, developing an exclusive coffee and tea concept that makes a lasting impression and is very popular with guests today.

**BREATHE.  
UNWIND.  
RELAX.**



Often it's the little details that make a stay extra special. That's why Dallmayr created a new and exciting drink to welcome guests: the Rooisecco.





# TOP OF GERMANY

The "Panorama 2962" mountain-top restaurant on the Zugspitze is home to a unique pleasure and design concept developed by Dallmayr. Around 6,000 guests are served here each day in an atmosphere that is modern and cosmopolitan while honouring the tradition of the region.

## **PROJECT**

Café and bar at the "Panorama 2962" restaurant on Germany's Zugspitze mountain

## **PROJECT PARTNER**

Bayerische Zugspitzbahn Bergbahn AG

## **DALLMAYR BUSINESS DIVISION**

Dallmayr Gastronomie-Service

## **TASK**

To create a versatile food-service concept with an ambience and colour scheme that combines modernity and Alpine flair.

## **OBJECTIVE**

For people to enjoy "Germany's highest coffee pleasure" in all its forms.

## **PROJECT PERIOD**

2017 - 2018

# ALPINE CINEMA WITH CAFÉ

The lounge area is framed by floor-to-ceiling windows, earning it the nickname "Alpenkino" (Alpine cinema). After all, visitors can enjoy spectacular panoramas across the Alpine peaks of the four surrounding countries – Germany, Switzerland, Austria and Italy. All while savouring a cappuccino from the Dallmayr coffee bar.

*"The view, the atmosphere, the selection of products: everything here is extraordinary."*

**Dallmayr**  
SHOP

CAFÉ CREMA	3,20
CAPPUCCINO	3,40
LATTE MACCHIATO	3,40
ESPRESSO DOPPELT	1,80
MILCHKAFFEE	3,60

Obstsalat 4,- €  
Joghurt mit Ahornsirup 3,- €  
Muffin 2,- €  
Kugelhörnchen 2,50 €  
Obstsalat 4,- €  
Joghurt mit Ahornsirup 3,- €  
Muffin 2,- €  
Kugelhörnchen 2,50 €



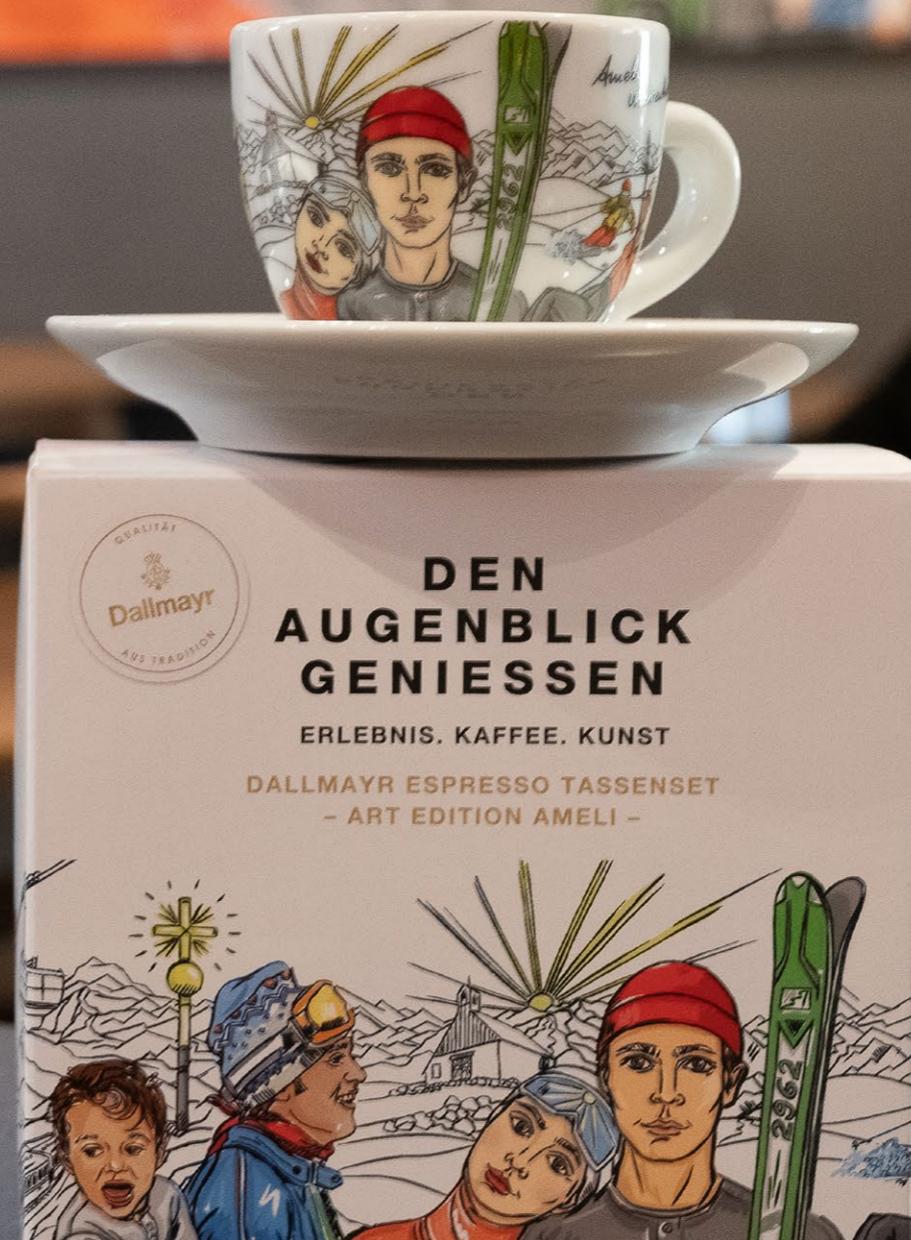
A coffee souvenir to take home

Knowledge creates pleasure – the baristas at the portafilter espresso machine are trained at the Dallmayr Academy.



A further highlight in the Dallmayr coffee lounge is the panoramic painting by Ameli Neureuther, which serves as an homage to the Zugspitze and the region's people. Also available as a special-edition cup in the Dallmayr shop on the Zugspitze.

# COFFEE & ART







# WHERE THE BEAN ROCKS!

The Lanxess Arena is one of Europe's most modern multi-purpose venues, and among the top 10 most-visited indoor arenas in the world. Dallmayr has created a number of innovative areas for visitors to enjoy some refreshing treats. The centrepiece is "Espresso Time", a coffee bar that is also open independently of the roughly 200 events that take place at the arena each year.

## **PROJECT**

Coffee bar and refreshments during events at the Lanxess Arena

## **PROJECT PARTNER**

Lanxess Arena, Cologne

## **DALLMAYR BUSINESS DIVISION**

Dallmayr Gastronomie-Service

## **TASK**

To create locations and experiences that cater to guests in and around the events site, together with consistent presentation of the brand.

## **OBJECTIVE**

To expand the coffee range on offer, improve quality and stimulate on-site business.

## **PROJECT PERIOD**

2019

Time for coffee at the new  
Dallmayr coffee bar: Espresso Time

# JUST THE TICKET!

In addition to espresso from the portafilter espresso machine, specialities like cold brew, frappés or iced teas are also served here – Dallmayr style, of course. Everything can be found in an attractive, eye-catching drinks menu.





Come in. Chill out.  
Dallmayr Espresso Time can be accessed from inside the arena during events as well as from outside by the public.



*"We felt so at home here that we almost missed the concert!"*

  
Dallmayr



A piece of Munich in Cologne.  
The brand kiosk with Dallmayr-delicatessen design is not just an instant eye-catcher, but also puts you in the mood for coffee and cake. With high-performance coffee machines and a fast payment system, the service team can cope even with large crowds at major events.

  
Dallmayr

UNSERE STARS  
TO GO ERLEBEN!





  
**Dallmayr**

  
**Dallmayr**

Kaffee 2,50  
Cappuccino  
Latte Macchi  
Milchkaffee  
Espresso  
Kakao  
Tee

A total of six mobile Dallmayr coffee bars are specially designed to meet the varying demands of different events. The equipment, devices and choice of products can all be tailored to the occasion, the season or special target group.

**MOBILE  
CROWD-  
PLEASER**



See the best  
baristas in action:  
[www.barista-jam.com](http://www.barista-jam.com)



Alois Dallmayr Kaffee oHG  
Dienerstraße 14-15  
80331 München

[www.dallmayr.com](http://www.dallmayr.com)