

Vienna, February 14, 2012

## **The Sisi spoon as the 2012 Opernball welcome gift for ladies** Berndorf Besteck & Wiener Zucker present the Sisi spoon

The two traditional Austrian companies Berndorf Besteck and Wiener Zucker are bringing an exclusive part of Austrian dining culture to the 2012 Vienna Opernball with the Sisi spoon. The Empress Elisabeth “Sisi” – after whom the spoon is named – was very particular in using it to sprinkle sugar on her *Kaiserschmarrn*. The new edition of this delightful piece of handicraft combines tradition with modernity. A refined detail from the imperial palace transported to modern times: With a charming design and exclusively packed, the Sisi spoon will conquer the hearts of every lady at the Opernball.

### **The Sisi spoon enthralled at the Opernball**

Sisi loved the sugar-sprinkling spoon, with its shell-shaped bowl and delicately made sprinkling holes. And the ladies at the Opernball love it too.

“The Sisi spoon brings individualism together with a part of Austrian history. This is a fascinating combination and, moreover, fits perfectly with our concept of the Opernball. Of course, we are delighted to have been able to acquire two such renowned Austrian companies, Berndorf Besteck and Wiener Zucker, to provide this welcome gift for ladies. The Sisi spoon is really enchanting and will bring much joy to the ladies,” explains Desirée Treichl-Stürgkh, organiser of the Vienna Opernball.

### **The supplier to the imperial and royal court presents the Sisi spoon**

Berndorf Besteck is Austria’s oldest and most well-known producer of cutlery and tableware. Founded in 1843 by Alfred Krupp and Alexander von Schoeller, Berndorf Besteck achieved early international renown as a supplier to the imperial and royal court. Since this time, the logo, an engraved Berndorf bear, has been synonymous with the high quality and uniqueness of this fine cutlery brand. With the Sisi spoon, Berndorf Besteck builds on this longstanding tradition.

“The Sisi spoon is a part of Austrian dining culture – something which we not only want to adapt to modern-day needs, but also bring back to life. In Wiener Zucker, another Austrian company steeped in tradition, we have found the ideal partner to create the Opernball ladies’ gift,” believes Andreas Jernej, General Manager of Berndorf Besteck.



**The Opernball edition of the Sisi spoon**  
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**The Sisi spoon by Berndorf Besteck**  
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### **But what would the Sisi spoon be without Wiener Zucker?**

Wiener Zucker is a brand of AGRANA, an internationally active refiner of agricultural raw materials and one of the largest industrial companies in Austria listed on the stock exchange. The Wiener Zucker brand has established itself as a fixed part of the sweet life in Austria thanks to its high quality and attractive marketing.

Johann Marihart, AGRANA CEO: "Sugar has been intertwined with Austrian history for 200 years and is an important part of our tradition and culture. By offering the Sisi spoon as a ladies' gift, we are bringing a piece of this sweet tradition to the Vienna Opernball. That we are able to do this together with Berndorf Besteck is a particular pleasure for us."



**The Sisi spoon in action with Wiener Zucker.**  
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### **Wiener Zucker tradition at the Opernball**

Sugar production in Austria enjoys a long tradition. As a result of the continent-wide embargo imposed by Napoleon, the production of sugar switched from using cane from abroad to domestic beet. In 1830, there were a total of 19 sugar factories in the imperial and royal monarchy, producing a total of 25,000 tonnes. In 1863, there were 136 factories, capable of meeting the entire domestic demand for the first time. Today, AGRANA is the largest sugar manufacturer in the former countries of the monarchy along the Danube with a total of one million tonnes of sugar being produced.

Wiener Zucker is an important part of the Austria cakes and pastries culture. Together with Austria's oldest and most popular cutlery brand Berndorf Besteck, the unmistakable brand of Wiener Zucker sweetens the 2012 Opernball.

### **Press enquiries and photos**

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Berndorf – Austria's only longstanding cutlery brand – is among the most famous suppliers of cutlery and tableware. Founded in 1843 by Alfred Krupp and Alexander von Schoeller, Berndorf Besteck has established itself as an internationally renowned brand.

From the very beginning, Berndorf Besteck-Tafelgeräte Ges.m.b.H has specialised in high-quality stainless steel cutlery and tableware, with considerable emphasis being placed on innovative design. As early as the turn of the 20<sup>th</sup> Century, Berndorf was working together with renowned artists, a tradition which remains in place today with internationally renowned designers being regularly recruited for cooperations. As a result, the range of tableware – the quality of which continues to be guaranteed today by an engraved bear – is correspondingly rich in variety.

**AGRANA and Wiener Zucker – [www.agrana.com](http://www.agrana.com) / [www.wiener-zucker.at](http://www.wiener-zucker.at)**

AGRANA is the foremost sugar company in Central, Eastern and South-Eastern Europe. It is the leading provider of specialised products in Europe as well as being the largest producer of bioethanol in Austria and Hungary. Furthermore, in the field of fruit, AGRANA is the top global producer of fruit preparations for the dairy industry and one of the leading producers of fruit concentrate in Europe. In the 2010|11 business year, AGRANA generated revenues of approximately EUR two billion. AGRANA employs around 8,000 employees at 53 sites in 26 countries around the world.

Wiener Zucker – the Austrian brand of tradition – stands for unwaveringly high quality and attractive packaging. However, the unparalleled diversity of Wiener Zucker varieties also belongs to the sugar culture of our country and which are closely linked with our tradition of cakes and pastries:

Whether it be the *Sachertorte*, pancakes or *Kaiserschmarrn* – one ingredient makes every famous Austrian dessert inimitable: Wiener Zucker.