

# MAOMI®



## Viennese coffee house culture

Unique, rich in tradition and, since 2011, an intangible UNESCO World Heritage Site - the 500 cafés in Vienna today not only characterise the cityscape, but have also had a great influence on literature, art and architecture: in the 18th and 19th centuries particularly, many famous academics met there for numerous hours a day to work or converse.

Our two new forms of KAYA were created in close cooperation with a Viennese coffee house: In addition to our existing Cappuccino Cup (180ml) and Espresso Cup (40ml) shapes, the 250 millilitre Café Latte cup is now available. It is not only ideal for all variations of coffee with milk, but also perfect for tea lovers. Secondly, there is now the Cortado cup, which holds 80 millilitres and is predestined for the Spanish coffee speciality that gives the new shape its name and consists of an espresso and an equal portion of warm milk. Optionally, a double espresso can also be served in the cup.



### An attitude for life

The world of coffee houses is borne of nostalgia. When you open the door of one, it's as if a century long gone is sloshing towards you: you see round, ancient marble tables to which elegant waiters balance fragrant coffee specialities together with a glass of water on a silver tray.

You sense the enormous historical significance of the place, where countless important works of art and literature have been created since the 17th century. And you sense the special atmosphere of the space: that these cafés are so much more than places to drink coffee - unspoken social meeting places, second homes and places of debate and dialogue.



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