



INTRODUCTION OF

GERBEAUD

HUNGARY

TO

Christoph Lindpointner

BY

ANNA

NISZKÁCS

OWNER & CEO



01

THE BRIEF HISTORY OF HUNGARIAN CONFECTIONERY CULTURE

Sweet dishes were made with honey until the 18th century in Hungary, at this time gingerbread and chimney cake (the latter became a Hungaricum in 2015) guilds were set up one after the other. As time passed by, honey was replaced by sugar as a basic sweetener of foods, since it became available in large quantities, and its price was more affordable. Therefore, the creation and consumption of desserts had increased rapidly by the end of the 18th century. The newly established coffee houses and confectionaries became the most important scenes for Hungarian social life, ball parties and charity events in the 19th century. It was during this period when all the great traditional Hungarian confectionery shops were opened. A couple of years later, Henrik Kugler also opened a confectionery in Pest in 1858, which was the predecessor of the well-known Gerbeaud Café and Confectionery.

The year of 1884 is of particular importance in the history of Hungarian Confectionery: Emil Gerbeaud took over Kugler's store, and at the same time József C. Dobos invented the world-famous Dobos Cake. In the early phase, the range of confectionery products was limited to walnut-, chocolate-, punch- and whipped egg white cakes, 4-5 types of smaller cakes (eg.: Cream Puffs). Even nowadays the most famous cakes are named after their inventors (eg.: József C. Dobos, Henrik Kugler), or after well-known historical figures (eg.: Pál Esterházy). Emil Gerbeaud, as the descendant of Kugler, also had a serious impact on Hungarian confectionery culture, he prepared the first cognac cherry bonbons and cat's tongue chocolate. He gained reputation for the Hungarian confectionery industry and won the gold medal for his products on the World Fairs in 1898 and 1900.

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GERBEAUD HISTORY

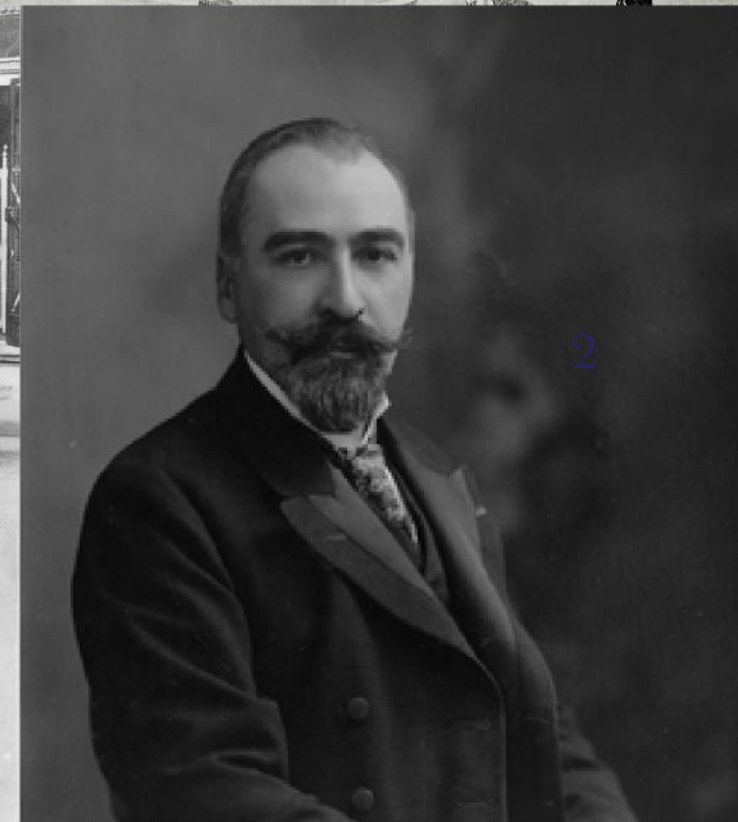
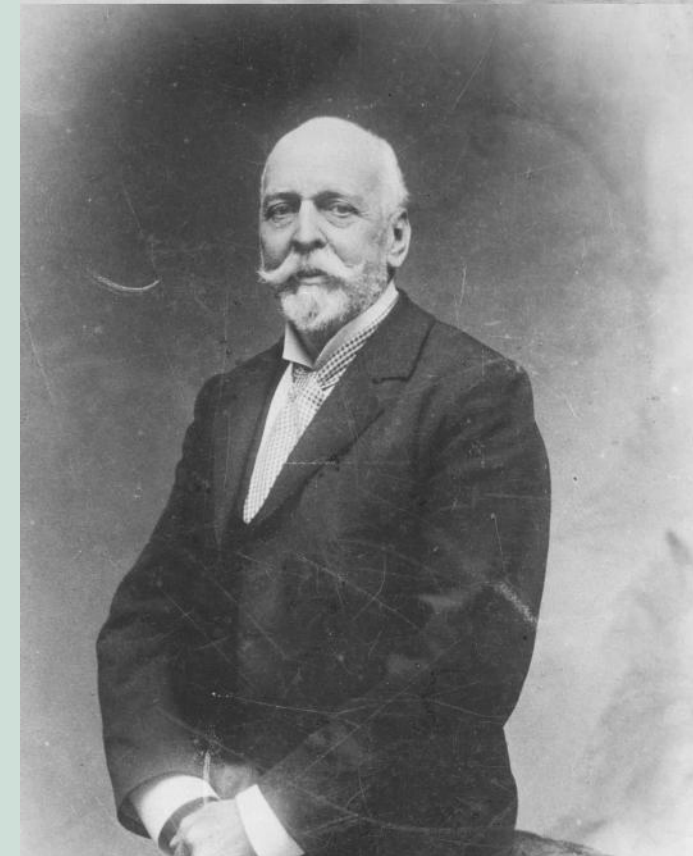
PERHAPS THE MOST BEAUTIFUL AND EXCITING GIFT IN LIFE IS TO GUARD A PRECIOUS TREASURE AND FURTHER ENOBLE IT.
THE GERBEAUD IS SURELY ONE OF THE MOST FAMOUS GASTRONOMIC ASSETS OF HUNGARY.
IT IS A NICE GIFT, BUT IT IS ALSO A SERIOUS RESPONSIBILITY AND A BIG CHALLENGE TO MANAGE SUCH A BUSINESS - WHILE PRESERVING TRADITIONS, CONSTANTLY BEING RENEWED.

The Gerbeaud legend began with Kugler Henrik in 1858.

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1858 - Kugler opens his café-confectionery on 14th October on what is now József nádor Square
1870 - Henrik Kugler moves his business to Vörösmarty Square. His frothy coffee with chocolate, special liqueurs and candies attracted Pest's audience. The Kugler tortes and mignons were not only well-loved, but could be wrapped on a paper tray to take away, an innovation of Kugler's
1884 - As Henrik Kugler did not have any descendants to inherit the business, he asked a Genevan confectioner Finaz, to offer him a talented and young professional. Émile Gerbeaud's name was proposed.
1884-1940 - the name Gerbeaud becomes a concept, with several new products and an expanding business

1896 -The Gerbeaud Pavillon opens as a restaurant. The Royal Pavillon was built for the Millenium celebrations in the City Park as a royal resthouse for the Hungarian king and Austrian emperor Franz Joseph I. and his wife Queen Elisabeth (Sissi).
1948-1984 - After the secularization the Café name changed into Vörösmarty, but since 1984 the name Gerbeaud has shined again above the entrance
1995 - Erwin Müller, a German businessman, buys the 4-storey Gerbeaud building.
2004 - Gerbeaud Gasztronómia Ltd. takes over the management of the Gerbeaud House in the spirit of tradition and innovation. We consider it our task is to introduce new flavours and textures to those who are enthusiastic about gourmet foods, and to assist them in their discovery of good, quality products.



03

THE BRAND – AND BEYOND



The 166-years-old brand has been managed by the Niszkács Family since 2000.

Their hearts, souls and property is Gerbeaud Gasztronómia Ltd. for almost 25 years, they have led the company on the axis of tradition and innovation with their professional experience and family cohesion from generation to generation. In 2004, Katalin Pintér took over the company from its previous operators, and then Anna Niszkács joined the operative work and management. In the past 15 years, Anna's work has decisively and effectively influenced and shaped the development path of the company, which - in addition to maintaining classic values - also meant the expansion of the company group with new units like Émile restaurant. The progressive renewal of ONYX and the opening of the ONYX Műhely also related to her and well represent the advantages and timeliness of the 2020 final generation change, which was founded by Anna's continuous, active presence. As a result of the professional crisis management of the past 3 years, the company under Anna's leadership has preserved its values, economic stability and path of development, which provides also an opportunity to further promote the Gerbeaud brand and know-how internationally, and to build franchise partnerships.

04

OUR VALUES

Tradition

Innovation

- modernity in tools and products

Classic

Festive in everyday life

History

Quality

Prestigious

Elegance



05

MISSION & VISION

Who are we? - our mission

Gerbeaud is an elegant and prestigious café that offers traditional Hungarian cakes, sweets and classic Hungarian and international dishes, mainly for foreigners visiting Hungary. We value and cherish our heritage, but we are continually investing and evolving. Our focus is on the guest experience.

Vision - “the dream”

The number one café destination for foreign tourists in Budapest, offering an elegant, traditional, high-quality, exceptional and lovable experience, where innovation and respect for the historical heritage go hand in hand, and celebration is not an event but part of everyday life.



06

OUR USP

COMMITMENT TO QUALITY SINCE 1858.

A UNIQUE EXPERIENCE DUE TO OUR STORY



07

WHAT DOES A GOOD EXPERIENCE MEAN TO US?

Following international trends and ensuring top quality in food - desserts



High quality drinks also following trends



Excellent service



Classic interior



Historical feeling



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MAIN TARGET GROUP

- foreign tourists from any region;
- for whom quality is important;
- those who accept a higher than average price category;
- those who want a classic, historical coffee house experience;
- those who like to be nostalgic;
- those who like to enjoy life;
- those who like to chat over a delicious cake and coffee;
- those who don't need to celebrate for a glass of champagne;
- those who are fans of coffeehouse culture;
- those who value and are open to a modern coffee house offer in terms of food, drink and cakes;
- who are interested in history



08

OUR MAIN MESSAGE IS:

If you haven't been to Gerbeaud,
you've never been to Budapest.

EVERYDAY IS WORTH CELEBRATING!
GERBEAUD QUALITY EST 1858.

09

„MUST HAVE PLACE“ *in Budapest*

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Café Gerbeaud

Website Directions Save

4.2 ★★★★★ 8,395 Google reviews ⓘ

\$\$\$ · Cafe

You manage this Business Profile ⓘ

Grand, high-ceilinged dining room with chandeliers, serving coffee, cakes & Hungarian bistro dishes.

Service options: Dine-in · Takeaway · Delivery

Address: Budapest, Vörösmarty tér 7-8, 1051

Hours: Open · Closes 8 PM ▾

Menu: gerbeaud.hu

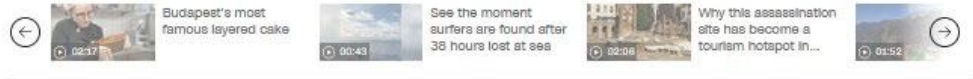
Budapest's best cakes and where to find them

By Francesca Street, CNN
Updated 11:06 AM EST, Mon November 18, 2019

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CNN



(CNN) — It's possible there's no better place than Budapest to while away an afternoon in a coffee house with a cake - or three.



LONELY
PLANET

Order a slice of cake at Gerbeaud

This cafe and confectionery on Vörösmarty tér opened in 1870 and soon reeled in an esteemed list of guests, from composer Franz Liszt to Austro-Hungarian Empress Elisabeth, more affectionately known as Sisi. Dripping with crystal chandeliers in its opulent damask-draped salons, [Gerbeaud](#) captures the aristocratic feel of a former world. It's not as dramatic as the New York Café - instead, it has a more regal, intimate atmosphere where you can slip into a mahogany chair with a decadent slice of cake.

Try the house specials, such as the Gerbeaud Cream Cake (with flaky layers of buttery pastry and vanilla custard cream) or the Gerbeaud slice (with ground walnut and apricot jam in shortcut pastry with chocolate glazing on top). If you can't choose just one and want a taste of different Hungarian cakes, order the Hungarian Classics on One Plate option, which can be paired with Tokaji dessert wine.



LIFESTYLE > VIAGGI

I caffè storici di Budapest, amati imperatrici e viaggiatori

Tradizione culinaria, contemporaneità e architetture da sogno si uniscono in alcuni dei caffè più belli d'Europa.

DI ELENA CASLINI PUBBLICATO: 01/08/2022



Non a caso è soprannominata la "perla del Danubio": Budapest, elegante capitale dell'Europa dell'Est, stupisce il visitatore con i suoi celebri bagni termali, l'eccellente architettura e una ricchissima tradizione enogastronomica. Passeggiando nel cuore di Pest, la si scopre nei caffè che uniscono oggi tradizione e contemporaneità.

Café Gerbeaud



In piazza József Nádor, in un grandioso edificio neoclassico, si trova il Café Gerbeaud, tempio della pasticceria ungherese. Fondato nel 1858 da Henrik Kőgl, divenne celebre per i suoi dessert d'importazione inseriti in eleganti confezioni. Grazie al pasticcere svizzero Émile Gerbeaud, il Café divenne un illustre punto di ritrovo di Budapest, dove gli ospiti - incluso l'imperatrice Sisi - potevano godersi quelle che restano ancora oggi le specialità della casa: i bizzarri cioccolatini a forma di lingua di gatto, gli irresistibili "cognac cherry bonbon", i gelati e i dolci della tradizione - da non perdere la Torta Dobos e la Gerbeaud Szélet, epocali di noci e cioccolato, ingredienti inconfondibili della pasticceria ungherese. Tra le novità del menù ci sono la best-seller Royal Chocolate e la golosissima Selig-pennubépriost, tutte fatte rigorosamente e meno con ingredienti riserbati di altissima qualità. Queste delizie vengono ancora oggi esposte nell'interno dell'ambiente originale - magnificamente



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PRODUCTS - PLANT

PASTRIES: various types of cakes based on classics with traditional, original recipes besides the combination of international flavors with creative looks and unique tastes.

SWEET GIFTS: our gift range provides the opportunity to take away our unique chocolates and delicate products .

Gerbeaud is available in such B2B channels like Budapest Airport Heinemann Duty Free, Food Retail chains, Wine Companies and Gift Shops in Budapest.

All our products have own recipes and technology background produced in our plant like world famous cognac cherry, cats tongue or even Gerbeaud cake bite.







NUMBER OF GUESTS IN 2019	NUMBER OF CAKE SLICES IN 2019	NUMBER OF CAKES IN 2019	TOP SELLERS	14
336 192 GUESTS	120 533 PIECES	4 400 CAKES	DOBOS CAKE AND GERBEAUD SLICE	



In Gerbeaud Café – faithfully to our founder, Emil Gerbeaud’s innovation – , our guests can taste classic coffee house courses beyond sliced cakes and packaged sweets. Gerbeaud as once, today is still one of the biggest and most prominent confectionery and café in Europe, a really „must place have to see” in Budapest.

"MUST HAVE PLACE"



ONYX: a fine dining restaurant, originally opened its doors in 2007, marking a significant milestone as it became the first two Michelin-starred restaurants in Middle Eastern Europe. However, in 2020, the restaurant temporarily closed for a major remodelling project, with plans to reopen in the fall of 2024. This closure marked the beginning of a transformative four-year-long Metamorphosis period, during which the restaurant underwent substantial changes to both its interior and operations.

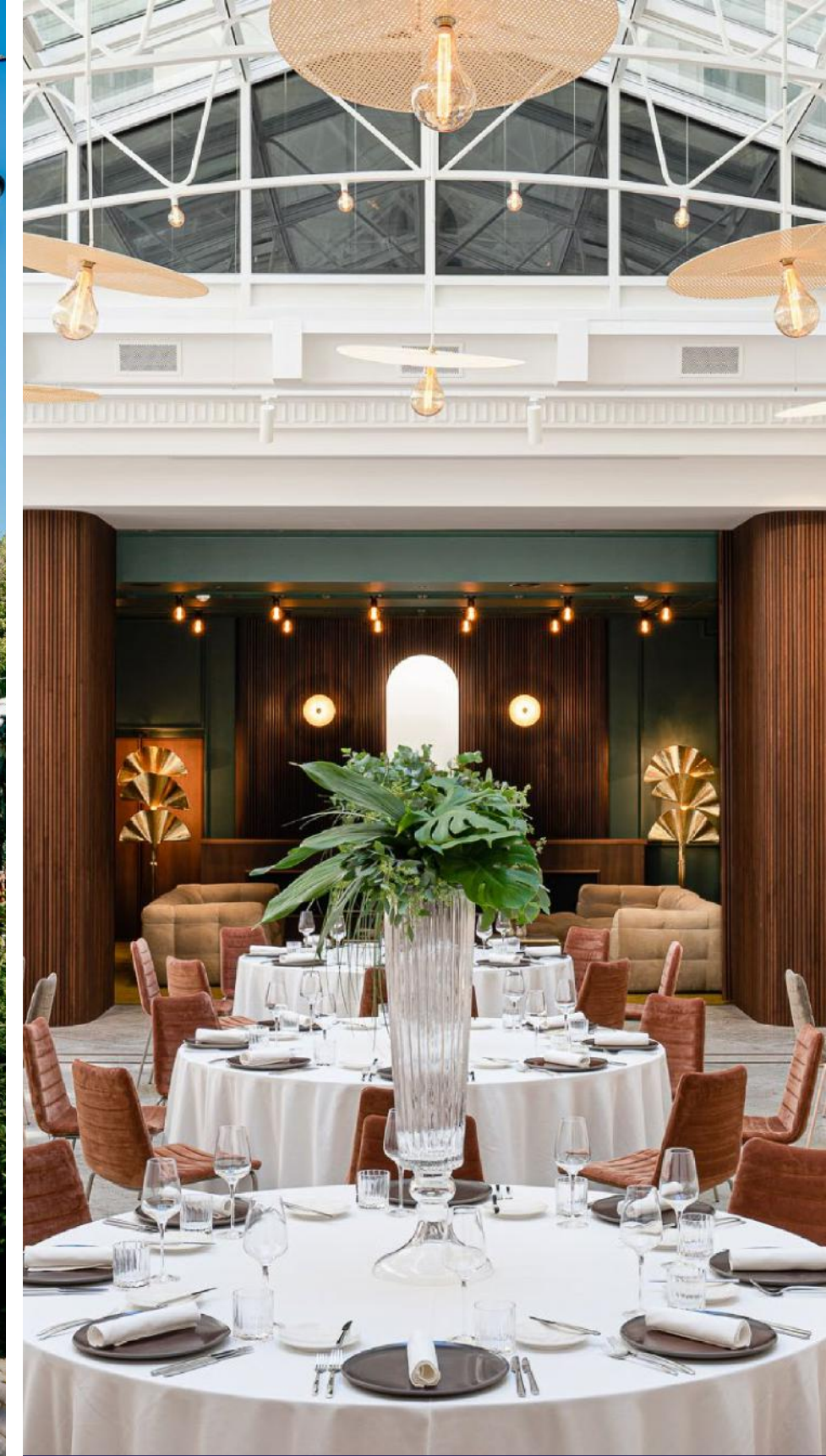
ONYX Mühely: During the reconstruction phase of ONYX, a new establishment known as Onyx Mühely was introduced in 2021. The purpose of Onyx Mühely is to showcase a progressive Hungarian cuisine that blends elements of gastronomy, art, science, and sustainability, all while utilizing Hungarian ingredients. Onyx Mühely received the prestigious MICHELIN Green-Star Award in 2022, recognizing its commitment to sustainability and innovation in the culinary world. This accolade highlights the restaurant’s dedication to pushing the boundaries of Hungarian gastronomy, even during the transition period of its main establishment, ONYX.



Émile restaurant is the world-famous Gerbeaud confectionery’s little sibling in Buda, where a shady garden, homemade pastries and all-day breakfast awaits. Emile was opened in 2015. Each floor of the three-storey villa restaurant offers something exciting for guests. During the summer you can enjoy the shadows of our big cabanas, when it’s winter we warm you up with comfy armchairs and hot chocolate.



Gerbeaud Catering was founded in 2000 when we opened our largest banquet hall, the glass-roofed Atrium. Since then hundreds of successful events were held both on and off the premises of the Gerbeaud House. We are proud to offer an exceptional culinary experience to our guests.





BUDAPEST
ANNO 1858

Thank you &
Sweet regards!

CONTACT

Anna Niszkács
Owner & CEO

+36203869157
anna.niszkacs@gerbeaud.hu

gerbeaud.hu
gerbeaudwebshop.hu
onyxrestaurant.hu
emile.hu
gerbeaudcatering.hu

