

PORT OF TASTE

PORT OF HAMBURG MAGAZINE



GERMANY IS AMONG THE WORLD'S LEADING FOOD EXPORTERS. EXCELLENT VALUE, HIGH QUALITY PRODUCTS AND THE RELIABILITY OF GERMAN PRODUCERS ARE APPRECIATED WORLDWIDE.



Dear Readers,

The Port of Hamburg's history as a trading hub for foodstuffs commenced in the tenth century AD. Colonial merchandise such as coffee, tea, spices and cocoa fuelled the growth of the port, and later the building of Speicherstadt or 'Warehouse City'. In the Hanseatic era, wealthy merchants were given the symbolic nickname 'pepper sacks'. Today agricultural produce and foodstuffs still constitute around 15 percent of throughput volume in the country's largest seaport. Germany is among the world's leading food exporters. Excellent value, high quality products and the reliability of German producers are appreciated worldwide. Apart from meat and dairy products, exports of 16 million hectolitres put beer up among the rankings. Yet Germans also yearn for tropical fruits, exotic spices, coffee, tea, cocoa, and much else that cannot be produced in the country. Throughput of 1.3 million tons, for example, makes the banana a top import.

Down the centuries, services relating to transport, storage and processing have repeatedly been adapted to cater for precious and tasty ingredients from all over world. This issue of Port of Hamburg Magazine reports what on earth the Customs has to do with groceries, how lobsters travel nowadays, how a banana reaches the correct degree of ripeness, and how even beer's journey from the hinterland to the port can be environment-friendly.

We wish you an enjoyable read.

Sincerely yours, Ingo Egloff and Axel Mattern
Joint CEO's Port of Hamburg Marketing

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Quartermasters need to be versatile

Qualitatively high-grade products make true enjoyment more likely. For centuries, quartermasters in the Port of Hamburg have ensured that basic ingredients from all over the world reach customers in perfect condition. Some of them process the produce on the spot.

A large share of the responsibility for precious produce from overseas rests with Hamburg quartermasters. Over time, the career definition has changed. Meanwhile, barely anybody exists with a complete grasp of import regulations, quality checks, further processing and onward transport for the wares...

Instead, four specializations have taken over the quartermaster's duties. While the trained forwarding/logistics clerk (m/f) mainly attends to import regulations, other specialists look after port and warehouse logistics, and a warehousing expert after storage prior to transport to the customer. These specializations are concentrated mainly in small and mid-size firms in the Port of Hamburg wholly dedicated to their products.

Nobody knows exactly when the term 'quartermaster' was first used. Some people say that the term was already in use in the 17th century. Quartermasters in the company warehouse employed a Küper, or cooper. "The term Küper was primarily used in Bremen. At the same time Quartiersmann gained acceptance in Hamburg," explains Knut Heykena of the UVHH -Association of Port of Hamburg Businesses. This body was responsible for the goods imported, checking and storing these. The Association of Ham-

burg Quartermasters was founded in 1886 and is now an arm of the UVHH.

THE QUARTERMASTER AND HIS 'CONSORTS'

Not every merchant could afford a full-time quartermaster at the time. So freelance quartermasters more and more often set up small firms, each comprising four people. These were named after the head quartermaster, with the term 'consort' applying to the other three. They offered their services to all merchants.

A DISTRICT FOR QUARTERMASTERS

The sector enjoyed a boom towards the end of the 19th century, when Speicherstadt – or Warehouse City – was built in Hamburg. Quartermasters then had the opportunity to store exotic fruits, coffee, cocoa, tea and spices separately and on several floors. They checked these on arrival, assessed their quality and sometimes processed the products. They were also responsible for onward transport to the customer. Speicherstadt was ideally designed for these purposes. For instance, each building had access to the canals on one side, and on the other, to the street. The produce reached the quartermasters by water in flat barges. Using hydraulic winches, they then hoisted the bags up to the relevant floor.

CONTAINERS TRANSFORMED THE JOB IMAGE

Over decades, quartermasters expanded their know-how on specific processing for different products, some of them increasingly concentrating on certain groups. Many of them remain responsible today for importing these. Yet with the invention of the container in the 1960s, Speicherstadt in Hamburg came to be used less and less as storage space. Many companies moved to larger sites in the Port of Hamburg. In some cases, products are now stored on areas of up 100,000 square metres.

AUTOMATION AND PROGRESS

Automation and technical progress have changed the quartermaster's job. It is mostly port logistics and other specialists who accept produce on entry, checking the weight and condition of products as a first step. Then they take a small quantity and check it for appearance. For a precise investigation of quality, other small batches go to a laboratory. Like spices, nuts or fruits, namely, cocoa and coffee beans are very sensitive. So logistics providers make extremely precise checks on hygiene, ambient temperature and humidity in their sheds.

Many companies now offer processing in addition. Before cleaning dried fruits and nut kernels, for instance, quartermasters remove damaged produce and foreign bodies. Later, these are picked and packed. Then the goods go on to the trade. Handling of coffee and cocoa is similarly elaborate.

INTERNATIONAL REGULATIONS

After coffee beans have been mustered, these are sieved and cleaned. Before the logistics suppliers mix the beans as instructed by the customers, pest control follows. For all foodstuffs, such international regulations as Hazard Analysis Critical Control Points (HACCP) and International Food Standard (IFS) define the necessary steps.

In recent decades, quartermasters have also extended their profound expertise to other areas. Customs clearance was among their tasks from the start. That remains so. Some companies have extended their portfolio. A mass of electronic equipment bound for elsewhere in Europe arrives in the Port of Hamburg. The first stop for such products is with the quartermasters. Apart from Customs clearance, they conduct quality checks and pick orders. The products and the job description may have changed. Yet what remain are the duties, the essential care and the know-how on individual products. ■



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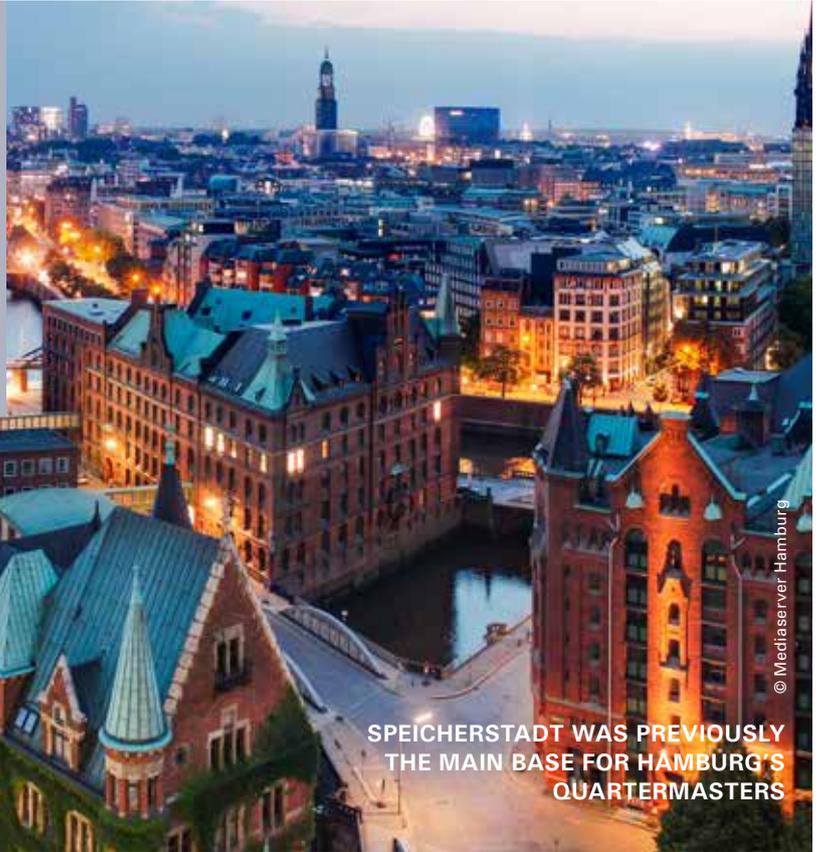
SAMPLES ARE REMOVED AND CHECKED PRIOR TO FURTHER PROCESSING



© HHM

Hamburg's Speicherstadt or 'Warehouse City'

Speicherstadt was built between 1885 and 1927. To make way for it, almost 20,000 people had to leave their homes on the islands of Kehrwieper and Wandrahm in the Elbe. Following the Customs Union between Hamburg and the German Empire, namely, space was needed for warehousing in the freeport. This enabled goods to continue being stored duty-free and processed there. Speicherstadt rests on several million oak beams. Since 2015 it has been a UNESCO World Heritage site, and only seldom used as warehousing space.



SPEICHERSTADT WAS PREVIOUSLY
THE MAIN BASE FOR HAMBURG'S
QUARTERMASTERS

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Quality is no accident

In the Port of Hamburg, the fruit importer Inter Weichert and HHLA fruit and refrigeration centre handle bananas and fruit, such as pineapples, from overseas for the grocery trade. This involves working to very tight control mechanisms.

Among other places, they grow in Ecuador and make their way to Hamburg in ‘reefers’ – refrigerated containers. “Some 80 percent of our volume are fresh bananas from Latin America,” says Axel Hoeckrich, Managing Director of HHLA Frucht- und Kühl-Zentrum, a subsidiary of Hamburger Hafen und Logistik AG (HHLA). This service provider takes over the produce at the quay wall on behalf of the importer. The banana is a climacteric fruit that only reaches harvesting ripeness on the mother plant, i.e. it is harvested while still green. It is brought to consumption ripeness in ripening centres, before going out to the trade when ordered.

CONSTANT TEMPERATURE

Bananas are transported at a constant 13.4° C. They must not ripen further after harvesting, or during the approximately three-week ship voyage to Germany. If they arrive yellow they can no longer be sold. The quality checks are very strict. “Firstly we look at the container and check whether the ventilation flaps are

open and everything is okay with the temperature setting,” adds Hoeckrich. When Customs has issued an electronic clearance, the staff at HHLA fruit can open and discharge the container.

When opening, the temperature data from the box is automatically electronically transmitted to the service provider and importer, e.g. Internationale Fruchtimport Gesellschaft Weichert. This serves as evidence that the prescribed temperature has been maintained during the long sea voyage. All pallets are scanned at ‘goods in’ and ‘goods out’ so that the produce can always be traced.

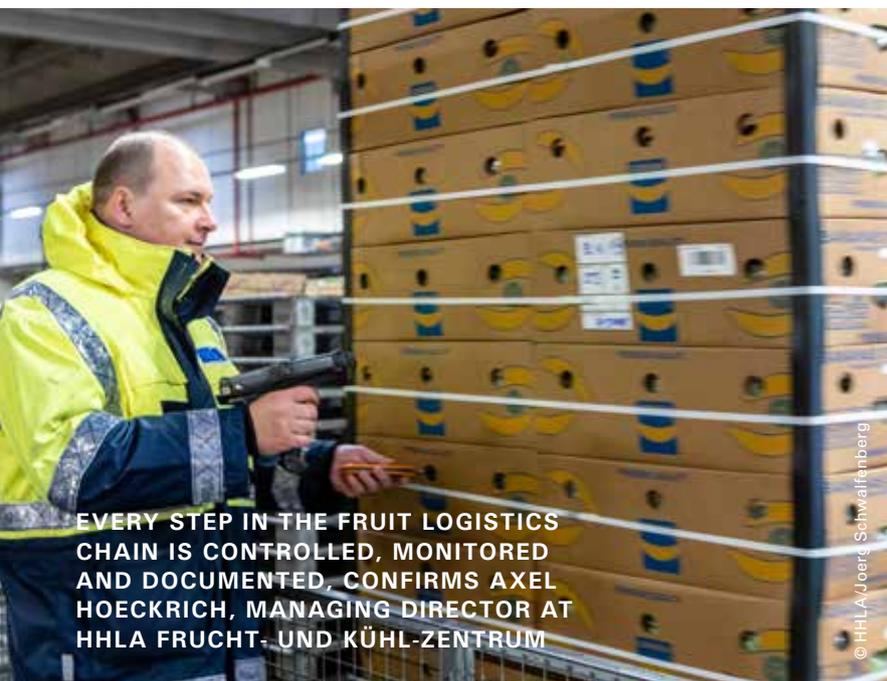
TELLTALE SMELL

Before storage the bananas are subjected to both ‘green’ and temperature checks. “We are only allowed to store green bananas. Ones that have ripened further could trigger the ripening process for the rest of the produce,” stresses Hoeckrich. The staff screen every single pallet and each carton on the conveyor belt on the way into the warehouse. “If it smells of ripe bananas, then that is also a signal that the fruit is perishing prematurely,” adds Thanos Papageorgiou, responsible for quality assurance at Inter Weichert.

The importer’s quality managers are equally on-the-spot for the arrival, pricking into individual bananas at random, to check the temperature in the fruit. In addition they check whether the carton description is correct, especially with eco-produce. The well-trained team also check the labelling and the quality seal, e.g. as an eco-crop, or its seamless traceability under the Global Gap guideline. A precondition for handling foodstuffs is the IFS - International Food Standard Certificate that is held by both HHLA fruit and Inter Weichert.

STRICT CONTROLS

At the quay wall other specialized service providers are working, who, with their inspectors, are for example appraising the quality for the Federal agency for agriculture and foodstuffs - BLE. Each and every individual container has to be registered with them. In accordance with EU import directives,bananas have



EVERY STEP IN THE FRUIT LOGISTICS CHAIN IS CONTROLLED, MONITORED AND DOCUMENTED, CONFIRMS AXEL HOECKRICH, MANAGING DIRECTOR AT HHLA FRUCHT- UND KÜHL-ZENTRUM

© HHLA/Joerg Schwalfenberg



IF THE BANANA MEETS THE STANDARD IN SIZE, THICKNESS AND WEIGHT, IT MAY BE SOLD IN EUROPE

© HHLA/Joerg Schwalfenberg

to fulfil certain marketing norms. From every container BLE authorized inspectors open five to six cartons and check every individual banana to see if their size, thickness and weight meet the norm. If they are under 14 cm, they may not be sold in Europe. "We are also interested to see whether the bananas are carefully packed, fresh and healthy," adds Papageorgiou.

INTACT AND HEALTHY

Apart from bananas, Inter Weichert also primarily imports pineapples. Unlike bananas, pineapples are not

among the climacteric fruits. The specialists check if the pineapples have arrived in the port healthy and intact and what is their stage of ripening. They have to be harvested ripe, but must have a certain shelf-life. This is because after their long sea voyage to Germany, it will take up to seven days by the time they are distributed from the wholesale level and another three to four days until they reach the consumer. "Visual inspection is not enough with pineapples. We have to cut the fruit open to check its quality," he explains. ■



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Delicacies to and from the entire world

Without worldwide trade in foods, German breakfast spreads would be somewhat the poorer, Steaming coffee, cocoa, tea, a glass of freshly pressed orange juice, bananas with muesli, and much else are products and foodstuffs that cannot be produced or grown in Germany. As a world export champion, Germany is also strong on the food front. Along with meat and dairy products, German beer is in heavy demand in other countries for its high quality and the reliability of the producers. Here in this country, wine from others also enlarges the choice. Confectionery is amongst the strongest export sectors, while on the import side, coffee and fruit from distant countries top the hit list. Our table shows a selection of the most eagerly sought imported and exported luxury produce.



Citrus fruits
 Export: 71.000 t
 Import: 1 Mio t

Beer
 Export: 2 Mio t
 Import: 950.000 t

Bananas
 Export: 280.000 t
 Import: 950.000 t

Tea
 Export: 23.000 t
 Import: 50.000 t

Nuts, etc.
 Export: 55.000 t
 Import: 500.000 t

Grapes
 Export: 25.000 t
 Import: 317.000 t

Chocolate
 Export: 500.000 t
 Import: 906.000 t



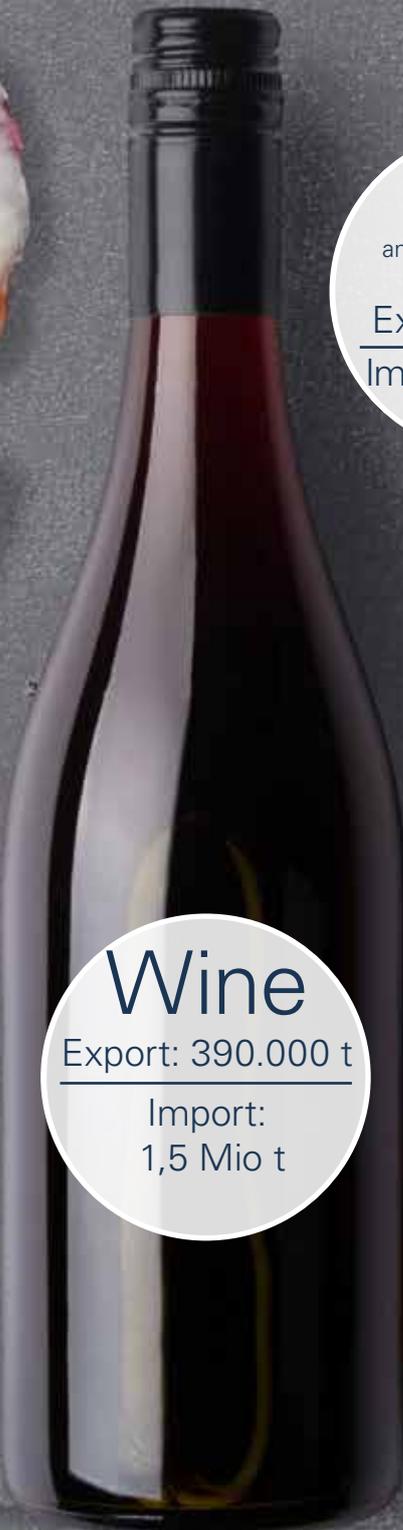
Poultry
 Export: 570.000 t
 Import: 770.000 t



Meat
 and processed meat,
 excluding poultry
 Export: 5 Mio t
 Import: 2,9 Mio t



Cheese
 Export: 1,3 Mio t
 Import: 872.000 t



Wine
 Export: 390.000 t
 Import: 1,5 Mio t



Confectionery
 Export: 1,6 Mio t
 Import: 1,3 Mio t



Pome and stone fruits
 Export: 105.000 t
 Import: 1,3 Mio t



Cocoa
 Export: 10.000 t
 Import: 470.000 t



Fish
 products and other
 seafoods
 Export: 600.000 t
 Import: 1 Mio t



Coffee
 Export: 680.000 t
 Import: 1,2 Mio t

Warsteiner beer travels green

Seven brewing sites in Germany, exporting to over 50 countries worldwide, and a family with one mission ever since 1753: To brew beer. In nine generations, the Cramer family has succeeded until the present day in transforming a regional tippale into a world-renowned Pilsener beer, and a small brewery into Warsteiner Group with worldwide operations.

Warstein has fewer than 30,000 inhabitants and yet the town's name is known all over the world. It is the seat of the Warsteiner brewery. Revenues recently exceeded 400 million euros. Warsteiner Group is one of the few family-run German brewery groups pursuing a distinct internationalization strategy. Warsteiner Group is actively represented in more than 50 countries of the world. Warsteiner's international business now contributes decisively to the group's success.

OWN PRIVATE RAIL SIDING

Since 2205, Warsteiner Brewery has owned a private rail siding with a container terminal. This makes a decisive contribution towards reducing emissions and environmental stresses. Setting an example for responsible use of resources, here the family firm is acting sustainably. Its tremendous sense of responsibility for the environment is countering climate change and excessive traffic density.



**DIRECTLY BY RAIL FROM THE
BREWERY: WARSTEINER TRANS-
PORTS BEER BY ENVIRON-
MENT-FRIENDLY TRAINS**



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A system-controlled container terminal with capacity for around 200 40-ft containers has been built to handle rail shipments. To meet all the sector’s handling and freight safety requirements, optimized open-side containers were developed especially for the drinks industry. From a first train with twelve container freight cars in 2005, volume has meanwhile been boosted to almost one block train per day. These leave the brewery for destinations that include Hamburg, Munich and Berlin. In addition, since 2017 the brewery has used its own emissions-free electric locomotive for shunting on its site.

Warsteiner Brewery

Warsteiner Brewery is among Germany’s largest privately-owned breweries. Founded in 1753, it is a family firm in its ninth generation. Warsteiner Group also comprises Herforder Brewery, Frankenheim Brewery, Paderborner Brewery, as well as a holding in König Ludwig Schlossbrauerei Kaltenborn. Warsteiner now actively markets its products in over 50 countries of the world.

ALSO THERE FOR SHIPPERS FROM THE REGION

More and more freight goes by rail. Quite apart from the brewery’s own freight shipments, it has proved commercially possible to extend the rail system by a handling terminal for seaport-hinterland services and make this accessible to various shippers in the region. “With our freight trains, since 2005 we have been able to save around 84,000 tons of greenhouse gases,” says Ulrich Brendel, Warsteiner Brewery’s Technical Director. Last year alone, we shifted over 14,000 truck tours from road

to rail, making a significant contribution to environmental protection and traffic reduction.”

The family-run firm is sticking to the rail services despite tough operating parameters. Warsteiner hopes for more support from politicians for firms that follow their example. “Greater investments in rail infrastructure, as well as incentives plus start-up aid for companies that are motivated, would help. Since such projects do not pay off immediately, improved basic conditions need to be created,” says Brendel. ■



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AS SENSITIVE PRODUCE, COFFEE REQUIRES SPECIAL PROTECTION DURING TRANSPORT



© Hapag-Lloyd

A passion for shipping coffee

Hapag-Lloyd has been bringing raw materials to Europe via the Port of Hamburg for more than a century.

A cup of coffee is of itself a real treat. Many enjoy one to start the day, after a meal or while chatting with friends. In Germany, around 200 million cups are enjoyed every day.”

Coffee was initially a luxury item; in this country it has long been a basic nutrient. The choice is vast, so is the tally of variations on how coffee is drunk - from Americano via Cappuccino to Latte Macchiato.

Hamburg is traditionally a coffee trading centre. It is even seen as being partly responsible for making the Port of Hamburg so large and for construction of the famed Speicherstadt – or ‘Warehouse City’ – at the end of the 19th century. For over a century, this imported crop lay there along with cocoa, tea, tobacco and rubber. The city on the Elbe remains the world’s largest coffee trading centre. The Port of Hamburg annually handles around 700,000 tons of the green coffee.

1,500 CONTAINERS OF COFFEE PER WEEK

Nor is that all: For Hamburg-based shipping line Hapag-Lloyd, for more than century coffee has been a typical cargo. In 1901, for example, the ‘Hamburg-America Line Magazine’ staff journal reported that its own steamship ‘Granada’ had transported 113,085 bags of coffee worth over 100 million marks to Hamburg. Nowadays, one in every hundred containers aboard Hapag-Lloyd ships contains green coffee or coffee powder. One 20-ft container can hold almost 320 sixty-kilogram bags of green coffee. The shipping line transports around 1,500 containers of coffee per week to Hamburg.

With around 130 liner services, Hapag-Lloyd serves virtually all coffee-exporting countries. As one of the world’s largest coffee transport companies, the shipowner cooperates with leading plantations, coffee traders and roasting plants. The largest quantities of Arabica

beans come from Brazil, while Vietnam supplies Robusta. Vessels from the Hamburg-based group call in Brazil twice a week, and in Vietnam weekly. While Europeans have so far been the heaviest consumers of coffee, Hapag-Lloyd is increasingly bringing the green coffee to China, Japan, Taiwan and Korea, where demand is rising significantly.

SPECIFIC REQUIREMENTS

For Hapag-Lloyd’s staff, coffee is a premium product. They possess a high degree of expertise, being as familiar with coffee-growing countries and methods, also individual customers and their specific transport requirements, as with their own backyards. A specially introduced Customer Service Import Coffee Desk, attends to all transport questions. “Along the whole length of the transport chain, we pay special attention to coffee, which should never be missing on any ships sailing from the exporting countries. We make sure of this through our experts’ close contact with clients, traders and shippers all over the world,” says Daniel Levenhagen, a sales executive in HL’s Germany & Central Europe Area.



The company keeps reliable equipment and ship capacity in reserve to bring harvests rapidly and professionally to their destination. These can vary, depending on the weather. All the containers used have steel floors. Being easily cleaned, these guarantee clean and odourless transport. Cardboard and jute mats are laid out in the coffee container to protect the precious produce from damage from damp. “Coffee is a natural product.

Damp and strange smells must at all costs be avoided in the container,” stresses Frank Nachbar, Director Container Engineering & Maintenance.

ONWARD TRANSPORT TO SCANDINAVIA AND EASTERN EUROPE

Once the coffee has arrived in the Port of Hamburg after its long sea voyage, it is either stored or transported directly to roasting plants to reach the retail food or catering trades. A large quantity leaves Hamburg for Scandinavia and Eastern Europe. So it seems that it is not only for Germans that coffee is their favourite drink. ■



HAPAG-LLOYD WEEKLY TRANSPORTS 1,500 CONTAINERS OF COFFEE TO HAMBURG

© Hapag Lloyd

Lost in the moment

Everyday life is often stressful. A quick break is usually helpful, ideally with a cup of tea. In 2019 around 50,000 tons of tea were imported into Germany, sufficient for up to 25 million cups. Meßmer Momentum in Hamburg's HafenCity offers visitors the opportunity, not simply of tasting tea, but also of learning a lot about it.

Smelling, feeling, tasting – in many areas of the world, tea is seen as a luxury. In some countries, tea ceremonies are held to help guests to appreciate it. To ensure that visitors to the Meßmer Momentum tea lounge in Hamburg develop similar enthusiasm, staff prepare each and every tea. "Customers are often uncertain how they should brew tea correctly. We do it for them

so that they can relax and sit back and enjoy the tea," says Peter Nimpsch, Manager of Meßmer Momentum in Hamburg. Since 2008, this catering expert has been ensuring that Momentum provides an experience of the whole world of tea. So the museum gallery and the tasting rooms enable customers to get to know the whole magic of tea.

CHOOSING THE RIGHT QUANTITY IS ESSENTIAL WHEN BREWING TEA.



© Meßmer Tee

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Yet 'tea' does not necessarily mean real tea. "70 percent of consumption in Germany is of herbal and fruit teas. Only 30 percent of 'tea' drinkers prefer black or green tea," explains Stefan Feldbusch, Head Tea Buyer and Tester for Ostfriesische Teegesellschaft. Yet it is only green and black tea that originates from the plant and may correctly be described as 'tea' in the traditional sense.

DARJEELING IS THE STAR

"The star among these teas remains the Darjeeling. It is still regarded as the 'champagne'," says a convinced Nimpsch. Darjeeling grows at a height of over 2000 metres around the town of that name on the Southern slopes of the Himalayas. Also well known are Assam from Eastern India, or strong Ceylon tea from Sri Lanka. There are numerous other tea-growing areas. In addition to the countries already mentioned, China, Kenya, Vietnam and Turkey are leading producers. The UN Food and Agriculture Organization – FAO – reported that in 2018, producing countries had harvested 6.4 million tons of tea.

In 2019, the German Tea Association put the country's imports at 50,381 tons. The bulk of these were routed via the Port of Hamburg. "At least 70 percent of the tea traded in Europe arrives there," calculates Feldbusch. "We initially store the tea with a logistics provider. From there, it goes to our blending plant in Buchholz," adds the Master of Tea, aged 57. However, specialized forwarding and logistics companies also provide blending and flavouring services to order from customers. After further processing and finishing, some products go for export, some to the retail trade.

'FIRST FLUSH' IS ESPECIALLY DELICATE

Depending on area, there are several harvests per year. In the highlands, leaves are picked three times a year at clearly defined seasons: "The 'First Flush' starts at the end of March or beginning of April, the 'Second Flush' in May or June, while the third harvest is known as 'Autumnal'." "The first harvest of the year is a special one as a rule. The early, delicate post-winter leaves have a fine, fresh note and are of particular quality," says Nimpsch. Second Flush and Autumnal then have a much fuller aroma. They no longer approach the delicacy of the freshly picked tea leaves of the first harvest.

Since tea is very sensitive, after picking the leaves are processed on the spot so that they can be transported without any loss of quality. Before going to be dried, the black tea is withered, rolled and oxidized in various ways. The difference between a black and a green tea here is that the green tea is heat-treated beforehand. It remains green and does not ferment. "Before we order the tea, we receive samples that we subject to sensory as well as analytical checks. We only then decide which quantities to order," says

Feldbusch. "In addition, we are more and more often paying attention to other factors, e.g. sustainable and socially responsible farming," he adds.

Perhaps customers in Momentum will soon again have the opportunity to feel, smell and taste the differences between individual teas. Training courses with Masters of Tea in the tasting rooms will offer them the chance to try out up to 35 varieties. ■

In 2018 residents
of Germany drank an
average of



© iStockphotos

litres of black or
green tea.

Quelle: www.teeverband.de

A VIEW FROM THE WEST: AT RIGHT, MEGGLE'S SPRAYING TOWERS; TO THE LEFT, THE STACK OF THE FORMER POWER STATION THAT WAS DEMOLISHED LAST YEAR



© MEGGLE

Bavarian products for markets worldwide

With sausages sizzling on the grill and vegetables simmering away, barbecues have long been far more than merely a trend. For Germans, they have become ever more varied and sophisticated. And one name belongs to the routine: MEGGLE. Filled baguettes or herb butter – for many cooks, these classics from the venerable Bavarian firm are a ‘must’. Yet it’s not just for barbecues that MEGGLE is indispensable. The company is equally respected for its lactose. We report on a hidden champion from Upper Bavaria whose products go out to the whole world, frequently via Hamburg.

Wasserburg am Inn. MEGGLE is deeply rooted in the idyllic little town on the threshold of the Chiemgau district. The company was founded there as a cheese dairy by Josef Anton Meggle I in 1887. MEGGLE Group is now one of the region’s largest employers. 1000 staff daily give of their best at the company’s base. On average they have worked for 13 years, while awards for 40 years of loyalty are by no means rare. MEGGLE is strongly tied to the local Wasserburg economy. Its silver tanks and towers define the Western edge of the town. The firm’s impressive site catches the eye from far off.

LACTOSE FROM WHEY

The group with a worldwide total of around 2800 staff is renowned for several products besides its herb butter – for its lactose, for example. Lactose is gained from the whey derived from making cheese. In Wasserburg, several elaborate steps are used to turn this into milk sugar, or lactose.

First of all, for example, the water needs to be removed from the initially liquid whey, and such further elements as protein or fat separated out. This is done in the striking towers that can be as much as 50 metres high. A very fine, dry powder remains: Lactose. For the Functional Products Division, this is one of its most important lines. MEGGLE is among the world’s leading producers of pharmaceutical lactose.

In the health industry, it is used as the carrier or ‘coating’ for the agent itself, - in tablets or capsules, for example. MEGGLE lactose is often used in inhalers,

e.g., asthma sprays. This serves as the ‘means of transport’ for the active substances. The powder mixture known as the ‘formulation’ consists mainly of lactose.

Although the carrier material constitutes the bulk of the mixture, in this form of dosage the lactose itself has barely any effect on the human organism. When breathing in a power mixture comprising the lactose and the agent through an inhaler, the two substances separate, and so the medicament can reach the lungs. Without the lactose, the agent would form a lump and congeal much earlier and would therefore fail to reach its desired goal, the air sacs, or alveoles.

ALL OVER THE WORLD IN BIG PACKS

MEGGLE is also a big hitter in the food processing industry. The firm produces milk and whey proteins, fat powders and whipping agents. Like lactose, these are fine white powders – packed in big bags or sacs. These products are distributed throughout the world. Once packed, the powders initially leave the central warehouse by truck, then continuing by rail to sea-ports – largely in Northern Germany. Hamburg is the top port hub. MEGGLE products leave there in containers for ports all over the world.

Achieving revenues of 916 million euros in 2018, the group owns over 20 sites in Tokyo, Sao Paulo and Dubai, among other centres. Products bearing the MEGGLE clover leaf include lactose and protein products – or naturally the herb butter so popular among barbecue enthusiasts. ■

PACKED IN PAPER BAGS LIKE THESE, LACTOSE IS SHIPPED ALL OVER THE WORLD FROM THE WASSERBURG CENTRAL WAREHOUSE



© MEGGLE



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**LOBSTERS AND OTHER CRUSTACEANS
DEPARTING ON VOYAGE IN AQUAVIVA
SPECIAL CONTAINERS**

When lobsters travel on water



Amuse-Gueule, Aperitif, Dessert, Delicatesse. All these terms originate in France. For many people, and not just in Europe, France is a byword for enjoyment. The country stands for outstanding wines from Burgundy, Bordeaux, Alsace and the South of France, for a legion of cheese varieties, and also for desserts such as Crepes, Mousse au Chocolat and Creme Brulée. Based on a century of tradition, French cuisine is literally mouth-watering.

Many delicacies whose preparation is not confined to French kitchens, originate overseas or are exported there. The challenge is to ensure that these products survive shipment undamaged before landing up with wholesalers or in restaurants. To ensure that ingredients remain fresh, they are harvested unripe or frozen. Apart from the sea route, transport by airfreight is a possibility. This may be rapid but is very costly and at the same time none too environment-friendly.

ONE MILLION TONS OF FISH

In 2019 around one million tons of fish and fish products were exported and imported via Hamburg as Germany's largest seaport. Under this heading falls a shellfish frequently regarded as a special delicacy: Lobster. Two types reach the table, European and American. Lobsters are normally frozen while still at sea, or transported live by air. This can affect the quality of the flesh of these crustaceans.

The French shipping and logistics group CMA CGM, third largest of the world's shipping companies, operates a fleet of 502 containerships with a total capacity of 2,705,000 TEU. A few years ago, the group de-

veloped special containers for transporting lobsters in their natural habitat by ship. CMA CGM Group developed AQUAVIVA seafood solution containers in cooperation with the French company EMYG Environnement et Aquaculture. In these containers, INNOPURE technology creates the right conditions for safe transport of live lobsters in salt water, promising the consumer increased freshness and quality.

In AQUAVIVA seafood solution containers, the lobsters' transport boxes are flooded with water. INNOPURE technology cleans this in a closed circulation while preserving its oxygen content. Water quality therefore remains of the best. CMA CGM's reefer expertise ensures optimal temperature that recreates the lobsters' natural habitat. Lobsters prefer the dark and cramped crevices of marine depths, along with clean, natural water. The combination of INNOPURE technology with the French CMA CGM Group's expertise creates the optimal solution for protecting lobsters from the aftermath of transport caused by stress and for guaranteeing carriage appropriate for the species. Apart from lobsters, AQUAVIVA containers can also transport other live denizens of the sea by water.



© CMA CGM

JUICE BY THE CONTAINERLOAD

The French shipping company has also developed REEFLEX Liquid Ready for optimizing the right drinks to accompany the food. In cooperation with Teconja and Liqua, a product resulted that promises safe and appropriate transport of liquid products. Here again, foodstuffs enjoyed daily are not neglected. The possibility of precisely setting temperatures between -35 °C and +20°C enables juices, syrup, milk, compotes, oils and much else to be transported in containers, while meeting the stiffest requirements on safety and hygiene. Above all, this technology improves taste and quality for consumers who particularly like natural fruit juices. The REEFLEX Liquid Ready-Flexibag can be filled within one hour and has a capacity of between 12,000 and 26,000 litres. In addition, this one-time product is wholly recyclable and ensures substantial cost reduction by comparison with normal transport for liquids, for instance in metal barrels. ■



© CMA CGM



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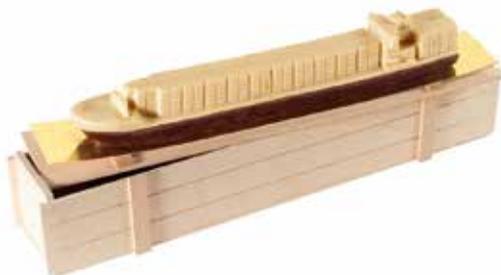
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Lübeck marzipan for gourmets

Made with love. That's the slogan of Niederegger's famous almond-based speciality. Since 1806, the family firm has been producing its raw marzipan paste entirely itself and in the Hanseatic City of Lübeck. "Our core target group are gourmets who prize something special of top quality," says CEO Theresa Mehrens-Strait.

The raw marzipan is the product of an elaborate, traditional roasting process in the 'Almond Kitchen'. This paste is then transformed into the company's famous specialities in state-of-the-art production facilities. A lot of finishing is by hand, as staff equipped with brushes and food colourings give 'lucky piglets' and Santa Clauses their individual expressions.



©Niederegger

THE BALTIC LINK

The firm's corporate design – the venerable Holsten-tor – refers to the Hanseatic City as its authentic base. The choice of location was initially based on the trade routes that made Lübeck a hub for spices, almonds and sugar. The site meanwhile offers fresh advantages. With the Baltic so close, from its cutting-edge order-picking warehouse Niederegger supplies markets in Scandinavia and the Baltic, also the nearby purchasing centres of such supermarket giants as Edeka Nord, famila Nordost and Citti.

Nor should proximity to Hamburg and its port be underestimated. Along the autobahn, refrigerated trucks loaded with marzipan can reach the city on the Elbe within roughly 45 minutes. Niederegger exports more than 300 different products by sea or as airfreight. These include traditional marzipan loaves, fine chocolates, picturesque figurines, sweet liqueurs and seasonal favourites despatched to numerous countries around the world. Niederegger sends the sweetmeats to over 35 countries, exports accounting for



©Niederegger

approximately 20 percent of total revenues. The United Kingdom, the USA and Russia top the list. Yet people in Asia are also acquiring a taste for marzipan. Almonds as the main ingredients regularly arrive from Spain in the Port of Hamburg by sea aboard container-ships. A vast quantity is required for one year's production, which along with the traditional chocolate-coated marzipan, includes many special production lines. Niederegger's modellers take marzipan to shape cakes featuring special logos, container-ships, trucks or whatever the customer dreams up.

HOLSTENTOR IS NOT JUST
LÜBECK'S LANDMARK, BUT
NIEDEREGGER MARZIPAN'S
TRADEMARK TOO



SWEETMEATS FOR CZARS AND THE QUEEN

Niederegger was supplying the Court of the Czars with its marzipan back in 1850, becoming a royal warrant holder for the German Emperor in 1908. With its strictly guarded recipes, today Niederegger Marzipan remains popular on every continent. Especially for Christmas and Easter, elaborately packaged specialities are enormously popular as gifts. When President of Germany, Joachim Gauck took along marzipan from Lübeck for the Queen on his state visit to Britain. ■

The company

Born in Ulm, in 1806 Johann Georg Niederegger acquired Maret Confectionery in Lübeck and developed the marzipan recipes that remain secret even today. The firm is now headed by the seventh and eighth generations of the family. The range comprises over 300 marzipan, nougat and luxury chocolate specialities. In the high season, 750 staff in Lübeck daily produce around 30 tons of these, exported by Niederegger to around 35 countries worldwide.

Lifestyle produce fills tax coffers

Who would have thought it? Half of the entire federal budget is gathered by German Customs. For example, the Main Hamburg Customs Office located in HafenCity collects most nationwide, having generated some 30 billion euros in 2018.

Roughly half (17 billion euros) are excise taxes from the energy sector such as, for example, petrol and lifestyle produce i.e. alcoholic beverages, coffee, beer, sparkling wine, semi-finished products (neither beer, sparkling wine, nor wine), tobacco and alcopops.

Some lifestyle produce is subject to harmonized excise taxes. These are taxes, which apply throughout the EU. Non-harmonized taxes are raised on coffee and alcopops, only applying nationally. All lifestyle produce commodities are listed in a catalogue along with the amount of excise duty to be charged.



Smuggling during yesteryear – exhibits from Hamburg Customs Museum

minimum tax rate based on an EU regulation is zero euros. This above all benefits the member countries that produce a lot of wine: “Since the tax is normally raised at the time of production and has to be paid then,” says Nina Jensen, an official responsible for excise taxes at the Main Hamburg Customs Office. Within the European Union, tax otherwise has to be paid based on the country of destination principle. “When excisable goods reach another member state, under the free movement of goods tax regulations, for commercial purposes in that tax territory, then they are subject to excise duty there,” she explains. For coffee, too, there is one peculiarity: it becomes taxable once it is roasted.

ALCOHOL PURITY LEVEL COUNTS

Throughout the EU, alcoholic beverages are taxed on the volume of pure alcohol. In the case of beer, the original gravity is decisive for the level of tax – measured in degrees Plato. For coffee, it depends on weight. Otherwise, tax rate guidelines apply, from which a standard minimum tax rate emerges. For wine, the

COFFEE BRINGS IN MOST MONEY

The Hamburg Customs Office gathers most money with coffee, since there are a number of roasting plants operating there. The traditional family-owned enterprise, Darboven, has its headquarters in the Elbe conurbation. Ranking in second place in the



JIN LING CIGARETTES FROM CHINA WERE ILLEGALLY IMPORTED FOR SOME TIME. ALCOHOL IS ALSO SMUGGLED

© De Jong

© Zoll Hamburg



**'BLACK GANG' CUSTOMS
INVESTIGATORS REGULARLY BOARD
VESSELS IN HAMBURG**



**CUSTOMS STAFF
CONDUCT RANDOM
CONTAINER CHECKS**

© Zoll Hamburg

lifestyle produce chart is alcohol tax. However, tobacco is less relevant for the Hamburg Customs Office, because the manufacturers have to purchase their tax strips from the centralized federal office in Bunde, located in Eastern Westphalia, with the tax becoming due there.

“In most cases everything runs according to the book. We take in the bulk from legal activities,” states Nina Jensen. However, there is an excise tax discrepancy with coffee between the quantity of green coffee and the excise tax volume for roasted coffee. However, Customs are not authorized to inspect. With tobacco it used to be similar, but in the meantime, excise tax is now payable on the raw material. “This makes monitoring imports easier,” explains Jürgen Schmiedeke, head of the inspection department at Main Hamburg Customs Office.

SMUGGLED GOODS TOO

“We are responsible for goods that are smuggled in or out past Customs. These are, above all, drugs but also alcohol and cigarettes,” adds Schmiedeke. When the special rules on shipments, especially proper accompanying documentation, are not adhered to, my team comes into action. When we discover illegal goods during our patrols through the port, we confiscate them, maybe arresting individuals, and hand the case over to our Customs investigation branch. They can then investigate to uncover those behind it and their structures,” he explains. Many inspections are carried out on a risk-oriented basis, since it is absolutely impossible to run your eyes over every one of the nine million containers arriving annually in the Port of Hamburg.

However, not only the port is a hotspot for smugglers. The need for inspections has increased for ‘hubble-bubble’ water-pipe tobacco. “Just like cigarettes and alcohol, it belongs to the excisable products and may only be sold in certain quantities,” states Schmiedeke. For example, last summer Hamburg Customs inspected 80 sheesha bars. This resulted in the confiscation of 700 kilos of water-pipe tobacco. These days, illegal lifestyle produce comes from the eastern Hamburg hinterland. Recently Customs officers in Lübeck-Travemünde seized almost 1.2 million cigarettes from a large truck loaded with lumber. When sold on, the loss of tax revenue would have been to the order of 200,000 euros.

DESTROY OR AUCTION?

After completing investigations, confiscated cigarettes and tobacco are burned. Depending on how the courts decide, alcoholic beverages may be placed in a Customs auction. In advance of this, Customs laboratories check whether the illegal goods are even fit for human consumption and will not be damaging to health.

GERMAN CUSTOMS MUSEUM

In 1834, most German states joined the German Customs Union. This simplified trade, but called even more smugglers into action. For a time, ‘Jin Ling’ cigarettes from China popped up quite often. These days, even reputable brands are being counter-fitted. This is not so obvious and not so easily discovered. Gripping stories and more on the topic of ‘Customs’ are told in the permanent German Customs Museum exhibition in Speicherstadt. You will find more information under www.museum.zoll.de ■

Rum and coffee sailing eco-friendly round the world

Seldom is a ship under full sail to be seen in Hamburg. When the 'Avontuur' sails in, then that is a very special moment. The centennial clipper is carrying ecological, fair trade produce from one continent to another.

The 'Avontuur' proves that it is still possible to transport eco-friendly shipments deploying traditional ship's equipment. With his heartfelt project, Captain Cornelius Bockermann inspired 160 volunteers from across the world to restore the Dutch clipper to seaworthiness within three years. With the 'fore & aft', two-mast schooner, the former shipowner for heavy lifts and the oil industry offers a climate-friendly alternative to conventional shipping. Thanks to the 'Avontuur', such ecological, fair trade produce such as coffee, cocoa and rum reaches the final consumer in an environment-friendly manner.

70 TONS OF CARGO PER VOYAGE

With a length of 44 metres and breadth of almost 6 metres, the 'Avontuur' can carry around 70 tons of cargo. Dependent on sufficient wind, the 'Avontuur' needs three months for the outward/return voyage that a containership can cover in roughly eleven days. Through his 20-years' experience in the shipping industry, the Master and founder Cornelius Bockermann is absolutely at home in conventional cargo shipping. This is what led to the idea of founding his company 'Timbercoast', facilitating climate friendly shipping - 'cargo under sail', with the 'Avontuur' producers of eco-products.



ON ITS FIFTH VOYAGE, THE 'AVONTUUR' HAS HAMBURG SCHEDULED AS ITS FINAL DESTINATION

Non-seafarers can support the project by buying produce in Timbercoast's online shop. One special highlight is certainly the 'Captains Korn' schnapps – the only one worldwide to have matured at sea. The traditional schnapps distillery, Joseph Rosche distilled the schnapps following its Haselünne family tradition. Poured into a Bordeaux red-wine barrel, filled with 'Avontuur' rum on the previous voyage, it matured on the cargo sailing-ship, crossing the North Atlantic twice on the 'Avontuur', covering some 13,000 sea miles in all. This year the 'Avontuur' is celebrating its 100th anniversary. To celebrate, the 'Avontuur' embarked on her fifth overseas voyage in January, sailing from Elsfleth on the



©Verena Brüning

River Weser, first to the Antilles, then via Honduras to Mexico, before returning to her North European home port. A major part of her cargo should be discharged in July in the Port of Hamburg. Loading & discharging have to be done by hand with real teamwork. As in yesterday,

the produce arrives in sacks and crates. The 'Avontuur's' sixth voyage is already planned. It is possible to participate on the clipper's voyages. "But don't imagine you're going on a pleasure cruise," stresses Bockermann. "In the first place crew members have to be convinced of 'Avontuur's' mission. Then, once on board you have to get stuck in – scrubbing decks, running sails and/or handling cargo." ■



IT'S 'ALL HANDS ON DECK' WHEN IT COMES TO LOADING & DISCHARGING THE HISTORIC SAILING VESSEL

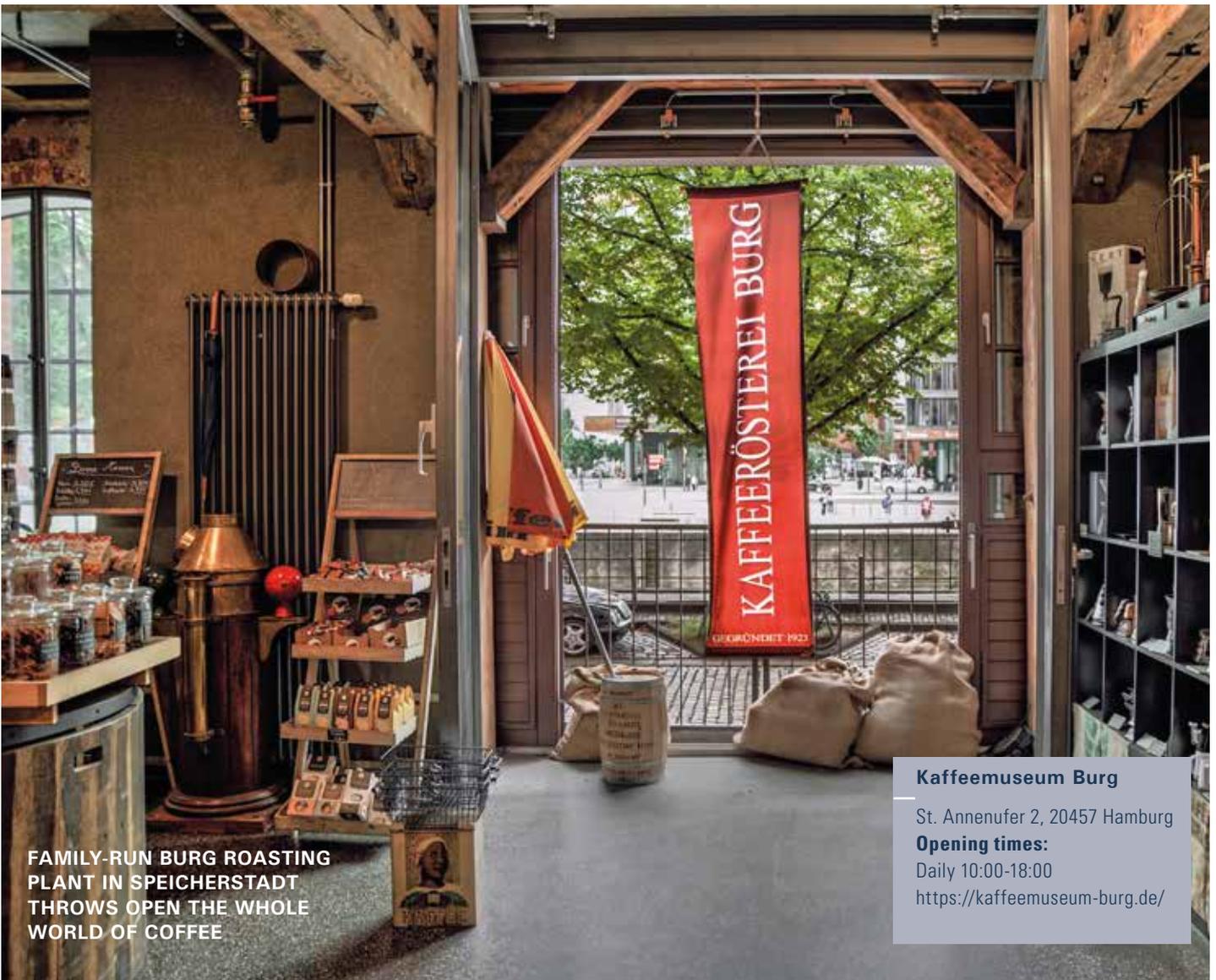
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An aroma of freshly roasted coffee beans



Construction of the Speicherstadt – or Warehouse City - is a special chapter in the history of Hamburg. Without coffee, this would have been quite different. Then as now, the Hanseatic City was the world’s largest trading centre for coffee beans. By the end of the 19th century, immense space was urgently required for handling these. 1883 brought the go-ahead for building today’s UNESCO world heritage site. Where coffee, tea and spices were once stored, there are now mainly offices, cafés and restaurants. Yet in the taster warehouses – the “Genuss-Speicher” of Block R on St Annenufer, it is as if time has stood still. Where coffee was already being stored and processed from 1896, today stands the Burg family’s coffee roasting museum.

For Jens Burg, back in the 1970s the business with the beans fired a passion for collecting that has produced more than 8,500 exhibits illustrating the coffee tradition. A tour of the taster warehouses offers visitors a coffee trail leading from “Harvesting all over world, via the Hanseatic trading counters, to coffee houses from grandma’s days”. Coffee’s immense variety is also reflected in the comprehensive range of the museum’s attractions: A time trip through the exhibition can be supplemented on request by tastings and seminars, while the roasting plant, its shop and the café all invite visitors to linger.



FAMILY-RUN BURG ROASTING PLANT IN SPEICHERSTADT THROWS OPEN THE WHOLE WORLD OF COFFEE

Kaffeemuseum Burg
 St. Annenufer 2, 20457 Hamburg
Opening times:
 Daily 10:00-18:00
<https://kaffeemuseum-burg.de/>



Chocolate makes you happy!

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@Chocoversum

Chocoversum by HACHEZ

Meßberg 1, 20095 Hamburg

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<https://chocoversum.de>

VISITORS TO CHOCOVERSUM CAN CREATE THEIR OWN PERSONAL BARS OF CHOCOLATE

For the Germans, chocolate is their favourite sweetmeat. Yet it's a long way before they come to enjoy it, that leads through the Port of Hamburg. Ever since the 19th century, the port has been an essential handling centre for cocoa producers. Nowadays, over 200,000 tons of cocoa beans annually enter the country via the Port of Hamburg.

Since 2011, visitors have been able to see at close quarters in the Chocoversum just how the sensitive raw material is finally transformed into chocolate treats. The Experience opened by premium chocolate manufacturer Hachez thrills visitors with a taste of the whole process from growing, to production, to bars of chocolate.

One top highlight of the chocotour is the firm's own chocolate workshop enabling every visitor to make their own slab of chocolate to their own taste. "We make sense of the saying 'Chocolate makes you happy'. It's not a museum entrance ticket that the visitor buys from us, but a pass for 90 minutes of fun and flavour. We lay special emphasis on the experience," comments CEO Stephanie Schaub. Apart from the normal programme, Chocoversum arranges events for individuals and company groups, courses in making crafted chocolates and tasting seminars.



The thrills of spices in Warehouse City

©iStockphoto

It was no accident that Hamburg was once called 'Moneybags City'. Trading in spices made many merchants extremely wealthy. In colonial days, Hamburg, in particular, profited greatly from trading in this luxury produce. Historic Speicherstadt (Warehouse City) was seen as one of the major trading centres for spices. It was there that merchants stored and processed their imported produce in warehouses that in those days were accessible only by boat along the canals.

Spicy's Gewürzmuseum enables visitors to experience several aspects of this fascinating story. They can sense how in the great days of spice trading, a special

scent pervaded the atmosphere on and near Sandtorkai, where the museum opened in 1993. Owner Viola Vierk sees the Speicherstadt as the optimal site for telling the story of spices. No wonder, for about 1000 exhibits dating from across the past five centuries are displayed on the original floors of the warehouse, making for a very special ambience.

Apart from showing a mass of antique equipment, the museum offers a unique programme of events for groups and individuals. An additional special feature is the online shop where you can purchase in-house spice specialities and other products.



SPICES FROM ALL OVER THE WORLD AND 1000 EXHIBITS FROM ACROSS FIVE CENTURIES ARE THERE TO BE EXPERIENCED IN SPICY'S GEWÜRZMUSEUM.

©Spicy's Gewürzmuseum

Spicy's Gewürzmuseum

Am Sandtorkai 34, 20457

Opening times:

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MOVING THE WORLD, TOGETHER.

App facilitates virtual insights into reefer container

Fruit, vegetables, meat and dairy products should reach consumers absolute fresh and/or without interruption of the refrigerated chain. Each product requires a different ideal temperature, humidity or oxygen content in the reefer container. With its new Remote Container Management Technology – RCM – shipping company Hamburg Süd makes all relevant transport data available to customers in realtime.

RCM monitors such parameters as temperature, relative atmospheric humidity, O - oxygen - and CO - carbon dioxide - concentrations within the reefer container. The added value consists of the customer's ability with these data to better control their supply chain, shaping it considerably more efficiently and securely, hence realizing immense potential for cost savings. In addition, the data from sensors for cold treatment cargo is accessible online.

ALL REEFER CONTAINERS NOW EQUIPPED

All reefer containers of the combined Hamburg Süd/ Maersk fleet have been equipped with the necessary technology. Recent months were utilized for test shipments and development of the digital customer interface. The result is an intuitive, extremely user-friendly online application, that can be used via

a PC, tablet or smartphone and readily displays all essential parameters.

As soon as a registered customer logs on, he receives a summary of all containers booked, with details of departure and destinations ports, container numbers and ship names. The 'journey log' shows all the essential events during transport of the container, e.g. delivery at the terminal or loading/discharge of the vessel. Compared to previously used monitoring systems, via an online platform or an App on their tablet/smartphone customers now have the opportunity to conveniently access a summary of conditions for their cargo in the container at any time.

Customers can download the data on conditions within the container with a few clicks as an Excel list, or to send these on, e.g. to the recipients of the goods. In addition, customers are automatically notified if previously determined parameters or thresholds are reached. Exceeding or failing to reach critical thresholds also triggers an alarm signal for Hamburg Süd's operations team, leading to suitable intervention and ensuring cargo quality.

For questions on their current shipments or on the app itself, a 24/7 chat function and instantly available reefer experts are there to support users. "For our reefer customers, with RCM we combine the best of two worlds: State-of-the-art digital technology, already tailored to the greatest possible extent to individual requirements, and constantly accessible personal service," says Frank Smet, Hamburg Süd's CCO - Chief Commercial Officer.

THE LARGEST REEFER CONTAINER FLEET

With 380,000 reefer containers, Hamburg Süd and Maersk offer the industry's largest reefer fleet. This guarantees uninterrupted worldwide availability of RCM technology. ■



A HAMBURG SÜD REEFER-CONTAINER TRUCK WITH THE 'PONTE ESTAIADA OCTÁVIO FRIAS DE OLIVEIRA' BRIDGE IN SÃO PAULO IN THE BACKGROUND

© Brunsbüttel Ports



Versicherungsexperten für Transport seit 1987



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PETER PICKHUBEN'S PINBOARD

History and coffees galore in Speicherstadt Kaffeerösterei

Since 2006 coffee lovers have been able to peep over the shoulders of genuine master coffee roasters practising their craft in the heart of Speicherstadt – and learn about growing, harvesting and processing the green beans. Or they can enjoy their favourite drink in the special ambience of the Speicherstadt Kaffeerösterei. Ever since it was established, this roasting centre has laid special emphasis on sustainability, its responsibility for mankind and nature, while spoiling guests with a host of coffee and espresso specialities. At the centre of the plant's own café stands the roaster used to roast green beans each and every day. With abundant skill and expertise, to split-second timing the aromas that subsequently determine the coffee's character and taste are teased out of the green coffee. Yet drinking it properly also needs to be learned – no problem, since along with its regular café service the roasting centre also offers coffee tastings and seminars. Those attending can sip their coffee, assess it, and bring all their senses to enjoying it.



©Speicherstadt Kaffeerösterei



By the way,

... you can also find my favourite port on social media. Take a look:

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Or download the Port of Hamburg app in your app store.

'In' for almost a century

The Oberhafenkantine – Upper Port Canteen – is undoubtedly one of the most 'in' pubs in Hamburg. It originated as just one of the legendary 'coffee counters' in the port, supplying dockers during their breaks with coffee, meat rolls and rissoles. The meanwhile twisted little building on Stockmeyer Strasse survived the war undamaged, but not flood tides and erosion. For 72 years, publican Anita was the heart and soul of the Oberhafenkantine. A few weeks after her death in 1997, it had to be shut, being threatened with collapse. Following elaborate refurbishment, it re-opened nine years later. Battered by storm tides, the pub is again and again inundated up to its neck. Yet the city's reputedly juiciest rissoles still ensure steady demand from the visiting punters.



© HHM / Lengenfelder

Regional products in Oberhafen

Leaving slick HafenCity eastwards through Lohsepark, next up is the Oberhafen – Upper Port - and then the former Hanover Railway Station. Artists and musicians have settled there, along with Hobenköök, or Port Kitchen. Mainly offering regional and seasonal produce, this is a blend of restaurant, covered market and catering. The mix of post-industrial chic and glimpses of an abandoned station features not just fruit and veg, but meat, fish and groceries, to wine, beer and rum, everything a shopper could wish for cooking at home. Anybody not wanting to cook on the spot. Whatever later reaches the table or the larder, here its origin and production history can easily be identified.



© HHM / Lengenfelder

Strictly regulated fish cuisine

Fried fish belongs in Northern Germany as much as white sausage down in Bavaria. The top address for these in Hamburg is not some chic restaurant with a view of the Elbe, but the Veddel Fish Pub on Tunnelstrasse. Barely anything has changed since the 1950s in this modest flat-roofed building squeezed between motorways and main rail lines. Anybody wishing to eat here at lunchtime needs to obey the lady in charge and heed the rights of her regulars. Free choice of seats, desserts, espressos: Forget them! Instead, you're guaranteed crisp batter and potato salad just as good as mother made.



© HHM / Lengenfelder

'Burning Finger' and 'Stormy Barracuda'

If a haunt is more exciting than the patrons, then at some stage boredom creeps in – such is the thinking behind 'Club 20457' in HafenCity. The district's 'living-room' has defied that notion for eight years now with a colourful clientele. Antonio 'Toni' Fabrizio has run the bar on Osakaallee since 2012. The Maritime Museum is across the street. A small stage for concerts, stand-up comedy and readings makes the place somewhere special. Drinks are served from Mondays to Saturdays between 6 pm and 2 am, rissoles banish any hunger. Lined up with traditional long drinks are two highlights: 'Stormy Barracuda' and the insider's tippie 'Burning Finger'. The atmosphere can be best be described in two words: relaxed and laid back.



© Club 20457

The Port of Hamburg Again Honored as “Best Logistics Brand”

The members of the logistics network BVL and the readers of the trade paper LOGISTIK HEUTE once again named the Port of Hamburg as the “Best Logistics Brand of 2020” in the category of seaports. The port was previously awarded the title in 2017.

“We are very pleased to receive this honor. It is a great recognition of the port’s high level of performance and especially the successful market position that the brand Port of Hamburg has gained,” commented Axel Mattern, Executive Board Member of Port of Hamburg Marketing (HHM).

Port of Hamburg Marketing has a total of 43 employees working in the headquarters in Hamburg and in representative offices in Germany, Europe, and Asia. Together with its almost 300 members, the association represents the brand “Port of Hamburg” and works to strengthen the port’s position on the worldwide markets. The Port of Hamburg serves as an umbrella brand rather than being an independent enterprise. The port-related businesses organized under this brand name profit from the positive image that Port of Hamburg Marketing has been able to establish.

Port of Hamburg Marketing aims at building and strengthened a clear profile for the port and the entire metropolitan region, particularly in competition with the other North Range ports. “This is a challenge that we are able to meet very successfully, as this award now also confirms,” said Ingo Egloff, Axel Mattern’s joint executive board member, expressing his pleasure about the prize.

The HHM representative offices work to strengthen Hamburg’s competitive standing. They are engaged in representing the interests of HHM member companies on the international mar-

kets and in promoting the Port of Hamburg as a brand name in the hinterland, as well. They organize various kinds of events to bring business partners together, as well as participation in trade fairs and conferences. HHM also successfully participates in joint projects and in submitting proposals for programs funded nationally and by the EU.

Regularly providing HHM members with market reports and statistics, taking care of visitor programs, and carrying out the whole range of communication from traditional press relations through social media activities, the website hafen-hamburg.de, and a Port of Hamburg app round out the range of Port of Hamburg Marketing’s services. HHM has furthered the development of digital channels in the past years, for instance with interactive databases for ship, rail, and barge connections. ■



THE TWO HHM BOARD MEMBERS AXEL MATTERN (LEFT) AND INGO EGLOFF ARE PROUD OF THE PORT OF HAMBURG’S AWARD AS “BEST LOGISTICS BRAND 2020”

Imprint

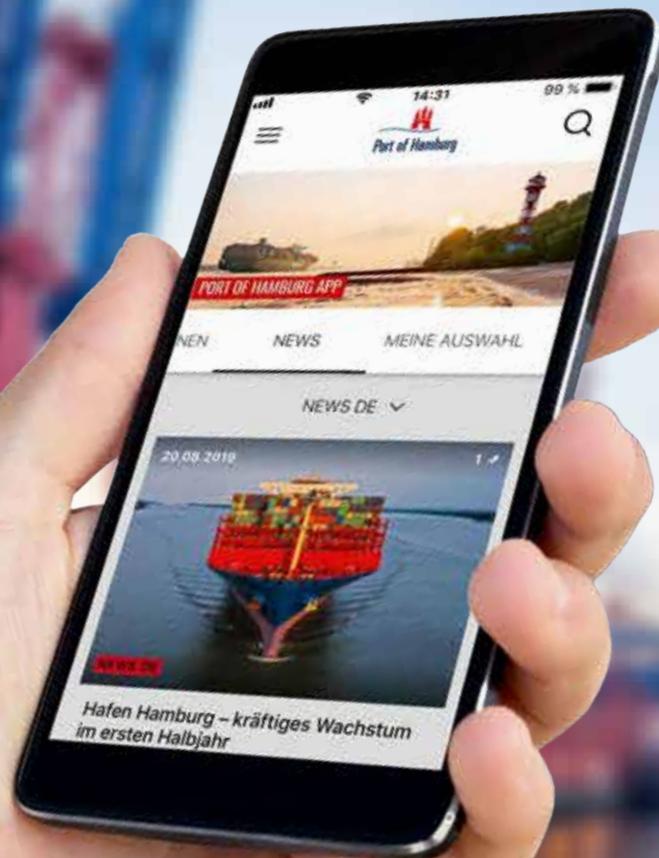
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