

125 YEARS OF ENJOYABLE MOMENTS

*Paulig*

*Dear Friend,*

My great-grandfather Gustav Paulig saw the opportunities of tomorrow before the others. He built his company on a foundation of quality, uncompromising professionalism and honest partnership. This strong foundation has lasted through thick and thin, from generation to generation, for 125 years.

The international Paulig Group is different from the Paulig of yesteryear. Tomorrow will bring winds of change once again. We anticipate changes with an open mind and convert them into opportunities. Our company still aims to be a bold pioneer, drawn by a vision rather than pushed by the past.

This book is about the success story shared by customers, consumers and Paulig employees. Together we can also win success in the years to come.

*I wish you enjoyable moments with this book and good music!*

A handwritten signature in dark ink, appearing to read 'Bertel Paulig', with a long, sweeping underline.

***Bertel Paulig***  
*Chairman of the Board*

P. P.

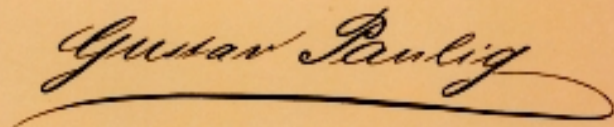
Härmed har jag äran tillkännagifva att jag denna dag under min egen firma härstädes etablerat en handelsrörelse, hvilken företrodesvis kommer att omfatta

## KOLONIALVARU- & AGENTUR-AFFÄRER.

Med stöd af mångårig erfarenhet i dessa affärsbrancher och födelaktiga relationer såväl inom som utom landet, hoppas jag kunna tillvinna mig Edert förtroende samt bevåra mig detalman genom samvetagrannhet och ackuratess i hvarje afseende.

Anhållande att benäget taga kännedom af min namnteckning, innesluter jag mig uti Eder välvilliga åtanke, och framhårdar

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*In 1876 Gustav wrote a polite letter to shopkeepers announcing his new agency business. (Photo: Paulig archive)*

## GUSTAV PAULIG'S ERA

1871 - 1907

*The young Gustav knew what  
he wanted: faraway Finland  
offered a young man a chance to  
start his own business.*

*(Photo: Paulig)*





### The intrepid pioneer

*The Grand Duchy of Finland, 1871. Years of crop failure and famine were behind, great changes lay ahead.*

Europe was in turmoil. The Franco-Prussian War had ended in victory for the Prussians. King William I of Prussia was declared the Kaiser of Germany at Versailles. Berlin became the capital of united Germany. French government troops put down the revolutionary Paris Commune which opposed both the humiliating armistice between France and Germany and the conservative French government.

The 21-year-old son of a Lübeck gardener, Gustav Paulig, arrived in Finland by steamer. In his waistcoat pocket he had a contract of employment as clerk and correspondent with a new company, Nokia, in the Central Finland town of Tampere.

Finland had been familiar among the business circles of Lübeck since the days of the Hanseatic League. Many a budding Finnish businessman had learned his trade in the well respected trading houses of Lübeck, starting as an errand boy and working up to more demanding tasks over a four-year apprenticeship.

Gustav Paulig served his apprenticeship at Piehl & Fehling, a firm selling what were known as 'colonial goods' to Finland, mainly coffee. Gustav learned to recognise and appraise different grades of coffee. He collected information on the coffee market and on the possibilities for sales in the Nordic countries, especially Finland. An American, John Arbuckle, had already made a fortune with roasted coffee and had started selling it in airtight consumer packs. Gustav saw that a specialised coffee dealer could have a chance in Finland.

### Making the dream come true

By the time he arrived in Finland, Gustav Paulig was already aiming high: he meant to start a business of his own. He had had an excellent grounding. First, however, he had to acclimatise himself to a new country's customs and ways of doing business. Nokia presented him with an excellent opportunity.

A hard-working and conscientious young man, he earned the favour of the managers at Nokia. The promising young man was entrusted with responsible tasks by the growing company. When Nokia moved its head office to Helsinki in

1873 to get closer to its sales and transport connections, Gustav also moved to the capital city. He lived very frugally. Every penny saved added to the capital he would need to found his own business. In Helsinki Gustav got to know successful traders, many of them immigrants like himself. They encouraged the bold youngster. Talks with the Russian-born captain of industry Paul Sinebrychoff led to the realisation of Gustav's dream. He got the start-up capital for his trading and agency business. Within five years Gustav had paid Sinebrychoff back every penny of his investment.

The Imperial Senate naturalised the trading agent Gustav Wilhelm Paulig as a Finnish subject in March 1876. Little more than a month later the Helsinki Registry Office granted him rights as a burgher and tradesman, and Gustav took the freeman's oath of loyalty and obedience.

Gustav Paulig sent a notice about his new company to the leading Finnish- and Swedish-language newspapers, declaring it dealt in 'Colonial Goods in Great Quantity and Matters of Delivery'. The notice was published on 31 May and 1 June 1876.

The office was at Fabianinkatu 10. Customers calling at the polite 26-year-old dealer's shop found plenty to choose from: green coffee, spices, loaf sugar, rice, raisins, dried fruit, oils, port and cognac. Gustav got his green coffee from trading houses in Lübeck, usually his former employer Piehl & Fehling. In his first year



*The Russian Orthodox Uspenski Cathedral was completed in the Katajanokka district, then on the fringes of Helsinki, in 1868. The Market Square becomes the place to see and be seen in Finland's increasingly international capital city. (Photo: Helsinki City Museum)*

in business, Gustav Paulig imported and sold 303,000 kilos of green coffee, which was seven per cent of Finland's total for coffee imports.

### **A happy family life**

In Helsinki Gustav had met the attractive Bertha Bohnhof, whose father had a nursery and garden at Arkadianmäki on the edge of town, where the Parliament Building stands today. The couple were married in December 1876 and settled down in a house on Bohnhof's property. Ten years later Gustav rented eight acres of land between the Läntinen Viertotie street and the Humallahti district and bought a villa on the site. After repairs it made a beautiful home for the Pauligs, who were blessed with three sons and four daughters.

### **Positions of trust**

In addition to trading on his own account, Gustav Paulig served in a good many positions of trust. As early as 1877 he was appointed the German consular agent and a few years later he was made vice-consul. Ten years later Gustav Paulig became executive director of the Helsinki Steamship Company. He served as the chairman of the supervisory board for Privatbanken, the Private Bank. As a successful businessman he was also a member of the Finnish Trade Mission and a delegate of the Helsinki Tradesmen's Association. Later he was made an honorary member of the Hel-

sinki Trade Society. Gustav Paulig also promoted the common good in the 1890s as a City of Helsinki councillor.

### **Helsinki goes international**

Efficient steamboat services speeded up the transport of cargoes from one country to another. A railway line was built to link Helsinki and St. Petersburg in the 1870s. This brought international images and wealthy visitors to Finland.

In the cities, the lives of the gentry were improved with conveniences such as running water, flush toilets, town gas and electric lights. People in the countryside had to wait another decade for these luxuries.

The menus of the finest restaurants in Helsinki - such as Kämp and Seurahuone - followed the example of the world's great cities. Menus were in French, the common language of gastronomy. An abundant meal was crowned with a cup of coffee with a liqueur.

The Finnish language continued to evolve, developing new words for new concepts and adapting old one. The word for ice cream changed as it became more familiar and new foods naturally required new names.

Gustav Paulig thrived and needed more space for his business. In 1894 he moved to a building designed by the famed architect C.L. Engel and owned by prestigious businessman Carl Wilhelm Ignatius Sundman on Eteläranta. The same

building today - known as the Victor Ek building - houses the restaurant Sundman's, a popular spot with gourmets.

A cookery book for Finnish households was published in 1896. The recipes in it made mention of exotic delicacies such as lemon peel, almonds, vanilla, parsley, nutmeg, currants, ginger and cayenne pepper. Gustav Paulig had already prepared for the new demand. He had also augmented his wares with rye and wheat flour, American fat and German lard. Assistants bustled about the shop together with the proprietor. In addition to his business duties, Gustav made porridge and coffee for his staff every day.

Helsinki began to blossom with handsomely decorated cafés. The pioneer of these was Ekberg's French-style Café Parisien on Aleksanterinkatu. Brondini's Viennese café was in the arcade between Aleksanterinkatu and Kaivokatu. In the splendid neo-Renaissance palaces of Pohjoisesplanadi there were the Catani rococo café and the Hotel Kämp's café. Karl Fazer founded his Franco-Russian patisserie on Kluuvikatu.

### “What if I roasted my own beans?”

Gustav Paulig supplied his customers with green coffee in sacks and bags. While weighing out the unroasted coffee beans he thought to himself how he could ease housewives' work. Roasting and grinding coffee at home has its difficulties. A large roasting pan could hold a sackful or even two.



*Artists, politicians and businessmen enjoyed themselves in the new Hotel Kämp over a coffee and glass of cognac – sometimes more than their wives liked. (Photo: Erik Sundström, Helsinki City Museum)*



Gustav began to roast small batches of green coffee in a rotating roasting drum heated by a brazier. The ‘roastery’ was in Victor Ek’s warehouse building close to the Katajanokka bridge. Shopkeepers in Ostrobothnia were very demanding and even expected their coffee beans polished to a shine.

At first Gustav sold his ready-roasted beans loose, later putting them in five-kilo cans. They were adorned with Paulig’s P-trademark, which Gustav himself had drawn in the 1880s. The Finnish Industry Board approved the registration of Gustav Paulig’s trademark on 12 January 1905.

“Roasting coffee is not business, but it certainly is a rewarding hobby,” Gustav said. This hobby led to the birth of the Finnish coffee-roasting industry in 1904. The product sold so well that Gustav began to build up a nation-wide sales network. He had customers as far north as Vaasa. Paulig’s horses Oiva and Sampo delivered orders of coffee by cart to customers in Helsinki in five-kilo kraft paper bags and ten-kilo cans.

### The beginning of the Paula story

As a young bachelor in his first summers in Finland during the 1870s, Gustav Paulig had been attracted to the beautiful national dress of the Sääksmäki style – and possibly to its wearer as well. The romance is not known to have gone beyond a passing fancy, but it made a significant mark on the history of marketing in Finland. A sketch



*Paulig’s drivers Lindroth and Wideman together with horses Oiva and Sampo on Helsinki’s South Shore, ready to deliver the day’s orders to the customers. (Photo: Paulig)*

of a beautiful girl in Art Nouveau style began to appear on Paulig's 10-kilo coffee packages for the first time in 1904. When the first trade fairs in Finland began to be held, in 1920, young women in national dress served coffee at the Paulig stand and other Paulig products to visitors at the fair. A sketch of a girl known as "Paula" wearing the Sääksmäki national dress appeared on Paulig's coffee packages and posters in 1926. Paulig's slogan then was "The best to the last drop".

### **"Never compromise on quality!"**

Gustav Paulig was known for his rigorous business ethics and precision, and he made it clear to all his employees - particularly commercial travellers - that their deportment, actions and speech always stood for the name and values of the company. "When you start compromising on quality, you might as well shut the factory gates," he said.

The intrepid pioneer Gustav Paulig died at the age of 56 in 1907. He did not live to see Finland win her independence he so longed-for. The thriving trading house was taken over by his wife Bertha Paulig, a trailblazer among women corporate managers in Finland.



*The Paula Girl became familiar to the Finns in the 1920s on Paulig's coffee packages and posters. The drawn figure gave way to a live person in 1950.*

*(Photo: Paulig)*



## THE MAYOR'S PIPE

1907 -1919

*Bertha Paulig continued her late husband Gustav's work as the head of the family company.*

*(Photo: Paulig)*



*The energetic Bertha Paulig had been her husband's confidante in business as well as family matters, so she was undaunted by her great responsibility. She bought the growing company a plot of land in the Katajanokka district, on the corner of Satamakatu and Laivastokatu.*

A seven-storey commercial building designed by a friend of Gustav Paulig, the architect Waldemar Aspelin, was completed in 1911 and provided the firm with office premises as well as facilities for the roasting house and warehouse. The delicious scent of coffee, tea and spices spread far and wide.

Mayor von Haartman was annoyed by the husks that occasionally floated out of the roasting plant's chimney. As a result, Bertha Paulig was obliged to make it higher, after which it was known as 'the mayor's pipe'.

Coffee parties became a popular way to socialise in the town. The coffee table was rounded out with sandwiches, fruit and candies. Rules of etiquette became established: cooling one's coffee or tea by blowing on it was definitely not done, to say nothing of pouring it into one's saucer.



*Mrs Ada Boxberg with her lady friends taking coffee in the Boxberg salon on Bulevardi  
(photo: E. Rosenbröijer, Helsinki City Museum)*



*First to Market Square, then on to Nissen's! Nissen's cafés were important to Paulig as the only sales channel for Paulig's ready-roasted coffee. Picture from 1934.*

*(Photo: Fred Runeberg, Helsinki City Museum)*

### **‘See you at Nissen’s...’**

In 1909 Bertha Paulig carried out a significant take-over. She bought three coffee shops and popular cafés owned by Danish-born Julius Nissen, who had drifted into financial difficulties. The Nissen establishments naturally sold Paulig coffee. The chain later grew to encompass 25 cafés and a bakery.

Tea became part of the Paulig range in 1910. At first it was imported from Russia, which was the source of the Finnish tea tradition. A wind of change was blowing through the world tea trade, however, with flavours from Ceylon, India, Indonesia and Japan. Paulig began to buy tea varieties from the Orient.

### **“You must get to know the customers personally”**

Eduard Paulig, the second-eldest son who had been chosen to follow in his father's footsteps, returned from his apprenticeship in Lübeck in May 1910. He was soon off on a trip to Russia, taking in Nizhni-Novgorod and Moscow. Paulig's trading house had made such important business contacts there through its flour trade that the new boss would need to learn the Russians' language and ways. He spent almost a year on this journey. After that, Eduard met all the trading house's customers on selling tours and he got to know the basics of their business.

The First World War strangled food imports. When Finland ran out of coffee, Paulig roasted ersatz coffee made of acorns and dandelion roots. Newly in-



dependent Finland suffered dire food shortages. Coffee began to arrive again in 1921, but at a steep price. This did not stop it from becoming the national beverage of the Finns.

In 1919 Bertha Paulig made the trading house a limited liability company, with all the shares held by herself and her children. Eduard Paulig was chosen as the Managing Director of A.B. Gustav Paulig O.Y.

Helsinki people appreciated Bertha Paulig for her good works for those less fortunate. She took part in the work of many charitable organisations. Bertha Paulig and the widowed Aurora Karamzin together founded a children's day-care centre which today is known as the Bertha Maria Home. Even in 1906 Bertha and her husband Gustav Paulig presented a day-care centre with the seed capital for a building.

*A moment of play on "Runeberg's Esplanade" in 1912. On Sundays Helsinki's gentlefolk dressed in their finest for a promenade in Esplanade Park.*

*(Photo: I. Timiriasew, Helsinki City Museum)*





*Eduard Paulig forged business links with coffee producers, thus laying the foundations for today's purchasing system. He made his first trip to the coffee producing countries of South America in the 1920s (Photo: Paulig)*

## IT'S WORTH LISTENING TO THE CONSUMER

1920 - 1939



*Dancing came to restaurants. With Prohibition in force, evenings out were curtailed. Meals were rounded out with coffee.*

In the countryside people started the day with coffee. It formed an important part of breakfast and added a moment of pleasure to a harsh workaday life. Coffee substituted for the first meal of the morning, elevenses and a cold snack in the evening. Instead of being thrown away, the grounds were recycled with a little fresh coffee and a piece of chicory to make 'sumppi'. Farmhouses were self-sufficient: the only things bought from shops were sugar and salt, coffee and tobacco. During the years of the Great Depression, food was respected. The dinner table was considered the wrong place for laughter, arguing or idle chit-chat. If there were many people in the house, the custom was for the menfolk to eat first.

### A postcard revolutionises roasting plant output

Paulig's coffee beans were packed in five-, ten- and twenty-kilo bags made of kraft paper. From these the shopkeeper used to weigh out the amount the customer wanted.

In April 1924 Mathias Eriksson, a shopkeeper from Finland's Åland province, sent Paulig a postcard. Asking for the price, he also quietly suggested that the company could also pack coffee in 250- and 500-gram consumer packs.

Eduard Paulig saw the potential in this message. Paulig carried out the customer's excellent idea the very same year. By then the beans were wrapped in glassine with brown kraft paper on top, closed by hand with glue, string and a seal. These double bags preserved the flavour of the coffee for a longer time.

Packaging machinery was purchased for the roasting plant in 1925. More than half of Paulig's coffee sales now consisted of pre-roasted product. There are so many deliveries that Paulig had six vans of its own.

In 1927 Eduard Paulig undertook a trip to the coffee-growing regions of Brazil, Argentina, Costa Rica, Nicaragua, Honduras and Guatemala. He made business connections that made a difference to the company's success for decades to come. It takes two to build trust.

### Ground and date-stamped

In 1931 Paulig brought out ready-ground coffee and became the first coffee merchant in Europe to date-stamp coffee packages. "You will find it a pleasant surprise when you buy 'ready-made' coffee of the same kind you used to grind for yourself. Your coffee mill will end up in a museum because it can't grind the coffee evenly enough. Use ready-ground," Paulig urged housewives in its advertisements.



In the 1930s Paulig dropped certain items - including sugar, flour and salt - from its product range. In addition to coffee, tea and seasonings, the company sold dried fruit, canned foods, imported cheeses and caviar. Its own sales network covered the entire country.

### Quality crowned with medals

Paulig's roasted coffee became the only one in its class to win the Finnish Fair Corporation's gold medal in 1930 and 1935. In 1935 Paulig's Sinetti tea also won a gold medal. Silver medals were awarded to all the products of Paulig's chicory factory and its seasonings and fruit-salad packing plant. The prizes were awarded in the brand-new, functionalist-style Helsinki Exhibition Hall. Paulig's entire range also won prizes in 1950 and 1955.

### Paulig seasonings: 'Strongest – tastiest'

When a mother bought seasonings, the shopkeeper used to roll them up in a paper cone. The flavours evaporated and the seasonings had to be transferred into storage jars at home. Would the housewife be pleased at being able to get her seasonings in a handy shaker-top jar? The first Paulig seasoning consumer packages hit the shops in 1929.



*Every batch of green coffee arriving at Paulig is tested by the Grand Flavour Council. In 1935 quality was checked by Vilho Liestalo (left), Hugo Riska, Eduard Paulig and Lennart Hellman.*

*(Photo: Paulig)*

“It’s easy for the shopkeeper to tell the difference because of the clear names and also because the cans are different colours, each of which will be a welcome addition and ornament for the buyer’s dinner table,” declared the Paulig advertisement.

### From Depression to new rise

The Wall Street crash of October 1929 plunged the world into the Great Depression. Finland shared the dearth and economic hardship. During the years of the Depression Paulig made a coffee substitute containing 15% real coffee. The blend became so popular that it continued to be made even when things changed for the better.

As the economy recovered, people began to have spare cash for entertainments. Variety nights, cabarets, gymnastic artistes and light music began to pack audiences into restaurants. Waitresses began to appear at summer restaurants, but more conventional establishments continued to have tables served by men in formal attire.

Paulig’s tea-packing plant went into service in 1933. Finns were then able to get delicious blends of tea in handy consumer packages.

‘With Paulig, of course’ became the company slogan in 1936. Paulig entered the ‘computer age’ 1938, by adopting punched-card readers in its office.



*In the bleak days of the Depression in the 1930s, a good cup of coffee at Nissen’s was a good way to cheer up. (Photo: Paulig)*

### A pioneer of brand marketing

Coffee enthusiasts had plenty to choose from. Paulig's master roasters had developed a number of high-quality coffee blends. The blends were identified by numbers. Juhla blend (number 25) and Presidentti blend (number 26) joined the range of coffees in 1929 in honour of the roasting plant's 25th anniversary.

In 1931 a miracle took place in a poor village in Canada: two months before the birth was due, a young mother had five babies. All five of the Dionne daughters survived and became famous throughout the world. The news spreads to Finland and gave Paulig's advertising department a brilliant idea. We had five brands - why not call them the Paulig quintuplets?

The five most popular coffee blends were given names and characterisations: the fine and full-flavoured Juhla blend, Presidentti blend for the sophisticated palate, the exotic Colombia blend, the full-bodied and inexpensive Huomio blend, and the low-priced Talous blend. Newspaper advertisements showed the coffee packages in the form of baby girls: "We are the famous Paulig quintuplets!"

This year, when Paulig reaches the age of 125, the two remaining quintuplets are Juhla Mokka and Presidentti. Finland's best-known and most sought-after coffee brands have done well from decade to decade, generation after generation, by modernising and developing in line with the customers' wishes.

## Me olemme ne Pauligin kuuluisat viitokset

— ne viisi Pauligin kahvisekoitusta, joita Suomen kansa eniten suosii!



*Juhla Mokka and Presidentti grew up in a happy family. (Photo: Paulig)*

*A moment of warmth on the front, 1941. Members of the women's auxiliary services made ersatz coffee in large pans.*  
(Photo: Paulig)



## FINLAND'S YEARS OF CRISIS

1939 - 1945



*When the Winter War broke out in autumn 1939 – Finland alone against the Soviet Union – food rationing was introduced. The nation lived by ration cards.*

Coffee was confiscated at the end of October, before hostilities broke out. Private people were allowed to possess no more than one kilo of coffee. At first Paulig made a substitute containing a quarter or more real coffee. Before long that was amended to a maximum of a quarter. For some while the government collected tax revenue by selling ‘tax coffee’ packed in 250-gram bags. Tax was levied at 40 marks per kilo. The production of tax coffee was banned in early summer 1940. The last time coffee was distributed was in December 1941. After then Paulig began to make a substitute of rye and barley containing no real coffee at all. Dandelion coffee was made for the Nissen shops.

The black market flourished, particularly for meat and fish, milk and butter.

Paulig’s head office was moved to Kokkola during the Winter War, and back in Katajanokka working hours were timed to minimise the risk of air raids.

In 1941 Paulig was forced to close its office ‘temporarily’ in Tallinn, the capital of Estonia, after only four years in business. The temporary measure lasted for more than 50 years.

### **“We have the best employees”**

Eduard Paulig was well aware of the value of his staff. For the five years of war, he paid full wages to all his employees who were on military service. Every Paulig employee received a gift box at Christmas, Easter and Midsummer. ‘Paulig’s boys’ at the front waited for these parcels with particular eagerness: they might contain the long-for coffee.

One of the few products that made a profit during the war years was matches. Paulig made these to keep its production ticking over.

### **Cold revolution at the dinner table**

When the war wiped out the coffee market, it was necessary to look for new business opportunities. The armed forces were interested in finding a way to prevent the

vast quantities of meat sent to the field kitchens from spoiling. Eduard Paulig's eldest son, Henrik Paulig, had been on a study trip to America and learned about a new preservation technique, deepfreezing. He was given leave from his front-line duties to go to Europe and buy the needed refrigeration equipment.

As the war raged on in 1942, the first frozen-food plant in the Nordic region was inaugurated in the Herttoniemi district of Helsinki, and deliveries to the army began.

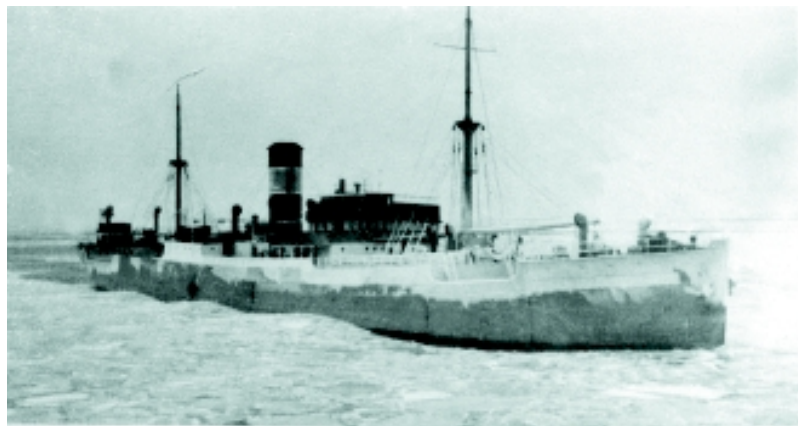
In 1944 Finns were able to taste their first deepfrozen peas, lingonberries and crayfish - revolutionary new products. Two years later, Paulig held a nationwide competition to find a Finnish name for the new type of foods. The word 'pakaste' (frozen food) duly entered the language.

Paulig began freezing Baltic herrings in 1948. The following year production of frozen ready-made meals and ice cream began. The first frozen dish was cabbage soup. Frionor-brand frozen fish from Norway swam into Paulig's range in 1956, although the real boom in frozen convenience foods only came in the 1970s when home freezers became common. The products included vegetables and berries, soups and gravies, meat and fish dishes, and ice cream.



*Paulig's ice cream summers began in 1949.*

*(Photo: Yhtyneet Kuvalehdet)*



*Let the good times roll! The SS Herakles bringing in the first post-war shipment of coffee from Brazil to Finland. (Photo: Turun Sanomat)*

COFFEE IS BACK!

1946 - 1959



*The first post-war cargo of coffee left Brazil for Finland in January 1946. The press followed the progress of the ship, the Herakles, in minute detail. When the Herakles berthed in Turku harbour on 24 February, a huge crowd had turned out to welcome her. Old ladies stretched out their arms between the ranks of policemen and stroked the sacks of coffee with joy. The cargo hold yielded 2,500 tonnes of green coffee and a stowaway named Antonio de Silva Lima, whom Eduard Paulig gave a job in the roastery. Stringent rationing was only ended for coffee on 1 March 1954. Gradually Finnish kitchens filled up with the wonderful scent of real coffee instead of bitter substitutes.*

### Onwards together

Paulig's staff magazine 'Pannun nokasta - Ur pipen' was founded in 1948. Torsten Paulig, the second of Eduard Paulig's sons, became its editor-in-chief. Eduard Paulig wrote in the first edition: "We are all parts in a collaborative effort that applies not only to ourselves and our company but also to the whole of modern society with all its many operating procedures."

The company's new Managing Director Henrik Paulig emphasised the importance of a good team spirit in the staff magazine in 1950. "A private company,



*Welcome from the land of coffee! The 'informal passenger' on board the Herakles, Antonio de Silva Lima, introduces himself to Eduard Paulig at Turku harbour. (Photo: Paulig)*



and particularly a special company like ours, is not and must not become a rigid, impersonal and bureaucratic institution. It is a living organism and its wellbeing therefore means the wellbeing of all those who work within it. This wellbeing does not depend exclusively on economic factors, although these affect it greatly, but also on enjoyment and a sense of belonging...”

In 1950 the first ‘real’ Paula Girl was chosen. Her picture appeared on the Paula blend coffee packages in 1955. Over the years, Paula became the best-known character in Finnish advertising.

### Consumers regain a wide choice

The Helsinki Olympic of 1952 boosted national sentiment. Consumers were soon able to buy every necessity from shops: food, textiles, shoes and haberdashery. Trading became a buyer’s market. Goods were no longer seized up on sight; they had to be marketed and advertised. Paulig’s window-dressers got busy in retail outlets. The shops had to be made attractive to look at and the products had to be displayed to their advantage. Shops had separate sections for meat, milk and ‘colonial goods’ - exotic imports.

After years of dearth, the people took to cream, butter, wheat flour, sugar and eggs again with gusto. Different kinds of salads with mayonnaise became fashionable. Paulig’s mayonnaise was also enjoyed with cold salmon. Ice cream and fruit salads were the best desserts a restaurant could serve. Paulig took care that these were available.



*Two miracles from the outside world: the Brazilian team and Coca-Cola at the Helsinki Olympics in 1952. (Photo: Yhtyneet Kuvalehdet)*

### Young people's favourites: coffee and Coca-Cola

The people drank coffee morning, evening and night. Coffee was also the favourite drink for children and young people. In Helsinki the first cafés for the young opened. One of their favourites, along with coffee and tea, is Coca-Cola, which first became available in Finland with the Helsinki Olympics. Rock Around the Clock got the under-twenties on their feet, and James Dean on the silver screen and Paul Anka on stage at Helsinki's Linnanmäki got the girls' hearts aflutter. Elvis swung his hips and became a youth idol around the world.

### Collector craze sets in

Paulig used rigid cardboard to reinforce its paper coffee packages and provide an airtight, hygienic seal. In 1953 Paulig began to print this cardboard with pictures of cars and other motor vehicles. Until then children and young people had collected glossy pictures and stamps, matchbox labels and cigar bands. The car cards started a new craze. The coffee packets had a total of 216 collectable pictures, which could be stuck in an album obtainable from Paulig. Children began to await the next purchase of coffee eagerly.

The car card collection boom saw considerable growth in Paulig's market share. Cards were traded at least as eagerly as real cars. When Paulig's warehouse



*In the 1950s flying was a luxury and passengers were served with coffee made from real coffee beans.  
(Photo: Yhtyneet Kuvalehdet)*

in Turku was broken into, the police could only note that no coffee or valuables had been stolen - but the thieves took the car cards from coffee packets!

### Kekkonen, Kekkonen, Kekkonen...

In 1956 Finland got a new President: after J.K. Paasikivi's term of office, the top job was taken by Urho Kekkonen after a hard campaign. September the same year saw the last batch of war reparations sent off. It was a time for national celebration and good coffee.

Paulig took German Melitta products into its range and taught the Finns an entirely new way of making coffee, the filtering method. Filtering gave Paulig's coffees an even better flavour and there were no grounds in the bottom of your cup. Clean and economical Melitta has been popular with Finns for almost half a century.

In 1958 Paulig introduced a flavour-rich breath of fresh air from the cafés of Paris to the Finnish breakfast table. The French-style, dark-roasted Café Parisien product was packed in an airtight tin like many others of Paulig's blends. Fashion-conscious gourmets were quick to adopt Café Parisien and start their day with a Gallic café au lait.

The artist Tapio Wirkkala designed Paulig a mustard glass and a range of spice jars, a spice rack and jam jars. They were launched in 1959. By then Finland had 90 self-service shops and nearly 8,000 TV licences.



*The President of Finland Urho Kekkonen and first lady Sylvi Kekkonen enjoyed coffee with plenty of trimmings at the home of Mrs Ida Paldan, who had looked after Kekkonen when he was a child. When he went on private visits in the provinces, he often took Presidentti brand coffee as a gift.*

*(Photo: Yhtyneet Kuvalehdet)*



## FROM KATAJANOKKA TO VUOSAARI

1960 - 1970

*Times change and so does the cityscape, but memories endure. (Photo: Ismo Hölttö)*



*The 1960s were a decade of urban migration and youth protest in Finland. The headlines were filled with the first manned space flight, the Cuban missile crisis, the Kennedy assassination, the Vietnam War, the invasion of Czechoslovakia and the first moonwalk. The Beatles and other groups made England the centre of the pop world and London a Mecca for the fashionable young. Students staged a sit-in at the Old Student House in Helsinki in 1968, on the eve of the 100th anniversary of the Helsinki University Students' Union.*

More and more Finns lived in towns and cities and bought all their food in supermarkets. Half of the homes in Finland had refrigerators and electric cookers. Home-makers could now have food mixers, grills, coffee makers and toasters to help them.

Health education found its way into the home through domestic science lessons in schools. The importance of healthy breakfasts, fruit and vegetables was stressed. Another channel for new information was television, which rapidly became



*The rich scent of coffee was familiar in the Katajanokka district of Helsinki from 1906 to 1968. Paulig first operated on Ankkurikatu and from 1911 it had a building of its own at Satamakatu 11. Later on the company also took over the two buildings next door, the lower Satamakatu 9 and the turreted building Satamakatu 7. (Photo: Paulig)*



*Coffee is tasted eight times on its way from the bean to the cup. Paulig's Grand Flavour Council sampled the quality in the mid-1960s: Börje Uunila (left), Henrik Paulig, Gunnar Wingqvist and Kurt Richter. (Photo: Paulig)*

a standard fitting. It revolutionised the way Finns spent their leisure: evenings were spent in the blue glow of the cathode-ray tube.

Paulig began to pack coffee in vacuum packs in 1960. Space research in America resulted in the invention of the flavour-saving plastic in the inner bag. Two-gram teabags, packed by Paulig, hit the market in 1966. Paulig was the only producer of teabags in the country.

The buildings on Satamakatu began to get cramped. The roastery's machinery needed replacing and the narrow streets of Katajanokka were a problem for the growing demands of transport. A move away from this beloved setting became inevitable. The growing demand could only be answered with bigger machinery.

### Golden-cup quality from new roastery

Paulig bought a large tract of land, east of Helsinki and well served for transport connections. The new roastery - the biggest in the Nordic region - was inaugurated in Vuosaari on 29 May 1968. The President of Finland, Urho Kekkonen, started the roasting of the first batch of Presidentti coffee at the ceremony. The roasting was computer-controlled. Coffee packages left the shelves of the warehouse for the customer in order of freshness.

Since the inauguration, every package of Paulig coffee has borne a picture of a golden cup. It immediately became a symbol of the finest coffee pleasures the world can offer.





*Finnish gold medallist Lasse Viren picks himself up and goes on to victory in the Munich Olympics, 1972. (Photo: Jorma Pouta, Lehtikuva)*

## THE HUNDRED-YEAR SERVICE

1971 - 1980



*The Finns went lottery-mad. Foreign holidays became commonplace. Sportsmen Vasala, Viren and Väättäinen ran Finland back onto the world map. The oil crisis taught the world to conserve energy. The CSCE (Conference on Security and Cooperation In Europe) brought the leaders of the world from East and West to Helsinki.*

Finns heated their favourite sausage in their ovens, barbecues and sauna stoves. Camping holidays were at the peak of their popularity and sausage-lovers gathered around campfires with a tube of Paulig's mustard at the ready. Home cooks took enthusiastically to macaroni, which challenged traditional potatoes in Finnish meals.

## Wholesale business wound up

A successful company constantly checks its course according to changes around it. In 1971 Paulig made an important decision and focused exclusively on food production. Offices and warehouses around the country were wound up and replaced by a network of sales reps. It was a big change, but the times demanded it. Consul General Henrik Paulig said in his speech at the company's centenary in June 1976: "As a result of the changes that have taken place as trade develops, we have decided to streamline the division of work between our wholesale customers and ourselves. We wound up our wholesale business and concentrated on operating as an industrial company whose products pass through wholesale channels to the retailer and are thus made available to the consumer."

## Paulig goes into shipping

Paulig expanded its operational base by entering the shipping business. At the end of the decade this was made a separate division along with the Coffee Division and Frozen Foods Division. The Paulig fleet - the tanker m/t Paola, the dry-cargo vessels m/s Pamela, m/s Pamina and m/s Patricia, and the products tanker m/t Parita - sailed the seven seas of the world on time charter and as tramp vessels.



### Convenience foods arrive

School meals became more varied. Until this time, schools served only ‘spoon meals’ - porridge, gruel and soups. Workplace meals became an important sector of restaurant services.

Refrigerators and freezers were usually behind the same door. Dishwashers began to appear in the Finnish kitchen. The debate over equality brought many men into the kitchen, particularly on Saturdays, which had now become a day off work. Boys attended domestic science lessons at school. Teflon dishes helped to make cooking more convenient, as did the Paulig’s vast selection of frozen foods.

The rising popularity of convenience foods earned the disapproval of the traditional-minded. They believed working women would ruin home cooking and bring the culinary arts into decay. Someone even predicted the death of Finnish cuisine.



*It was not until the 1970s that the Finnish male ventured into the kitchen. Cooking gradually became a hobby for all the family.  
(Photo: Yhtyneet Kuvalehdet)*

### Advice and ideas from the Paula Consumer Service

Paulig started its consumer advisory section, the Paula Consumer Service, in 1971. This was inspired by the American Betty Crocker Consumer Service that Henrik Paulig had come across on his business trips abroad. The Paula Consumer Service's recipe booklets and information evenings provided new ideas and delicious suggestions to enrich the palette of flavours available to Finns and to improve the cuisine.

Paulig's time in Katajanokka finally came to a close in 1980. Corporate management and administration moved to Vuosaari, where a new office wing had been built.



*The 'real' Paula Girl has served refreshing coffee from her copper pan for more than 50 years.  
The third Paula, Anja Mustamäki, held the post 1962–69. (Photo: Paulig)*



## SEASONINGS MAKE THEIR DEBUT

1981 - 1990

*The first TV chefs, Vanamo and Kolmonen, eagerly spoke up for fresh ingredients and never failed to 'sprinkle in a little marjoram'! (Photo: Yhtyneet Kuvalehdet)*



*Mauno Koivisto was elected President of Finland after Urho Kekkonen's long reign. Keke Rosberg opened the doors of Formula One to Finns by taking the world championship. Finland got its third nationwide TV channel and dozens of satellite channels. Armies of computers moved into almost every workplace, utterly transforming the routines of working life. Bertel Paulig took over as Paulig's Chief Executive. He is the fourth generation after Gustav.*

Food attracted the interest of many, becoming a hobby for large numbers of men as well. Women's magazines published broad and colourful coverage of food and they featured the latest international trends. All the TV channels had food programmes of their own.



*The 1980's saw the arrival of mobile phones and "cool" yuppies. Frozen food and semi-prepared meals gained ground in the kitchen. (Photo: Yhtyneet Kuvalehdet)*

### Less salt, more seasonings

The use of seasonings, especially herbs, became more varied. Seasoning was no longer just a question of salt and pepper in Finland. On the contrary: salt was getting a bad press. Research showed that excessive consumption of salt was to blame for many common illnesses. It was convenient and flavoursome to substitute Paulig seasonings for salt.

A clear split took place between meals during the week and at weekends. Everyday food had to be table-ready with the minimum of preparation. Pizza almost became the new national dish of the Finns. Mealtimes had to be fitted in around the children's hobbies. Weekends were the time for trying out new recipes, cooking together and gathering at the table with friends and family. Meals were rounded out with good coffee, often Paulig's new Caffè Espresso.

### Gentle P-roast

From 1981 onwards, Paulig's brand coffees were roasted with the new P-roast technique, which heated the beans with hot air. The three cornerstones of Paulig's coffee quality were the careful choice of green coffee, the skilful creation of excellent and consistent blends, and the gentle P-roast method. Paulig's bean coffees and speciality coffees were supplied wrapped in a new valve pack, which prevented air from getting in.



*What do the kids want today? Pizza or spaghetti, what else? (Photo: Kalervo Ojutkangas, Gorilla)*

### **The Coffee Institute cultivates coffee culture**

Paulig started the Coffee Institute in 1980, the second of its kind in the world. The mission of the Coffee Institute was to cultivate the quality of Finnish coffee all the way from the roastery to the cup. A key role in the quality chain was played by the actors making the cup of coffee at the end - cafés and restaurants. The Coffee Institute trained food-service managers, café and restaurant staff, teachers and students from food industry colleges, importers of coffee-makers, and Paulig's own personnel. In addition to teaching, the Coffee Institute's job was to study and solve problems in coffee-making, to test coffee-makers, and to publish information on developments in the field.

### **Looking across the sea**

Paulig gave up its Nissen cafés in 1982. They continued in business at their old locations under new ownership.

American Jubilee products came into Paulig's product range in 1983. These included the familiar hot-chocolate machines seen in petrol stations. Jubilee was later followed by Tazza. At the same time Paulig took over the Vaseco company, specialist in workplace food and beverage vending machines.

Paulig's process of internationalisation began in 1986. The company acquired a majority shareholding in the London-based coffee firm Appleton, Machin & Smiles Ltd, which was renamed Paulig (U.K.) Limited.

### **The strategic choice: coffee and seasonings**

Paulig continued to streamline its operations and it established the Spice Division alongside the Coffee Division in 1987. Frozen-food interests were sold off. The company's core competences were then coffee and other hot beverages plus seasonings.

The market for snacks grew as the Finns got the habit of munching their way through more crisps. Paulig joined forces with the Scandinavian enterprise Estrella to found a joint venture in Finland. The new company rapidly gained a position in the marketplace.



## WELCOMING THE WIND OF CHANGE

1991 - 2000

*Helsinki's Senate Square became the Piazza of Flavours in the late 1990s. The summertime food festival immediately won huge popularity. (Photo: Sakari Viika)*



*The 1990s were a decade of internationalisation and urban construction for Paulig. In Vuosaari a complete new daughter city grew up, complete with shopping centres and commercial buildings. The subsidiary Pro Paulig Ltd took part both as an initiator of planning and as a builder.*

In the beginning of the 1990s Paulig combined its forces with Nordfalks AB of Sweden and Danske Krydderier A/S of Denmark to form the Nordic Spice Alliance. Thereafter Paulig's seasonings have sailed to the tabletop under the flag of Santa Maria. Collaboration on purchasing, production, product development and marketing was the power behind competitive internationalisation. Santa Maria seasonings explored and conquered kitchens beyond Scandinavia, in the Baltic states, Russia and continental Europe.

## Back to Estonia

As the Baltic states opened up, Paulig was among the first to reopen business relations with its old trading partners. Paulig's own roastery and seasonings plant were completed in Saue, Tallinn, in 1993. Paulig was once again doing business in Estonia after a gap of over 50 years.

"The entire Estonian project is imbued not only with a natural market philosophy but also with a pioneering spirit and the desire to create something new. Besides which, I believe we have moral duty to aid and assist in the rebuilding of the Baltic states," said Chief Executive Bertel Paulig at the opening ceremony.

In December 1994 the League of Estonia Associations and the Finnish-Estonian Trade Association grant Paulig the Bridge-builder Award in recognition of its enduring work on cooperation between Estonia and Finland.

## Westwards, eastwards and southwards

Paulig continued its internationalisation and acquired Britain's best-known brand of roast ground coffee, Lyons. Coffee was roasted in London. The centres of trade in Russia were St Petersburg and Moscow, where Paulig set up sales offices of its own. At the end of the decade Paulig sold off its business interests in the UK.



In 2000 a one-fifth interest was acquired in the German seasonings company Fuchs Group. This holding gained Paulig and its Scandinavia-wide Spice Alliance a bridgehead in continental Europe.

### Environmental responsibility

Concern over the environment became more and more apparent in the 1990s among both the public and companies. The food industry was aware of its responsibilities and tried to reduce its impact on the environment by developing more environmentally friendly packaging solutions and production methods. Paulig upgraded the packaging machinery in the roasting plant and became the first in Finland to launch a handy and simple laminate package. When the cardboard box was eliminated, coffee packages took less space in the warehouse and in shops, and homes produced less waste packaging.

### Individualised enjoyment

Finnish cuisine was alive and thriving. The windows were open in every direction without forgetting the national heritage. The number of ethnic restaurants increased apace. Seasonings conjured up exotic new flavours for the table at home.

Eating habits were changing. Typically there were several small meals each day. Individualism took on new importance. People sitting at the same table



*Tex-Mex food is challenging the pizza. More and more people also enjoy wok dishes, teriyaki and noodles. (Photo: Paulig)*

wanted to choose their own favourites. Young people in particular were looking for variety, excitement and exoticism in their meals. The keywords are lightness, healthiness and good flavour.

New flavours and new types of products interest cooks. Santa Maria's TEXMEX and Spicy World products help both home cooks and food-service professionals to conjure up exotic tastes.

New solutions are also being actively pursued for the international market for functional foods. Diminicol®, an ingredient which reduces cholesterol, is being patented.

Gustav Paulig sold in his shop 125 years ago black and white pepper, allspice, cinnamon, cardamom, ginger, clove, nutmeg and bitter orange. These were all that Helsinki housewives needed. In the early 1900s Paulig began to import more exotic spices with which faraway cultures had enriched their cuisine for centuries.

At the dawn of the 21st century the Santa Maria range has almost two hundred different seasoning products. Consumers enjoy seasonings from all over the world and combine them freely. They are the lords and masters of spices.

### International coffee house trends arrive in Finland

The cafés of Vienna and Paris were long the model for Finnish café businesses. At the turn of the millennium coffee house trends originated in Seattle, San Francisco and London, and they spread quickly to Finland. Coffee-drinking now has more



*Today London, tomorrow Helsinki. New tastes, ideas and trends come quickly to Finland.*

*(Photo: Kari Sarkkinen)*

nuances than ever before. Paulig's classics and its new speciality coffees are within the reach of coffee-lovers wherever they go: in the morning, during the day and at night. Fashionable coffee houses and restaurants are building new traditions with Paulig's brands and their own skills.

In honour of the new millennium, Paulig introduced the Finns to a new profession in the coffee business - the barista! The Italian word barista originally meant a bartender who could also make espresso. Finnish baristas are also skilled in making and serving filter coffee and coffee drinks. A good barista is the soul of a coffee house.

Baristas, like other people who make coffee beverages, are trained at Paulig's Coffee Institute. Good coffee alone is not enough; you have to know how to make it right.

### **The secrets of success - quality, boldness, and listening to the customer**

The motive force behind progress always comes from new thoughts, fresh ideas and the boldness to make them happen. Paulig has always looked ahead, actively building up its range of brands, listened to the consumer and boldly developed new products and production methods. In spite of growth, the fundamental concept of Paulig's business has always remained unchanged: the best products of high quality for the consumer's needs.



*There were three Finnish Presidents at the Independence Day ball on 6 December 2000. European Finland is a great place to go into business. (Photo: Heikki Kotilainen, Helsingin Sanomat)*

You have to be constantly on the move with your eyes open if you are to be a pioneer. At the same time it demands the ability and the courage to see opportunities where others see nothing.

Paulig has no faith in the traditional life-cycle philosophy. The company's history proves that brand products can be winners decade after decade if they can be revamped and improved in line with the customers' needs

Continuing success is possible only if you can anticipate tomorrow's quality requirements today. All the research and development done today at Paulig is for the benefit of tomorrow's quality. In years to come Paulig will, as it does today, provide consumers with brand products that could only be made by one company: Paulig itself.

*"The pleasures of the table are the pleasures of all ages, all countries and every moment,"  
as the king of French gastronomy Jean-Anthelme Brillat-Savarin put it.*

*Join us at the table, friends!*

*For enjoyable moments – Paulig, of course*





Hyvää ruokaa, kahvia ja musiikkia yhdistää niiden stimuloiva vaikutus aisteihimme. Aistimme muokkaavat kokemastamme voimakkaita mielikuvia. Mieleenpainuvimpia kokemuksia ovat ne hetket, jolloin kaikki aistimme kertovat meille saman positiivisen viestin – nyt on hyvä olla. Tämän levyn musiikkia valitessani olen pyrkinyt kohti tällaista kokonaisuutta.

*Måns Strömberg*  
*äänitaiteilija*

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