



HAMBURG on Tour

Partner

Speicherstadt Coffee Roastery

In one of the old brick houses, right in the heart of the historical warehouse district of Hamburg – the centre of the European coffee trade for centuries – lies the [Speicherstadt Kaffee-roesterei](#).

As specialty coffee roasters they concentrate on premium unblended coffee. But the method of roasting the coffee is just as important for creating a unique flavour. Every variety is roasted individually and blends are mixed just afterwards. This is how every coffee gets a unique roasting profile. Due to the gentle and slow drum roasting process all their coffees develop a great variety of different natural tastes and flavours.



Chocoversum

Chocolate makes you happy! And the Germans know it, consuming on average over 120 blocks a year. Most of the cocoa beans enter the country through Hamburg's port, and those with a sweet tooth can witness these bitter beans being transformed into saccharine gold up close and personal at the [Chocoversum](#) by Hachez.

The concept is based on a clear **vision: a feeling of 100% happiness.** "We fill the phrase 'chocolate makes you happy' with content and feeling. At the Chocoversum, visitors don't buy a ticket to a museum, but rather to 90 minutes of fun and enjoyment," says museum director Stephanie Schraub.



© Dietrich Kühne



HAMBURG on Tour

fritz-kola

www.fritz-kola.de



Hip Hop Academy

Young talents, professional trainers and energetic stage performances: The [HipHop Academy](#) is a germany-wide unique non-profit training program for young people between 13 and 25 years, who want to be the best: a school for rappers, beatboxers, breakdancers, singers, DJs, newstylers, graffiti artists and music producers. Prominent coaches from the hip-hop scene train the participants professionally in the studio and on the big stage.



Molotow Club

[Molotow](#) is a music club in the hot spot of St. Pauli in Hamburg. It was founded in 1990 and was located at the Spielbudenplatz till it was evacuated in 2013. After a short interim phase in exile at Holstenstrasse, Molotow found it's new home at the Reeperbahn, Nobistor 14.

Molotow hosted bands as Billy Talent, Blood Red Shoes, The Hives, Mando Diao, The White Stripes, Maximo Park, Mumford & Sons and many more. Meanwhile the Molotow became one of the most important music venues in Germany and is known worldwide.





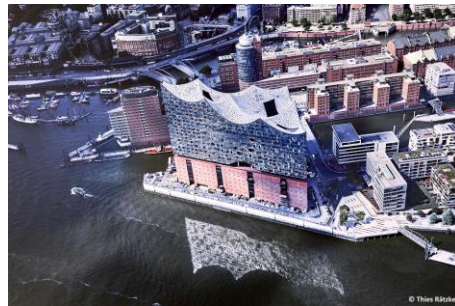
HAMBURG

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Elbphilharmonie Hamburg

Hamburg has a new landmark with international appeal: the [Elbphilharmonie](#), whose fluid, wavelike roof rises up to 110 metres high in the sky. The concert hall lies directly on the banks of the Elbe, surrounded on three sides by water and can be seen from all over the city.

In future, the site will become a new centre for social and cultural life for all who live in Hamburg as well as for visitors from all over the world. It is not only its spectacular architecture that gives the Elbphilharmonie its universal appeal, but also the combination of three concert halls; a 37 metre high Plaza open to the public that features a panoramic view over Hamburg and the port; a music education area; places to eat and a hotel.



FC St. Pauli

From a purely formal perspective, [FC St. Pauli](#) is a normal football club. Mostly at home in the second division, occasionally in the Bundesliga, sometimes in the third tier. For St. Pauli is much more than a football club. It's an attitude and a way of life, and it's the biggest rock'n'roll sports club in the world. Its teams take to the pitch to the sound of AC/DC's Hells Bells; goals are celebrated with Song 2 by Blur. There's no mascot. Instead, there's the club's trademark skull and crossbones.

With Football and Love, a festival of football and culture, the club and its museum society have set new standards. In-stadium exhibitions and readings have also established the Millerntor as a place of culture in Hamburg. These are all examples why a club bereft of titles and triumphs has 19 million sympathisers in Germany and fans all over the world. Because that which makes FC St. Pauli what it is goes far beyond what is normally expected of a football club.





HAMBURG on Tour

Hamburg Metropolitan Region

metropolregion.hamburg.de



Viva con Agua de Sankt Pauli

The idea for [Viva con Agua](#) was born in 2005 during a training camp in Cuba held by the legendary football club FC Sankt Pauli. When midfielder Benjamin Adrion took note of the water situation in some of the schools around Havana, he decided to help. Back home he began to raise awareness for the subject, activating his friends in and around Hamburgs notorious district Sankt Pauli. With a broad variety of actions like concerts, merchandise and water births they collectively raised more than 50.000 Euros and were able to improve the water situation for the schools in Cuba.

Nowadays, Viva con Agua has become a cultural movement with a continuously growing network and an increasing impact on society. More than 10.000 volunteers support the organization at almost daily occurring cultural events, individual actions and campaigns to raise awareness for one of the biggest challenges of our century – access to clean water for all people.



Lütte Höög

In cooperation with the City of Hamburg, a unique “craft beer” project was launched in summer 2017. The goal: to brew a liquid declaration of love to Hamburg.

The prelude was an open beer tasting where citizens of Hamburg were invited to vote on the hops to be used and the final taste of the beer. Over 250 citizens took part in this most democratic brewing process of all time, voting for their favourite. In the end, the lemony-fruity aroma hops “Lemondrop” were chosen and brewed.



HAMBURG on Tour

The liquid business card of the City of Hamburg is now travelling around the world. As a partner of "Hamburg on Tour", Hamburgs [LÜTTE HÖÖG](#) is the mascot of our beautiful Hanseatic city at home and abroad.



Lemonaid & Charitea

You've heard of drinking responsibly, it's high time to drink **socially** responsibly. [Lemonaid](#) and [ChariTea](#) is a project that pioneers a new take on social drinking; the range of seven soft drinks and ice teas not only **taste good**, as a social enterprise, they also **do good**.

Lemonaid is a trio of truly **sustainable soft drinks** and ChariTea a range of equally ecological **iced teas** - the ingredients are **organic, vegan** and are sourced from **small-scale farming cooperatives** in **Sri Lanka, Paraguay, Mexico** and **South Africa**. Lemonaid & ChariTea are committed to **Fairtrade**: they pay higher prices for their raw ingredients and, vitally, they support a fair and humane agriculture. With help from the Fairtrade Bonuses, local farmers can improve their living conditions and initiate community projects.

Every bottle of Lemonaid & ChariTea that is sold also contributes to a **higher cause**. That brand is dedicated to supporting local projects that improve social, ecological and economical structures in those parts of the world that global economic developments have placed at a significant disadvantage, donating five pence for every bottle sold to the charitable organization **Lemonaid and ChariTea e.V.**





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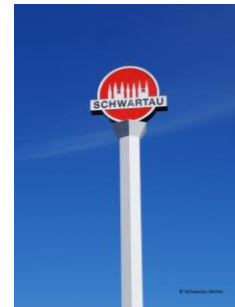
State Opera Hamburg

www.staatsoper-hamburg.de



Schwartau Werke

www.schwartau.de



hnymee Honig

www.hnymee.de



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