



100% <sup>LINE</sup> MATIESENI ÕUNA- JA MARJAMAHLAD  
 an väikemõõgi kaarustes. Hind õuna pudeliga:

	1/2 liitri	1/2 liitri
ÕUNA MAHL	45	50
SÕSTRA	50	55
JÕHVIKA	55	60
KARJUMARJA	60	65
MUSTIKA	65	70
VABARINA	70	75

Tuhjad pudelid võetakse laega! Tallinnas Luscher & Matieseni laos hinnaga:  
 1/2 liitri 10 senti, 1/2 liitri 12 senti.

MATIESENI MAHLAJOOGID  
 aastalised õuna ja marja mahlad:

	TALLINNAS	TARTUS	MUJAL
ÕUNA	15 senti	16 senti	17 senti
SÕSTRA	18	19	20
JÕHVIKA	20	21	22
KARJUMARJA	22	23	24
MUSTIKA	24	25	26
VABARINA	26	27	28

Müügiloomad mahlajookidesis: ühistööndajate hinnastega:  
 A. LE COQ'i laos: Tallinn, Tartu, Viljandi, Rakvere, Võru, Valga, Pärnu, Haapsalu, Kuresaare, Tõrva, Jõgeva, Põlva, Saaremaa, Saare.  
 A. BLIESERNICHTY laos: Pärnu. J. VEBERT laos: Narva.

1 1/2% alkoholi sisaldusega (õunad, mustikad, vabariinad) võetakse 100% hinnast 10% alla. 1 1/2% alkoholi sisaldusega (õunad, mustikad, vabariinad) võetakse 100% hinnast 10% alla. 1 1/2% alkoholi sisaldusega (õunad, mustikad, vabariinad) võetakse 100% hinnast 10% alla.



*Arenenud maitsele!*

*Naine.  
 Kui Sa tahad jääda nooreks, terveks  
 ja ilusaks – siis joo iga päev värsket  
 õuna mahla!*



45 SENTI PUDEL

LUSCHER & MATIESENI  
 TALLINN  
 KUNINGA T. K.

TELEFON 400-00

1937/1938

## Did You know that

*in the 1930s the model for the world's juice industry was set by the fresh juices made by Luscher & Matiesen in Tallinn?*

In 1934, Dimitri Matiesen began to produce unfermented and unpasteurised fruit and berry juice for his uncle's winery. In 1936, a congress on unfermented juices was held in Berlin, with 22 countries participating and the world's renowned experts and specialist researchers repeatedly citing Luscher & Matiesen's achievements as an example for others.

Text in the advertisement: Ladies, if you wish to stay young, healthy and attractive – drink fresh apple juice every day!

Tiesitkö, että maailman mehuteollisuuden suunnannäyttäjänä olivat 1930-luvulla Tallinnassa valmistetut Luscher & Matiesenin tuoremehut?

Dimitri Matiesen alkoi vuonna 1934 valmistaa enonsa viinitehtaalle käymättömiä ja pastöroimattomia hedelmä- ja marjatuoremehuja. Berliinissä järjestettiin vuonna 1934 käymättömien mehujen kongressi, johon osallistui 22 maata. Kongressissa maailmankuulut asiantuntijat ja tiedemiehet käyttivät useaan otteeseen Luscher & Matiesenin saavutuksia esimerkkinä muille.

Mainoksen teksti: Nainen, jos haluat pysyä nuorena, terveenä ja kauniina – juo joka päivä tuoretta omenamehua!

Знаете ли вы, что в 1930-х годах примером для предприятий, производивших соки, были свежие соки, которые выпускала фирма Luscher & Matiesen в Таллинне.

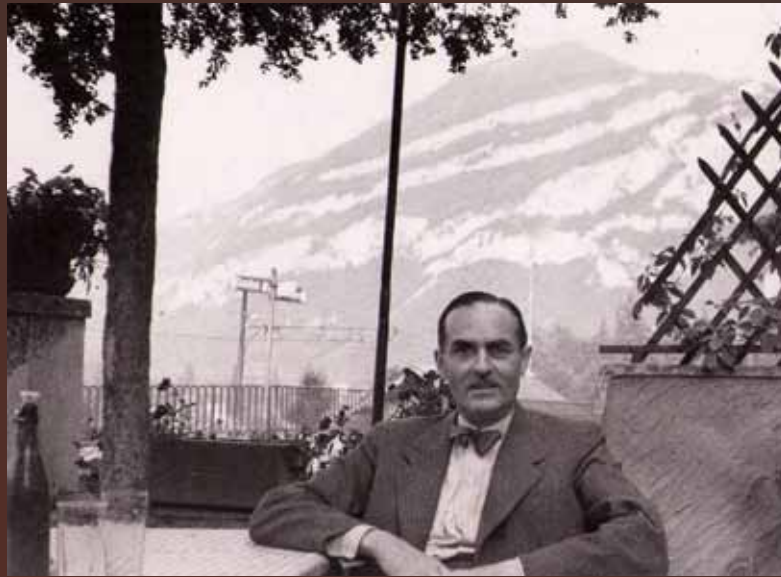
В 1934 году Димитрий Матизен начал изготавливать на винзаводе своего дяди несброженные свежие и непастеризованные фруктовые и ягодные соки. А в 1936 году в Берлине при участии 22 стран состоялся конгресс по натуральным сокам, на котором достижения Luscher & Matiesen неоднократно ставились специалистами в пример другим производителям.

Текст рекламы: Женщины, если вы хотите оставаться красивыми, молодыми и здоровыми, пейте ежедневно свежий яблочный сок!

Kas teadsid, et maailma mahlatööstusele eeskujuks olid 1930ndatel Tallinnas valmistatud Luscher & Matieseni värsked mahlad?

Dimitri Matiesen hakkas 1934.aastal oma onu veinitehasesse valmistama värsked käärimata ja pastoreerimata puuvilja- ja marjamahlasid. Berliinis toimus 1936. aastal 22 riigi osalusel käärimata mahlade kongress, kus maailma tuntud asjatundjate ja eriteadlaste poolt seati Luscher & Matieseni'i saavutusi korduvalt teiste eeskujuks.

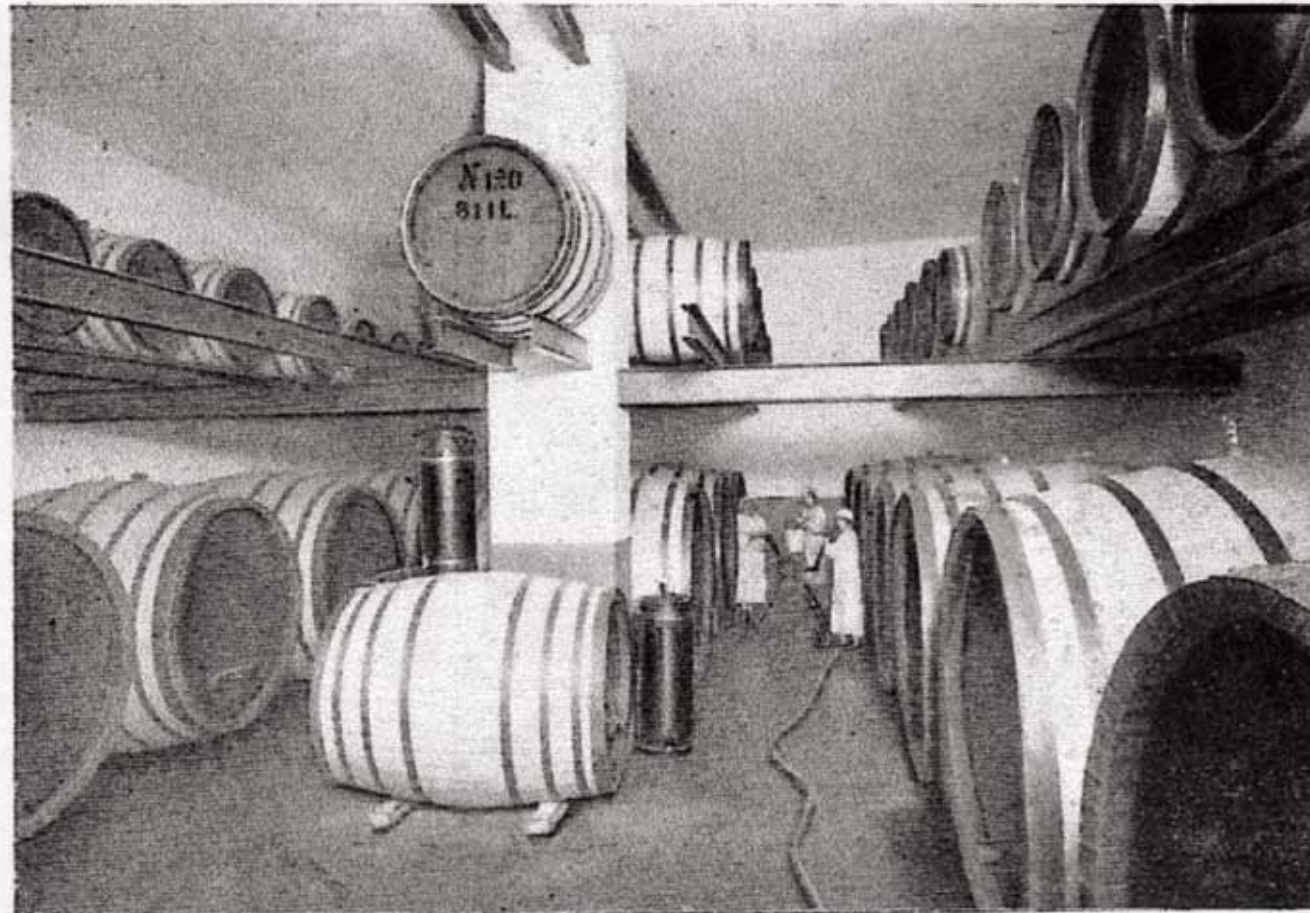
Tekst reklaamil: Naine, kui Sa tahad jääda nooreks, terveks ja ilusaks – siis joo iga päev värsket õuna mahla!



The roots of the Luscher & Matiesen brand date to 1910, when the Swiss Arnold Lüscher (pictured in Geneva in 1950) and the Estonian Paul Matiesen (at home in 1938) together set up a distillery in the Old Town of Moscow. During the October Revolution, the gentlemen had to leave the country, relocating to Tallinn.



The winery was set up in the so-called Tiesenhausen House on the slopes of Toompea in 1929. The equipment had a production capacity of 400,000 litres, making it one of the biggest wineries in Estonia.



## VEINI KÄÄRIMINE

In the early 1930s, more than 18,000 pange or in excess of 200,000 litres of wine was maturing in the cellars of the Tiesenhausen main building. (1 Tallinn *pang* = 12.3 litres, or more than the generic Estonian *pang*).



The winery mainly began to produce berry and fruit juice from Estonian raw ingredients such as apples, currants and other berries. A new brand, Matiesen, was created. In addition, juices blended from berry and grape juice were produced.

<p><b>BANANA</b>  <math>\frac{1}{2}</math> PUDEL KR. 8.50  <math>\frac{1}{4}</math> " " 4.50</p>	<p><b>VERMOUTH</b>  MARTINI  <math>\frac{1}{4}</math> LIETR. KR. 3.25  <math>\frac{1}{2}</math> " " 2.25</p>	<p><b>MARTINI COCKTAIL</b>  NORMAL  <math>\frac{1}{2}</math> PUDEL KR. 5.-  <math>\frac{1}{4}</math> " " 2.85  <math>\frac{1}{8}</math> " " 1.35</p>	<p><b>MARTINI COCKTAIL</b>  DRY  <math>\frac{1}{2}</math> PUDEL KR. 5.50  <math>\frac{1}{4}</math> " " 3.15  <math>\frac{1}{8}</math> " " 1.50</p>	<p><b>VERMOUTH</b>  DRY  <math>\frac{1}{4}</math> LIETR. KR. 3.75  <math>\frac{1}{2}</math> " " 2.65</p>	<p><b>MARACHINO</b>  <math>\frac{1}{2}</math> PUDEL KR. 11.-  <math>\frac{1}{4}</math> " " 6.-</p>

Under a special dispensation, the winery also made Martini & Rossi products and Johnnie Walker whisky according to their original recipes. The goods being imported included, amongst other things, Barton & Guestier wines and Heidsieck & Co Monopole champagnes.



In Tallinn, Luscher & Matiesen began operating again in 1921 by launching a wine bar and a shop, and by importing wine and other alcoholic beverages. The fair ladies of the wine bar were famous even in Helsinki, across the Gulf of Finland.



In 1933, Dimitri Matiesen was sent to Germany to learn the novel technology for making fresh unfermented juice. Upon returning, Dimitri set up a juice department at the plant.





Dimitri Matiesen (1908 – 2009) was born in Sindi in 1908. Dimitri's uncle, Paul Matiesen, took on the boy as an errand boy at his company when Dimitri was in his 9th year at school. After finishing secondary school, Dimitri went to work in sales at the company.



In Stockholm, Dimitri Matiesen started his life over as a refugee; however, he soon launched a juice-making business and not long after earned the nickname 'Juice King'. The brand became Hälsosafter or 'Health Beverages'.



Täeval pärast Vene lennukite  
tallinna pommit 10.3.1944



Vara-vara hommikul 10.3.1944  
pärast pommitamist. kõik suitsu-  
ses

Lüscher left Estonia in 1939. When World War II began, the winery closed, and Paul Matiesen was killed tragically in his home on Toompea. Dimitri Matiesen, the last Managing Director, fled to Sweden.



**MATIESEN**



On his 100th birthday in 2008, Dimitri visited Toompea, shortly before he passed away. The landmark visit to the yard of the old winery turned into the beginning of the resurrection of the Luscher & Matiesen legend.

*Toom-Rüütli 10, Tallinn*

*[www.luschermatiesen.com](http://www.luschermatiesen.com)*