



## PRESS RELEASE

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### **AGRANA renews sponsoring contract with Theater an der Wien**

Theater an der Wien and its leading sponsor, AGRANA, shall continue on their journey into the future together. The existing cooperation, in place since Theater an der Wien was recast as an opera house in 2006, has been extended by another three years with effect from the start of the 2011/2012 opera season. This means that AGRANA will accompany Theater an der Wien into its 6<sup>th</sup> season, a decision underpinning the long-term strategy of the sugar, starch and fruit company to position itself as a sponsor of cultural affairs.

#### **Shared values: Tradition and modernity**

"Mutual understanding is the bedrock of any lasting sponsorship of cultural activities. Just as Theater an der Wien strikes a perfect balance between tradition and modernity with Baroque operas and contemporary staging, combining cutting-edge technology and classic products such as sugar with cultural activities at AGRANA, far from being a contradiction, is rather of absolute necessity. This makes Theater an der Wien the ideal partner for us," explains Johann Marihart, CEO of AGRANA Beteiligungs-AG.

#### **Curtain up for "The Tale of Hoffmann"**

In 2012, AGRANA will assume patronage for Jacques Offenbach's opera "The Tales of Hoffmann" at Theater an der Wien. "Reliable partnerships are also extremely important to an opera house, as they serve as the basis for creativity and the realization of visions. AGRANA has been the main sponsor of Theater an der Wien since it was reopened as the new opera house of the city of Vienna. The high level of commitment shown by the company has played a key role in successfully positioning our establishment. I am delighted that we shall be continuing this important partnership for a further three years, encouraging our efforts to develop innovative opera projects," says Roland Geyer, director of Theater an der Wien.

AGRANA and Theater an der Wien have enjoyed close cooperation with many memorable moments: Over the past few years, the partnership has spearheaded drives at many levels ranging from backstage tours for employees and the production of portioned sugar designed in-house specifically for the Theatercafé to the joint implementation of a creative competition at the Academy of Fine Arts with the aim of promoting an artistic contest with sugar cubes. In 2006, AGRANA won the Austrian Art Sponsorship Award Maecenas for its involvement in Theater an der Wien.

### **About AGRANA**

AGRANA is the foremost sugar company in Central and Eastern Europe. It is the leading supplier of specialised starch products in Europe as well as being the largest producer of bioethanol in Austria and Hungary. In the field of fruit, AGRANA is the top global producer of fruit preparations for the dairy industry and one of the leading producers of fruit juice concentrates in Europe. In its 2010|11 business year, AGRANA generated revenues of approximately EUR two billion. AGRANA employs around 8,000 personnel at 53 sites in 26 countries around the world.

### **About Theater an der Wien**

Theater an der Wien has established itself in Vienna's cultural scene as a centre for Baroque opera and modern, contemporary music theatre. In particular, its international flair underpins its artistic profile, the aesthetics of its productions and the innovative *stagione* system.

The opera house, located on Linke Wienzeile, is now entering its sixth season, the 2011/2012 season. A feast for the senses: The new repertoire includes 26 different music theatre productions ranging from Baroque to the modern, with three premieres and a four-part journey through the opera of the 19<sup>th</sup> Century. With twelve staged opera premieres in the coming season, Theater an der Wien is once again focusing on the highest levels of artistic aspiration and will be presenting a new premiere every month.

### **Image:**

Left to right: Johann Marihart – CEO AGRANA Beteiligungs-AG; Roland Geyer – director of Theater an der Wien

**Photo credits:** Karl Schöndorfer

This press release is available online in German and English at [www.agrana.com](http://www.agrana.com).