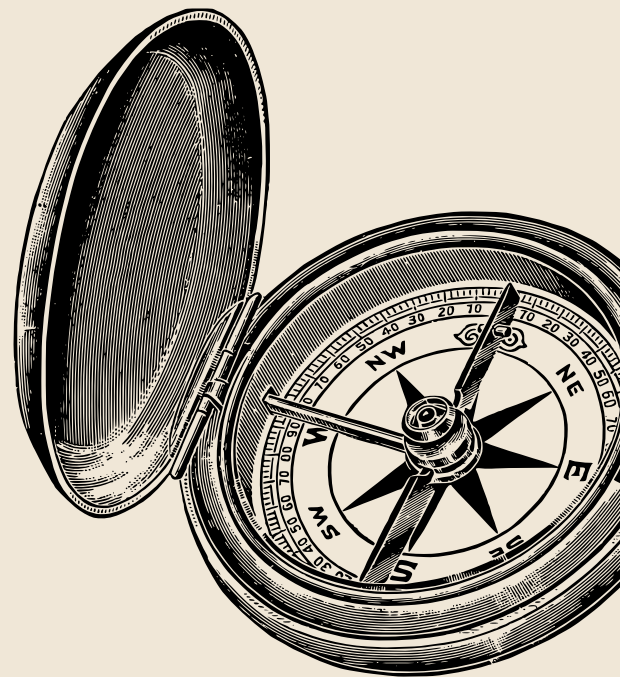




our

# Mission Statement



# Preamble

At Mittelberger, we regard our **mission statement** as a guiding instrument that defines the company's overall **direction**. It supports decision-making and articulates what our organisation represents, both now and in the **future**. Serving as a compass, it provides **guidance for generations** to come, helping them make sound decisions and continually reaffirming the purpose of our work.

Founded in 1960 by August Mittelberger, with the loyal support from his wife, Elisabeth Schlar, our company has always been shaped by **certain values** such as honesty, reliability, fairness, and humility. We are committed to honouring and preserving the **unique spirit** of our founders for the future.

As a business rooted in a strong entrepreneurial family, we strive, together with our employees, to **create added value for humanity**. We take time to explain the meaning behind this mission statement to our descendants, our employees, and all interested parties, sharing the ideas and principles that underpin it.



# Lacks & Needs

Our company operates within a broader context - humanity and society. We recognise the need to address shortages, needs, and opportunities, and to make a positive contribution. Within this greater system of humanity and society, we aim to mitigate shortcomings and counteract challenges wherever possible.

“We want to create awareness - of  
connections, interactions,  
and responsibility.”

We observe a lack of awareness regarding interconnections and the far-reaching impact of actions. Therefore, we seek to strengthen understanding of these consequences. This includes treating all resources - material and immaterial - with care and passing on the appreciation of their value.

Health, in all its forms, is the most precious asset an individual possesses. In order to be able to create value for humanity, we must help protect, preserve, and restore this invaluable asset.

# Mission

## Internal

We consider it our responsibility to uphold the craft of coopering at the highest level. As one of the last companies of our kind, we aim to preserve ancient knowledge, traditional practices, and valuable expertise - leaving behind something meaningful. Educating apprentices and collecting and passing on professional skills and technical know-how is therefore of utmost importance.

Working with wood requires a profound understanding of natural processes and interactions. We also seek to foster collaboration and team spirit by promoting **awareness of** how essential well-functioning **systems and synergies** are. Every individual should recognise that their actions impact the wider organisation. This awareness must guide all decisions. Accordingly, we support our employees in developing responsibility, continuous learning, and maturity within the broader system.

“The wellbeing of each person and the community is vital - it creates confidence, happiness, and satisfaction.”

As mentioned before, we aim to create a workplace where **health** is valued and safeguarded as the most important asset. We help employees care for their wellbeing - for their own benefit, for the company, and for their personal environment. When individuals feel well, they radiate positivity to others.

In our daily work, **respectful and equitable interactions** are essential. We strive to cultivate an environment where respect and appreciation form the foundation of a fulfilling and harmonious workplace.

# External

In a fast-changing, technology-driven world dominated by short-lived trends, we seek to sharpen awareness of traditional craftsmanship and strengthen its appreciation. We aim to preserve ancient knowledge, connect it with modern practices and – as one of the last cooperages of our kind – safeguard this **cultural heritage**. In doing so, we contribute to valorize the wine culture of our region.

In a society marked by consumption and a throw-away mentality, we advocate sustainability and **mindful resource use**. This is reflected in our careful selection of materials – particularly wood – and in the durability and reparability of our products. This way, we sensitize and promote awareness of natural processes and interactions, both within and alongside nature.

In an increasingly digital and virtual world, we aspire to enable authentic and **real experiences**, those that engage the senses, sharpen perception, and allow people to feel the tangible results of their work and action.

*„We see our craft as a contribution to something greater – to humanity, to togetherness, and to the future.“*

**Health** is the most valuable asset and must be protected. Our contribution to a healthier society begins with the careful selection of raw materials. On a social level, we want respectful and mindful interactions with suppliers, customers, employees, partners, and everyone around us. It is important that through our products and our actions, health is always supported – never harmed.

We also see it as our duty to strengthen the awareness of larger systemic relationships in our environment and among the people around us. This promotes understanding, openness, and mindfulness, and contribute to a respectful way of interacting – from which we all benefit as part of a bigger whole.

## Mission

We are convinced that honest **relationships, based on shared values** is crucial for the wellbeing of our overall system. Therefore, we want to create fair, transparent, and respectful cooperation in all interactions – with both, our natural environment and the people we work with – building trust and creating long-lasting relationships.

## Purpose

With our mission, we make sure that something meaningful remains in the long run – something that goes beyond the products we make: something that gives people **awareness, meaning, and direction** for their own lives. We strive to create spaces where people can meet genuinely, grow together, and find solutions that support individual needs.

Without Mittelberger, a company would be missing that consciously sees the **common good** as part of its **responsibility**. There would be no model showing how a family business can act in unity, with inner strength and a strong sense of togetherness.

Last but not least, the traditional craft of cooperage, especially in our home region of South Tyrol, would lose one of its last living places. Our work goes beyond craftsmanship: **it connects people, creates value, and fosters awareness – for oneself, for others, and for the bigger picture.**

# Vision

We follow our mission because we believe in a world where people act with more awareness and mindfulness towards others and the environment.

We see **healthy living spaces** – forests that provide recreation and life – in balance with responsible use of wood.

We see **people in balance** – connected with themselves, their community, and their environment.

We see companies and communities that have learnt to use resources responsibly and create synergetic cycles.

We see people who take time for each other, support each other, and interact in a genuine and honest way.

We see landscapes shaped by natural materials and a blossoming craftsmanship that unites sustainability, quality, and passion.

In this world, people and **communities live in harmony** with their environment.

**This is the future we want to contribute to with everything we do.**

