

Horn & Hardart Marks One-Year Milestone with Promising Outlook for the Future

Horn & Hardart reflects on achievements and anticipates a bright future ahead.

PHILADELPHIA, PA, UNITED STATES, February 26, 2024 /EINPresswire.com/ -- One year ago, [Horn & Hardart](#) embarked on a journey of revival under new leadership, breathing new life into an iconic brand that had remained dormant for years. Today, as we mark this significant milestone, we reflect on a year filled with achievements, nostalgia, and the promise of an exciting future ahead.

In the past year, Horn & Hardart has made remarkable strides in its quest to restore this historic company:



Horn & Hardart Automat Coffee

1. Recreating History: Horn & Hardart recreated the Historic Automat Blend, delivering a taste of nostalgia to customers. Sales exceeded expectations and sold out twice, showcasing the

overwhelming enthusiasm for Horn & Hardart.

2. Commitment to Quality: The company printed 10,000 custom Automat boxes, ensuring that every coffee delivery is an experience worth savoring.

3. Preservation Efforts: Underscored the company's commitment to preserving its rich heritage by tracking down and sharing [original recipes](#) with our customers and acquiring an original column of Automat windows that was included in an exhibit last summer.

4. Product Expansion: Horn & Hardart expanded its Automat Coffee offerings adding a dark roast and

integrated coffee pods into the product lineup.

5. Online Presence: The company added to its online distribution channels, including [Amazon](#),

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David Arena, CEO of Horn & Hardart

providing customers with additional ways to purchase Automat Coffee.

6. Customer Engagement: Horn & Hardart received an overwhelming response from customers, who shared heartfelt stories of their experiences at the Automat, highlighting the brand's enduring impact.

Looking ahead, Horn & Hardart is poised for further growth and innovation:

1. The Return of the Automat: The company is focused on bringing back the Automat, with plans for a smaller-scale concept that pays homage to the intimate charm of the first Horn & Hardart location.

2. Innovation in Technology: Collaborating with technology specialists, Horn & Hardart aims to create a modern Automat experience while preserving the simplicity and beauty of the original.

3. Menu Development: Work is underway to develop a menu and signature items tailored to meet the preferences of today's consumers.

4. Location Scouting & Design: The company is exploring potential locations for its first Automat, drawing inspiration from the architectural elegance of historic Horn & Hardart locations for the interior design.

"Our growth over this last year has been made possible by the loyal friends of Horn & Hardart and the customers who have joined us on this journey," said David Arena, CEO, Horn & Hardart. "We look forward to creating new memories for generations to come."

About Horn & Hardart

Horn & Hardart, a historic restaurant renowned for pioneering Automat-style dining in the early 20th century, is undergoing a revitalization tailored for today's consumer. Committed to upholding its legacy of quality and innovation, Horn & Hardart has reintroduced its effortlessly enjoyable Automat Coffee while actively working to restore the beloved Automat concept.

Horn & Hardart

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