

HISTORY

UFFICIO CENTRALE BREVETTI
BREVETTO PER MARCHIO D'IMPRESA
DI **PRIMO DEPOSITO** Tasso pagato per anni 10
N. **161296**
Questo ufficio dà atto che concede il brevetto per il marchio d'impresa di cui appresso, come da domanda contraddistinta nel relativo Registro col n. **8556**
Ufficio di deposito: **Milano**
Data e ora di deposito: **11 dicembre 1962, ore 11,41**
Titolare e suo domicilio: **STABILIMENTI C.R.A. LUIGI ANTONIO BONOMELLI a Milano**
Sagge. **Cicogna Franco & C., Via V. di Medrone, 14/A - Milano -**
Meri o prodotti da contraddistinguere: **camomilla, normale e solubile, essenze di camomilla, caramelle alla camomilla ed in particolare rebarbare alla camomilla, sciroppi, liquori in genere, tè, succhi di frutta, macchinette per famiglia e per bar per la preparazione di tè, caffè e camomilla ed infusi di erbe aromatiche in genere, conservati sciroppati, aperitivi, bitter, liquori all'elisir, camomilla, punch, liquori, analcolici, erbe di malva, tiglio e menta e loro essenze, cioccolato e prodotti a base di cioccolato. (cl.7-21-29-30-31-32-33).**
BONOMELLI
Colori rivendicati:
Il brevetto viene concesso senza preventivo esame della novità del marchio.
(Annotazioni speciali): **///**
Roma, li **28 FEB. 1963**
IL DIRETTORE

AN ITALIAN ADVENTURE

IL DIRETTORE
SECONDA RATA DELLA TASSA
Tasso pagato

MILAN 1908

When the city was thriving and looking skywards, still celebrating the international success of the Universal Exposition, young businessman **Luigi Amedeo Bonomelli** opened his herbal pharmacy, specialised in the production of liqueurs and syrups. This was the beginning of an entrepreneurial adventure that spanned the history of the twentieth century and is still going strong today.

Luigi Amedeo Bonomelli



THE FIRST SUCCESSES

Passion, creativity and knowledge of the tradition and culture of herbs were the values that guided Luigi Amedeo Bonomelli as he tirelessly sought new products that were functional but also good, for the palate and for the health.

The close attention he dedicated to the taste of his products, combined with the evolution of consumer habits in that period led the founder to conceive new products, including new, rather different ones, such as bitter and vermouth (1920).

This phase of thriving creativity gave rise to a series of **special recipes** that extended his original product portfolio of medicinal herbs. And it was then, in 1926, that the famous **Bonomelli Chamomile tea** was created.



THE QUEST FOR THE BEST RAW MATERIALS

Driven by his passion and by his avid curiosity, Luigi Amedeo Bonomelli travelled the length and breadth of Italy to learn about the **popular traditions** associated with the use of **herbs**. In northern Apulia he happened upon the "*terrazzani*", local people who earned a living by gathering wild herbs and supplying them to the city's markets.

Fascinated by the tradition and natural wealth of the territory, in 1939, he decided to set up a **plant near Foggia for processing the raw materials**, specialising in chamomile. Today, the plant in Foggia is still one of the most advanced centres in Italy in terms of seed selection, cultivation and drying of chamomile flowers.



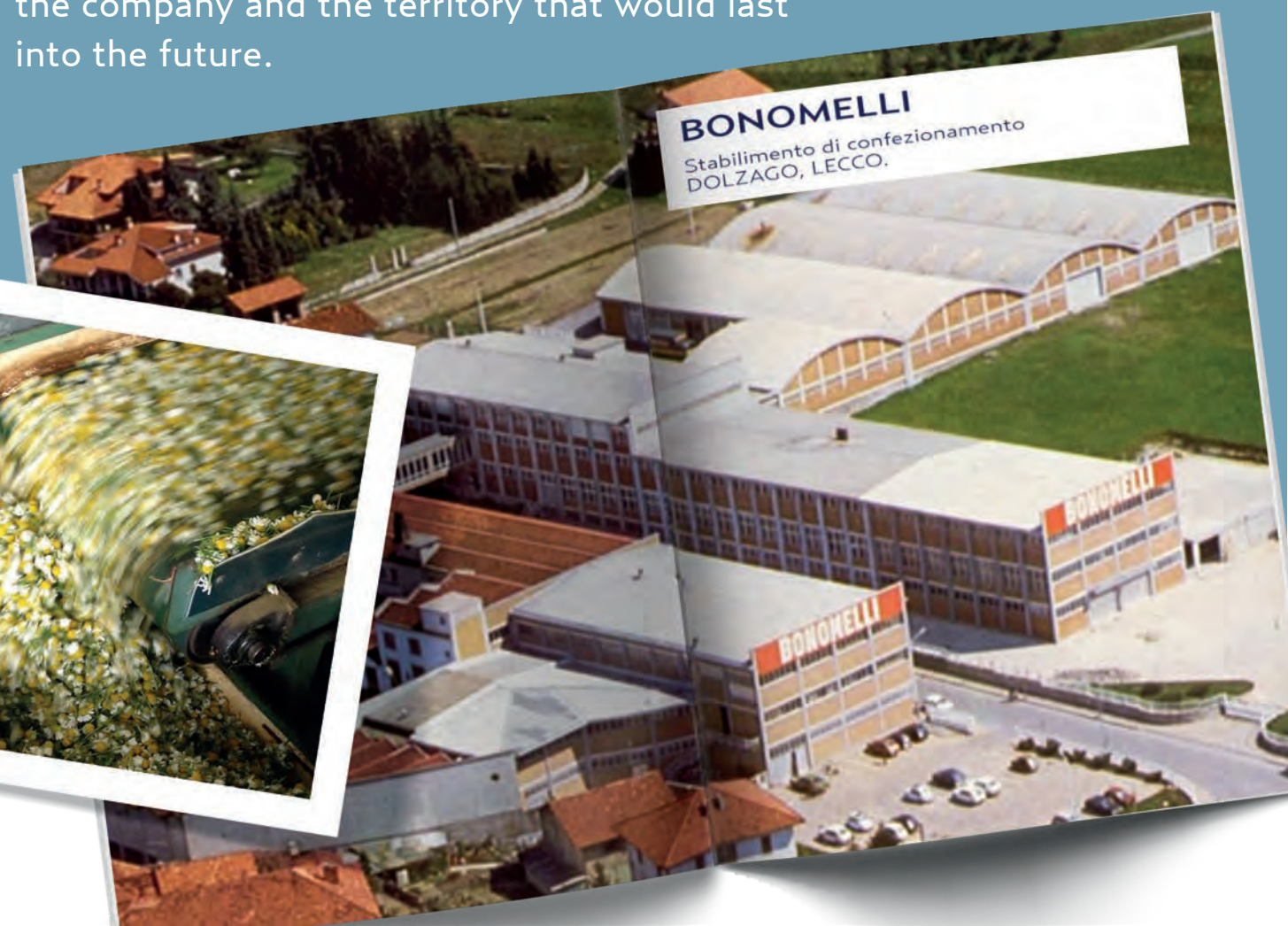
Biancospino
Pilosante e calmante
Regola l'attività cardiaca
favorendo la riduzione della frequenza
cardiaca e della pressione arteriosa.
Risulta utile per contrastare
l'ipertensione, le palpitazioni
e gli stati d'angoscia.

Camomilla *Camomilla* *Camomilla*
Camomilla *Camomilla* *Camomilla*

A NEW BEGINNING

During the Second World War, in August 1943, the company's headquarters and workshop in Milan were practically destroyed. Bonomelli therefore decided to move the business to **Dolzago**, near Lecco, where he built a state-of-the-art packing plant, helping to boost the economic and social development of the area.

The efficient production, now transferred from Milan to Dolzago, combined with the continuous supply of raw materials from Foggia, marked the birth of a production complex with a strong social vocation, laying the foundations of the close relationship between the company and the territory that would last into the future.



EACH PRODUCT TO ITS OWN TIME

In the second Post-War period, the recovery of the consumer trade would give new impetus to the development of innovative products. The Bonomelli **product portfolio was extended**, with the addition of new products that would leave their mark on the culture and dietary habits of Italians.

In 1950 Camomilla Espresso was launched, the first instant chamomile tea for bars, ideal for out-of-home consumption.



The 1970s witnessed the launch of **Filtrofiore**, the chamomile tea made with all the parts of the flower, destined to become the iconic flagship product of Bonomelli. During the next decade, the company introduced the **Sifted** and **Soluble** Chamomile teas. In the 1990s, Bonomelli rediscovered its vocation as a herbalist, launching its **Herbal and Infused Tea lines**. In 2016/17, Chamomile and the Herbal Tea lines became available in the innovative **capsule** format.

