

THE EARLIEST NEWS FROM OUR HUMMEL WORKSHOP

Hummel



Issue 6 July/2018

POSTILLION

*Dear readers,
dear Hummel fans!*

Viticulture (wine growing) and beer brewing have a centuries-long tradition in German Franconia and Bavaria. Although the monarchy in Bavaria has long been abolished, two "majesties" still firmly hold their scepter in hand: namely our Franconian wine and our Bavarian beer queens.

We are happy to introduce you to both in our new "Postillion". We also inform you about the "Day of the Franconians", the traditional Bavarian and Franconian dress and portray Hummel-Post editor Karen Klippert.

In addition, we introduce our favorite Hummel novelties, present you a baptism cake and report on many activities in and around our Manufaktur.

Just lean back and enjoy!

Contact made easy:

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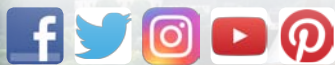
Take a look at our website: www.hummelgifts.com

call ☎ (212) 933-9188

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A Visit to Hummel

District Administrator Michael Busch from the Coburg District recently made a visit to the Hummel Manufaktur. He met with owner and publisher Bernd Förtsch and brand ambassador Joffrey Streit for a business discussion. They discussed the chances and opportunities for a prosperous future. After all, we want to flip all the switches to move our Manufaktur successfully into the future!



Portrait

Karen Klippert holds the reins in her hands

For 20 years, she regularly drove past the "Merry Wanderer", which stands on a small hill in a roundabout in the Franconian countryside and looks over to the Rosenau castle.

At that time, the journalist never suspected that one day the popular Hummel figurines would also be her job. Since February, the mother of two grown children has been responsible for the content in our comprehensive magazine. She finds it exciting to be able to look behind the scenes of the Manufaktur and to receive detailed

insights into the excellent craftsmanship in the production.

"My goal is to produce an interesting, high-quality and diverse magazine in which our collectors and Club members are also heard," says the media professional. "Our readers will receive new and factual, first-hand information about 'Hummel' and our Manufaktur."

"I would be very happy to have a lively contact and exchange with our readers", she emphasizes. To help her along here's her e-mail address: Karen.Klippert@hummelfiguren.com.

She is the editorial director of the Hummel-Post: Karen Klippert studied journalism at the University of Munich and lives in Rödental.

How nice!

The Hummel-Post is now also available in the Castles

Heidi Holland of the Bavarian Castle Administration in Coburg was enthused by our fantastic report about the Rosenau castle and park in the last issue of Hummel-Post. She issued us the photo permission for the castle Rosenau.

Surely you followed the first stop of our small "Wanderer" with interest. In the future, the zealous journeyman will present significant touristic highlights in the homeland of the

Hummel Manufaktur and our Hummel figurines to the readers of Hummel-Post. There will also be a small excerpt in the Postillion.

For culturally interested visitors, the Hummel-Post is now also available in small numbers exclusively at the Ehrenburg Castle in Coburg and the Rosenau Castle in Rödental. Representing Heidi Holland, the magazines were presented to Matthias Mattstedt in Coburg and Marion Schülke in Rödental.



Trailblazers



Our “Hummels” storm the highest peaks – not just those of the mountains, but those of happiness, too

In 1865 the German portrait painter Franz Xaver Winterhalter completed a portrait of the Austrian Empress Elisabeth, which became one of his best-known works. It shows the young regent with open hair and a hair ornament of glittering brilliant stars in the form of edelweiss blossoms, which her court jeweler A. E. Köchert designed.

“The edelweiss is a beautiful, characteristic mountain flower,” exclaims Hummel sculptor Anette Barth. The flower also found its way into the drawings of Maria Innocentia Hummel. For example, many noble whites decorate the drawing of the little summiteer „I’ve got it“. The little boy, whom Gerhard Skrobek modeled in 1955, was also the

inspiration for our novelty „My Edelweiss“, which is limited to 1,999 pieces.

“Both boys are wearing the typical Bavarian dress,” the sculptor informs us. In addition, she has applied two precious Swarovski edelweiss stones: A flower grows in the grass, a blossom adorns the hat of the eager walker. With their splendor and appearance, they remind Anette Barth of the precious jewelry of Empress Sissi.



My Edelweiss
Anette Barth
2018
HUM 2395
5.75 in., \$ 360
[Order HUM 2395](#)
[online now](#)

SWAROVSKI EDITION
Limited to **1.999 pieces**

Mountaineer
Gerhard Skrobek
1955
HUM 315
5.25 in., \$ 310
[Order HUM 315](#)
[online now](#)





Heavenly Bouquet

But I also love the pretty blue Bavarian gentian, which – as well as the edelweiss – is now protected,” says Anette Barth. She adorned the two Hummel figurines “Heavenly Bouquet” and “Nature’s Cross” the rare flower.

The artistic model was also based on an original drawing by Maria Innocentia Hummel: It shows an almost lavish abundance of blue flowers and a gentian wreath, which is attached to the wayside cross. The summit cross, modeled by Anette Barth, picks up on the gentian wreath, and the sculptor let a pretty bird, perhaps a cute blue tit, look down from the top of the cross. At its foot are found both mountain flowers: gentian and edelweiss.

Thus, the sculptor created a connection between the two Hummel children “Heavenly Bouquet” and “My Edelweiss”. Together with the summit cross, the three figures form an idyllic scenery: The little Hummel girl is singing a song with the little bird. After completing their work in the pasture and the arduous ascent, both children deserve a rest at the summit cross. They delight in the gentian and edelweiss, and enjoy the view of mountains, forests and lakes.

Enjoy this idyllic scene in your own home: Our three novelties HUM 918, 918/Z and 2395 can be yours for the set price of \$ 715 (individual pricing totals \$ 850)!

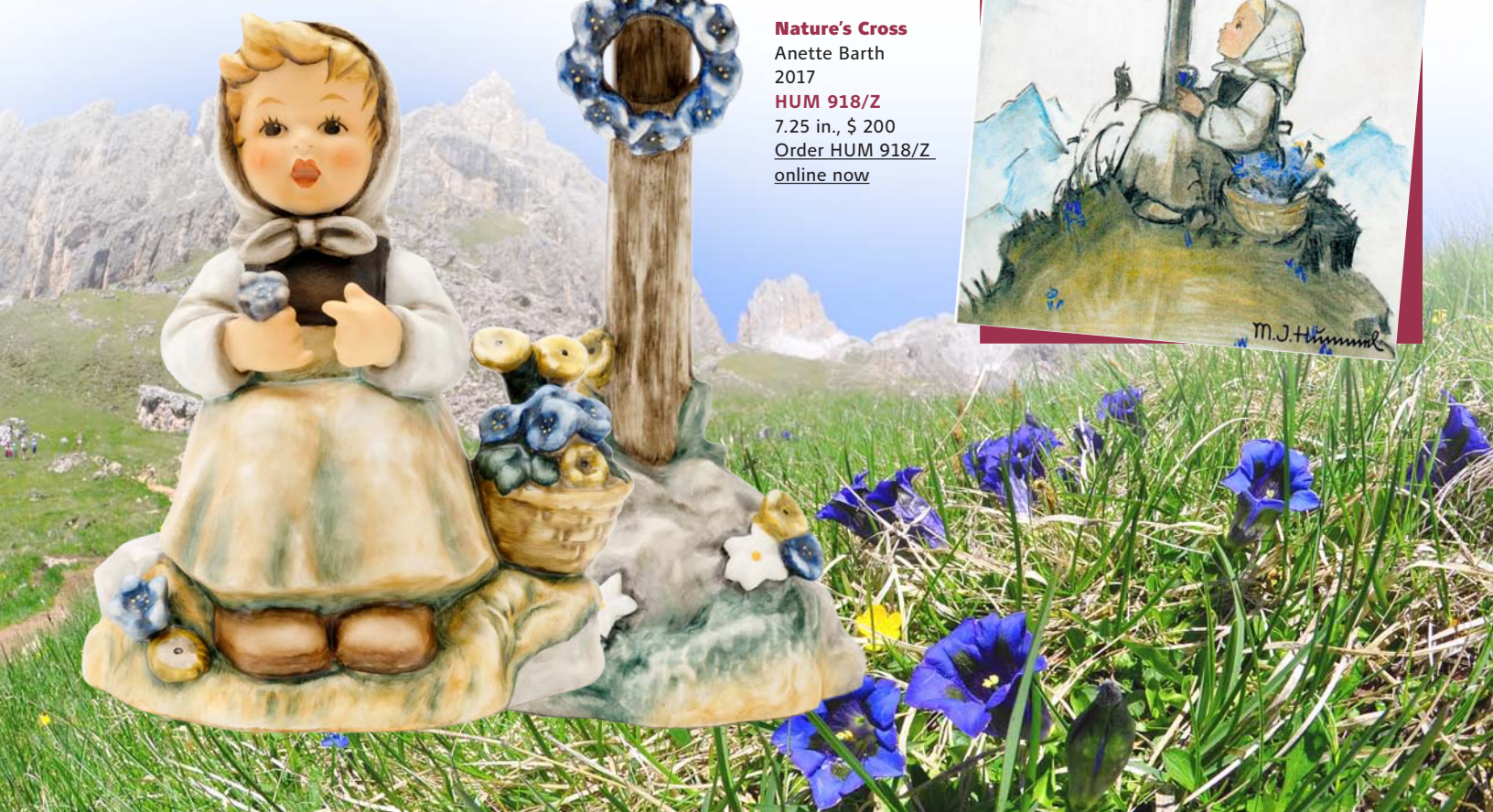
Heavenly Bouquet

Anette Barth
2017
HUM 918
4.75 in., \$ 290
[Order HUM 918 online now](#)



Nature’s Cross

Anette Barth
2017
HUM 918/Z
7.25 in., \$ 200
[Order HUM 918/Z online now](#)



Hey, who's cackling?

Growing up in the country is an exciting experience for children

Children love animals. Whether dog, cat, foal, lamb, bunnies, ducks or geese – in the country children can frolic to their heart's content in the great outdoors, grow up alongside all sorts of animals and learn responsibility in the barn and in the house.

How was it in earlier times? Whether hanging up freshly washed laundry, bringing the horses in from the pasture, helping with milking or taking care of the family's poultry – for many children in the country that was and is a part of everyday life. Industrious hands were and are always in demand on a farm. Therefore, children took on a variety of tasks.

Just Ducky and Birds Of A Feather come from a Bavarian farm with livestock, idyllically surrounded by meadows,

pastures and fields. The two siblings take care of their feathered friends.

They are fed and petted – and reliably brought to the stable each evening. After all, it is important to protect them from the fox and other predators. The ducks are already used to the procedure and keep very still as the children pick them up and reassure them.

The two figurines are part of our new annual collection and once again demonstrate the precision and craftsmanship "Made in Germany". They were made by our master sculptor Marion Huschka. A figurine from her predecessor Arthur Möller in terracotta from the 1930s inspired her in her work.



Just Ducky
Marion Huschka
2018
HUM 2393
4.75 in., \$ 260
[Order HUM 2393](#)
[online now](#)



Birds Of A Feather
Marion Huschka
2017
HUM 2394
4.75 in., \$ 260
[Order HUM 2394](#)
[online now](#)



Baptisms and Birthdays

Creative ideas from our cake designer Indira Groeger

The birth of the third child of the British duchess Kate and her husband, Prince William, inspired cake baker Indira Groeger, known from the German SAT 1 show "The Big Baking", to make a decorative baptism cake, which you can also view in our Hummel shop.

In fresh white and turquoise, with small blossoms and crowned by our Hummel boy 30 A "Ba Bee Ring":



This makes for a fresh and modern, sweet pastry, which is just right for the little prince Louis Arthur Charles of Cambridge.

Do you also have a birthday or a baptism to celebrate? Your experienced baker or confectioner will surely be able to conjure up a Hummel cake for you as well. Ask us for suitable figurines or browse on our website – we're glad to also provide individual personalization.

Hummel Hotline ☎ (212) 933-9188

Hummel in the Media

The efforts of our brand ambassador Joffrey Streit were crowned with success: The German magazines "Woman of Today" and "The Golden Leaf" reported on the enchanting world of Hummel figurines. The magazine "Today's Week" portrayed master painter Sabine Tzscheuschner with the

title "I breathe life into Hummel figurines".

You can read the German-language articles [here](#).

MENSCHEN & SCHICKSALE **Manufaktur-Besuch**

„Ich hauche den Hummel-Figuren Leben ein“

KERAM-MALERIN SABINE TZSCHEUSCHNER

Aus einem Städtchen in Oberfranken kommt ein traditionsreiches Stück geistlicher Handwerkskunst, das für große Emotionen sorgt.

Sie sind kleine Kunstwerke, die im Hochland von Oberfranken seit Jahrhunderten gefertigt werden. Die Hummel-Figuren sind aus dem Ton geformt und dann gebrannt. Sie sind ein Stück von der Geschichte der Region. Sabine Tzscheuschner ist eine der wenigen Künstlerinnen, die diese Kunstwerke heute noch herstellt. Sie hat sich für diese Arbeit entschieden, weil sie es liebt, die kleinen Figuren zu formen und ihnen Leben einzuhauchen.

GEWINNEN SIE zwei Hummel-Figuren

EXTRABLATZ

Wir wünschen Ihnen viel Spaß bei der Teilnahme an diesem Gewinnspiel. Die Gewinner werden am 30.07.2018 in der 1000. Ausgabe des Hummel-Postillions gezogen. Die Gewinner werden in der 1000. Ausgabe des Hummel-Postillions benannt. Die Gewinner müssen sich bei uns melden und ihre Adresse angeben. Die Gewinner müssen sich bei uns melden und ihre Adresse angeben.

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Geschichten mit Herz

Das Traditionunternehmen erlebt ein Comeback

Die zauberhafte Welt der Hummel-Figuren

Einmal wieder ein einziges Mal, das Traditionunternehmen erlebt ein Comeback. Die zauberhafte Welt der Hummel-Figuren ist wieder da. Die Hummel-Figuren sind ein Stück von der Geschichte der Region. Sie sind ein Stück von der Geschichte der Region. Die Hummel-Figuren sind ein Stück von der Geschichte der Region. Sie sind ein Stück von der Geschichte der Region.

ZU GEWINNEN!

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Meet Her Majesty, the Queen!

Welcome the Franconian Wine Queen and Bavaria's Beer Queen

She stands in a long tradition of Franconian wine queens: Klara Zehndner from Randersacker near Würzburg, Germany, is the 63rd regent who holds the scepter in her hand. The 22-year-old university student convinced a 140-member jury from local businesses, the wine industry, politics and the media. The Franconian wine queen is the elected representative of the Franconian winemakers, and an advertising medium for the well-known and popular Franconian wines.

The wine-growing region of Franconia extends over approximately 6,000 hectares of vineyards from Bamberg to Aschaffenburg, mainly on protected locations along the Main River and on the slopes of the Steigerwald. Probably

the best-known wine is the dry Franconian "Bocksbeutel", which has been served for 250 years in a bulbous bottle.

Now it is time again to visit a "hedge inn". These rustic and seasonal wine taverns date back to the 14th century. At that time, the Franconian winegrowers were forbidden to serve wine. At secret locations "behind the hedge" it took place anyway. In the past, the kitchen, the living room or the bedroom were emptied, and simple tables and benches were set up for guests.

Only self-grown wines may be served in the approximately 150 "hedge inns" that still exist today. There is also simply prepared food.

Image Source: GWW



Wine Queen Klara Zehnder



Bavarian Beer Queen



Image Source: Bayerischer Brauerbund

Beer Queen Johanna Seiler

The 26-year-old Johanna Seiler from Nördlinger Ries has secured the coveted title of Bavarian Beer Queen. During numerous appearances in the next year, the college student represents the Bavarian beer

industry. She will also be present at the opening of the Oktoberfest in Munich.

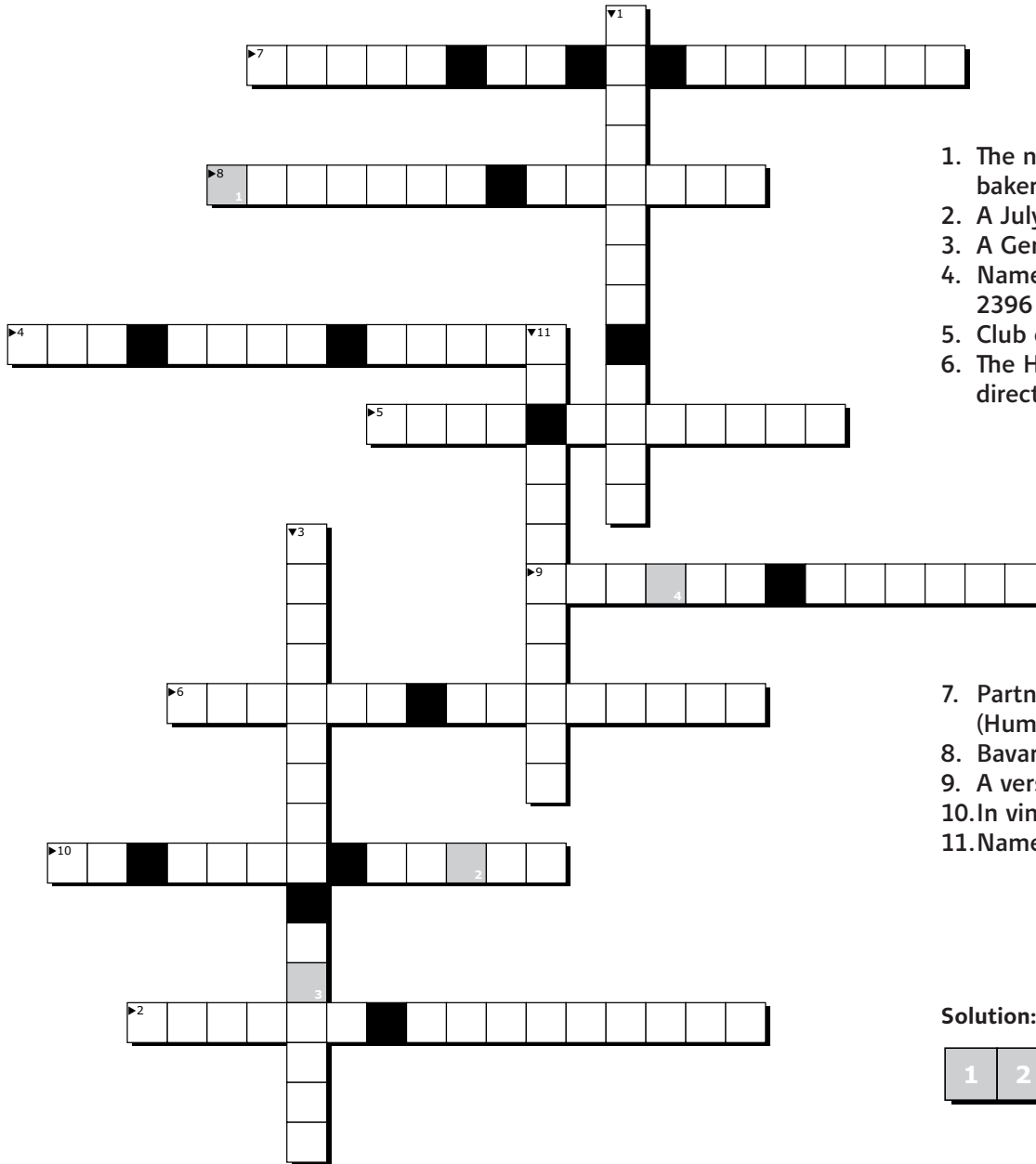
According to the law, beer in Germany may only be brewed from malt, hops, yeast and water. Thus, the Bavarian beer purity regulation of 1516 is the oldest, still valid food legislation in the world. However, Bamberg in Franconia was ahead of its time: 27 years before the Bavarian Purity Law was passed, there was already a registered purity regulation in Bamberg.

Franconia and Bavaria have a long beer tradition: Nowhere else in Germany are there so many small breweries and diversity of beers as in Franconia and Bavaria.

In Franconia, there are still specialties that are sought in vain in other areas: For example, smoked beer, a beer with 13.5 percent original wort, which is brewed under the addition of smoke, or the Franconian beer succinctly called "U" beer, a beer that is aged in its keg without a cork giving it less carbon dioxide, but an intense malt aroma. The naturally cloudy "Zwickl", often called Kellerbier (cellar beer), is another: It remains unfiltered and therefore contains all the valuable components of the beer.



Crossword Puzzle



1. The newest product by our baker Indira Groeger
2. A July birthday „child“
3. A German actress
4. Name of Club figurine Hum 2396
5. Club exclusive Hum 2397
6. The Hummel Post’s editorial director

7. Partner figurine to Just Ducky (Hum 2394)
8. Bavarian Beer Queen
9. A versatile medicinal plant
10. In vino veritas means
11. Name of Hum 2395

Solution:



A Visit to Hummel in Rödental

Travel with Friends

We are pleased to announce that Tallyho Travel, well-known to most of you, is offering another of its interesting tours to Germany this fall, from October 20th to 29th. Tallyho, a trusted partner located in Hawthorne, New York, has been organizing tours for Hummel Club members since 1985.

The tour kicks off on 20 October 2018 with your arrival in Nuremberg and travel to nearby UNESCO World Heritage Site Bamberg. In the following days you'll visit, among other charming locations, the Convent of Siessen in Bad Saulgau, the medieval walled city

Rothenburg ob der Tauber, Munich and the enchanting woodcarvers' village of Oberammergau.

The high point of the tour will be on October 21st, when the group travels to the Hummel Manufaktur in Rödental to visit the special place where your favorite figurines are brought to life.

As we celebrate "Generation Day", welcoming all generations of Hummel fans to the factory, you're invited to take a special tour of the "new" Hummel Manufaktur. There will be workshops and, of course, the newly renovated and redecorated Hummel Shop will open its doors for you. On the nearby parking lot, there will be a food-truck festival with culinary delights.



A great tour for fans of Hummel and picturesque sightseeing locations

This tour promises to be great fun for all! We're looking forward to welcoming you in Rödental on October 21st. To obtain detailed information about the tour, please contact Tallyho Travel's Sheila Bergman and her team at +1 914 592 4316 or at tallyho475@aol.com.

Famous Birthdays in July



Diana Spencer: The former English kindergarten teacher was born on July 1, 1961 in Sandringham. In 1981 she married the British heir apparent Prince Charles. At just 36 years of age, "Lady Di" died after a car accident in Paris.

Jacqueline Kennedy Onassis:

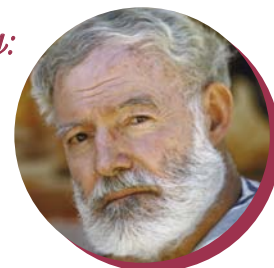
The former American journalist and later wife of US President John F. Kennedy was born on July 28, 1929 in Southampton, New York. She later married the billionaire Aristotle Onassis.



Hannelore Elsner: The German actress, well-known in Europe, was born in Burghausen, Germany on 26 July 1942 and celebrates her 76th birthday in 2018.

Ernest Hemingway:

The renowned American writer was born on 21 July 1899 in Illinois, USA. He was a recipient of the Pulitzer Prize and the Nobel Prize for Literature.



Everything is different ...

... and better – An upgrading of the “Hummel” brand

The acquisition of an insolvent company is always associated with costly restructuring. After all, the company, which has been weakened in the past, needs to be put back on a sound footing. It also means separating oneself from the past. With the introduction



of a new Hummel back stamp, the “Hummel” brand is undergoing a significant upgrade. Hummel CEO Bernd Förtsch continues to rely on traditional handcraft “Made in Germany” and the preservation of the location in Rödental for the production of our valuable figures.

Solution Postillion No. 5

Feathered Friends

Gerhard Skrobek
 1956
HUM 344
 4.75 in., \$ 425
[Order HUM 344 online now](#)



The crossword puzzle solution is as follows:

- Across:
 - 9: D I L I G E N C E P C T U R E S
 - 13: F E S T I V A L J O U R N E Y
 - 12: F E S T I V A L T R A D I T I O N
 - 10: L O U I S A R T H U R
 - 5: I N T H E G A R D E N
 - 3: R O S E N A U C A S T L E
 - 8: M A R I L Y N M O N R O E
 - 4: I T Z
 - 11: D A N D E L I O N
 - 14: V A L E N T I N E J O Y
- Down:
 - 1: M R R Y W A N
 - 2: B I L L
 - 6: O N A
 - 7: C A R I A
 - 8: S W A N D I N G

Herbalist Angela Schult recommends:

Alchemilla (lady's mantle) – a versatile medicinal plant

The Lady's mantle has, among other things, anti-cramping, anti-inflammatory and detoxifying properties. Both the leaves and the flowers can be used. The herb has a significant status in the field of medicine. It is mainly used in gynecology, for example in menopausal symptoms, and has a balancing and regulating effect. Lady's Mantle can have a strengthening effect on brines, tannins, saponins and essential oils.

The passionate herbalist and cook Angela Schult combines game with regional market vegetables and oriental spices. Her recipes are available on her German-language blog www.wildeschote.com.



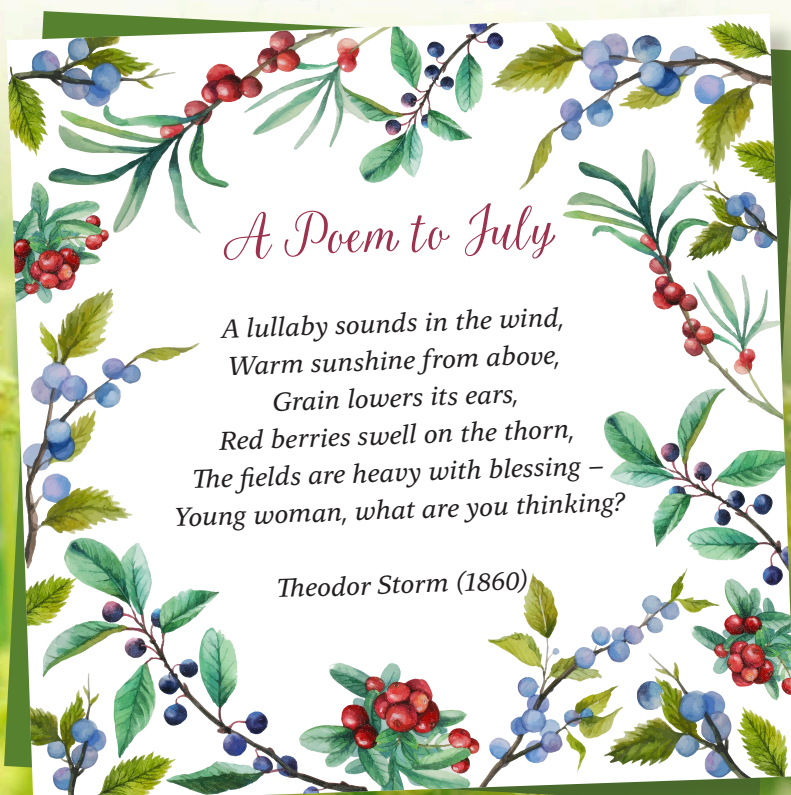
Photo: Angela Schult

My delicious wild herb recipe

Lady's Mantle Smoothie

- | | |
|---------------------------------------------|-------------------------|
| 1 big handful of young lady's mantle leaves | 1 small piece of ginger |
| 1 banana | 1 tbsp grated coconut |
| 1 slice of watermelon | 5-6 mint leaves |
| 1 glass of orange juice | 1 tbsp agave syrup |
| The juice from ½ lemon | 1 pinch of cinnamon |
| | Water or ice cubes |

Simply put all the ingredients in the mixer – finished!



Welcome to Club Year 42!



For 42 years, the collectors of Hummel figurines have found their home together in the Hummel Club. This tradition continues – with many exclusive benefits for the fans of our enchanting figures.

Hummel Club members always receive our full attention as loyal fans and collectors of Hummel figurines. Our Club service team gladly assists you with all your requests and questions.

With the receipt of your new exclusive Club figure (HUM 2396 “Housecleaning: Boy With Broom”) worth \$ 230, your membership will be extended for another Club year. This ex-

clusive figurine is included in your membership fee of \$ 130 and is complemented by other attractive Club benefits.

Your Club membership also brings you these exclusive benefits:

4 times a year, the extensive, 68-page Club magazine “Hummel Post” with interesting news from the factory, news about Club events as well as knowledge and articles about selected Hummel figurines (a \$ 40 value).

Your personal membership card provides you access to many attractions and benefits.

Access to exclusive Hummel figurines produced only for Club members. This year it is HUM 2397, “Housecleaning: Girl Washing”, a diligent girl helping the boy with his broom.

Orders of \$ 200 or more are shipped free.

For each of your Club anniversaries (e.g. 5th, 10th, 15th year etc.) you will receive an attractive loyalty pin and you will be eligible to purchase an exclusive additional figurine.

For more information concerning your membership visit our Website: www.hummelgifts.com.



Housecleaning: Boy With Broom
 Club Figurine 2018/2019
 (a \$230 value)
 2018
HUM 2396
 4.25 in.
 included in your membership
 fee of \$130
[Information to your membership](#)



Housecleaning: Girl Washing
 Exclusive Club Edition
 2018/2019
 2018
HUM 2397
 4.25 in., \$ 230
[Order HUM 2397 online](#)

On your marks, get set, go!

Colorful program in the Hummel Manufaktur

During the Pentecostal holidays, 22 children from the nearby Ebersdorf Elementary School took part in a particularly colorful holiday program in our Hummel factory as part of an afternoon care program. They visited our painting department with our colleague Kerstin Förtsch. The students came to Rödentel by train and were looking forward to being able to paint an animal figure. But first, the accomplished painter Johanna Mussgiller showed them how a Hummel figurine is decorated. With wide eyes, the children watched over her shoulder.

And finally, it was their turn: dog, cat or deer, the colors purple, deep black or orange – the little artists chose for themselves and worked with zeal and concentration. Manuela Gempel from the painting department gave them the desired color compositions on their white porcelain palette and gave painting tips.

An individual painting workstation with different brushes was reserved for each child. The seven-year-old Melina positioned her right arm like a professional when painting. She chose black and purple for her cat. Nine-year-old Zehra picked a deer and decorated it in brown with white dots. At the same time, she showed a pronounced sense of color: "My deer's going to have blue eyes," she explained.



Our painters Saskia Volk and Daniela Spröh had their hands full collecting and labeling the little works of art. After painting, they went into the 60-degree (centigrade) drying oven for a good ten minutes. The paint was then dry, and the kids could take their animals home with them.



Show me how: painter Johanna Mussgiller



Franconian dress

Tradition-conscious and modern Franconians wear traditional costumes

Traditional costumes are an important part of culture in Franconia and Bavaria. They strengthen the sense of community and are an important identification feature. The traditional dress has always been worn; depending on the region, each garb is different.

These costumes have many facets: from the historical role models over the costumes worn in village clubs, to

compositions between tradition and more modern. The costume counselor of the district of Upper Franconia, Dr. med. Birgit Jauernig (center), knows all about historical costumes throughout Franconia. She also likes to present herself in a typical Coburg garb, as the photo shows.

Further information can be found at: <http://www.trachtenberatung-ob Franken.de/>

Photo: David Ebener



Franconian Day in Ansbach

Theater, music, cuisine and our „Hummel figurines“

On July 2nd, the “Day of the Franconians” was celebrated in Ansbach in Bavaria. Various exhibitors presented a variety of culinary delicacies under the motto “Enjoyment Region”. Throughout the day, a colorful program took place on various stages in the city center, in the courtyard garden, in the theater and in the Margrave Museum. There was music from the Rococo Festival, a jazz brunch, traditional costumes, stories and fairy tales, castle tours, Franconian inn singing,

exhibitions, a sausage (Bratwurst) tour, historical kitchen songs and much more.

The Hummel Manufaktur also celebrated: Our Club Manager Kerstin Griesenbrock had all our new items in her luggage. Our painters demonstrated their skills. All newly purchased figures were also personalized on request.

On July 2, 1500, the Holy Roman Empire of the German Nation was divided into six, later ten, counties. One of them was also the “Franconian Circle”, hence the celebration [here](#).



Painter Johanna Mussgiller, faithful Hummel collector Anton Hanka and Hummel Club Manager Kerstin Griesenbrock

Exhibition

Berta Hummel's life and artistic works in the city gallery in the monastery Ochsenhausen

A new exhibition highlights the artistic works of Maria Innocentia Hummel: From 8 July to 7 October 2018, the City Gallery Ochsenhausen, a city on the Upper Swabian Baroque Route, will be exhibiting new and previously unseen works by the artist.

"The world's most beloved children" was the name given to the well-known and sought-after Hummel figurines, which have made a triumphal march through the whole world since their first introduction. A bumblebee was



used as a trademark for these cute creatures – referring to the name of their creator, whose real name was Berta Hummel.

Recently, one began to look further, behind the trademark: With surprising results, because previously unknown works of the well-known artist came to light. Apart from the Hummel children, this "other" Berta



Hummel is also the focus of the exhibition.

On a day trip to the Convent of Siessen participants can walk in the footsteps of the artist. A visit to her birthplace in Massing is also in the program – in the childhood home of Berta Hummel a museum is reminiscent of her life and works.

You can find additional information at <https://www.tourismus-ochsenhausen.de/index.php?id=183>.



 (212) 933-9188

Your direct line to the Hummel Club

Our team is there for you and very happy to help. It will take care of all your questions and concerns, and also gladly accept your orders.

