

POP ART MEETS SACHER: THE LIMITED SPECIAL EDITION OF THE ORIGINAL SACHER-TORTE WILL BE RELEASED ON 7th OCTOBER 2025

The limited edition of 1,000 pieces of the Original Sacher-Torte will feature the bold and colorful artwork “Crazy Monster Mushrooms” (2024) by internationally renowned artist Katherine Bernhardt on the wooden box of the iconic cake. The highly sought after collectible edition will be available to purchase for € 77 each, with the total proceeds of € 77,000 benefitting the “Heart and Tummy” initiative by CAPE 10, which provides shared, warm lunches for children at risk of poverty in Vienna. Following previous collaborations with artists such as Robert Longo, Georg Baselitz and Gottfried Helnwein, Sacher continues its tradition of combining art and social impact with this latest collaboration.

Sacher Artists' Collection: A Success Story with Meaningful Social Impact

For 17 years, the Sacher Artists' Collection has combined art, indulgence and social commitment. Each year, internationally renowned artists design the iconic wooden box of the Original Sacher-Torte, making a statement for a good cause. Over the years, the initiative has raised more than one million euros for numerous social projects, with contributions from artists such as Robert Longo, Georg Baselitz and Gottfried Helnwein. *“It’s great to see how art becomes a symbol of solidarity. The Sacher Artists’ Collection has been part of our success story for 17 years, and has enabled many charity projects like Neurolentech, BONsurprise or Herzkinder Austria through over one million euros in donations,”* says Alexandra Winkler, Co-owner of Sacher.

Katherine Bernhardt Brings a Playful Monster to Vienna

American artist Katherine Bernhardt is one of the most exciting painters in contemporary art; her energetic, larger-than-life paintings often feature beloved icons from pop vernacular as well as her own life and the broader culture. Her trust in the fundamental underpinnings of painting gives her the freedom to depict anything she wants, and the democratizing surfaces of her canvases work without illusion, perspective, logical scale shifts, or atmosphere. Bernhardt’s exhibitions at renowned institutions – such as the Hangaram Art Museum in Seoul, the Nerman Museum of Contemporary Art in Overland Park, Kansas, the Museo Mario Testino (MATE) in Lima, the Modern Art Museum of Fort Worth in Texas and the Contemporary Art Museum in St. Louis – have been applauded by international audiences. From 3 April 2026 to 27 September 2026, her paintings will be exhibited at ALBERTINA MODERN in Vienna in the exhibition KAWS Art & Comic.

For the Sacher Artists' Collection, Bernhardt chose her 2024 painting “Crazy Monster Mushrooms”, which depicts a playful monster sitting in a vibrant, mushroom-filled landscape. The featured work also takes inspiration from the of the iconic “Inferno” (1410) fresco by early Italian Renaissance painter Giovanni da Modena in Bologna; however, Bernhardt transforms the historical artwork and literary reference into a symbol of joy and indulgence. *“The Original Sacher-Torte box cover shows a playful monster, who is usually shoving cookies in his mouth. He could also be eating cake, mushrooms or anything. The face of the monster eating is encouraging you to eat,”* says Bernhardt.

“Heart and Tummy”: Providing Shared Meals for Children in Risk of Poverty

The total proceeds from this year’s Sacher Artists' Collection will support “Heart and Tummy” a CAPE 10 project that provides daily warm lunches to children from underprivileged families from the 10th district of Vienna. In its first phase, 420 pupils at elementary school Eulenschule in Vienna will receive healthy meals in a shared setting, offering a stable social environment. Shared meals create a sense of safety and promote educational and personal development, and help to create social skills such as responsibility, communication and community spirit. The children involved have also lovingly created artistic postcards, which are included as a personal thank you in the Sacher Artists' Collection. As a family business, it is a heartfelt mission at Sacher to contribute to a better future for children.

The limited edition of 1,000 Original Sacher-Torte III boxes is available from 7th October 2025 at the Sacher Online Shop, the Sacher Confiserie in Vienna and Salzburg as well as in the Alpine Resort Sacher in Seefeld-Tyrol. This collectible edition is priced at € 77 (excl. shipping costs) – with all proceeds being donated.

About Sacher

Luxury, magical moments and culinary delight: With its two hotels in Vienna and Salzburg, the Alpine Resort Sacher Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Parndorf and Trieste, and of course, the Original Sacher-Torte, Sacher is one of the world's best-known family-run businesses. In 1832, Franz Sacher created the Original Sacher-Torte thus initiating a piece of Austrian cultural history. Today, benefiting from the loving care of the Winkler and Gürtler families, every day the Sacher hotels delight their guests from all over the world and are part of the "Leading Hotels of the World" group. Refined family tradition combined with constant careful modernization make for unique Sacher experiences.