



aurile

A brief history of tea

China is its homeland – it is where the habit of drinking tea was born. There is an unlimited number of legends about the discovery of tea. The first mentions date back to the 12th century BC. However, the sole act of drinking tea became popular during the Tang dynasty rule (618-907). Also then tea became a trade commodity. It was brought to Europe by a Dutch merchant in 1610, whereas in the 19th century tea became popular all over the world.

The art of brewing tea

Brewing and serving tea is a real ceremony. Not only in China and Japan, but also around the world, a moment with a cup of tea is the time to relax and enjoy this aromatic beverage. When brewing tea, the quality of water is highly important. First of all, it must be soft and contain a small amount of mineral salts. Other important factors affecting the taste of the brew are the temperature and the time of brewing, which to a large extent depend on tea species. Feel free to use these tips to create a perfect brew and delight your body, mind and soul.

› WHITE tea

Put one teaspoon of tea per person to a teapot, pour over with water at the temperature of 70-85°C and brew for 7 – 9 minutes.

› GREEN tea

Put one teaspoon of tea per person to a teapot, pour over with water at the temperature of 70-85°C and brew for 2 – 3 minutes.

› RED tea

Put one teaspoon of tea per person to a teapot, pour over with water at the temperature of 96°C and brew for 3 – 5 minutes.

› BLACK tea

Put one teaspoon of tea per person to a teapot, pour over with water at the temperature of 95°C and brew for 2 – 3 minutes.

Serve tea in cups, but first remember to separate the leaves from the brew.

The prices listed in the catalogue include VAT.

This FM GROUP Aurile Product Catalogue No. 2 is valid from June 2014.

The offer included in the catalogue in terms of price and products is valid from June 2014 while stock lasts or until a new catalogue is introduced.

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Help us help others!

GOLDEN TULIP
FOUNDATION

www.golden-tulip.com



Around the teacup...

The Aurile brand has undoubtedly captivated your hearts. We are honoured with the trust you have put in the new product line.

In this new catalogue, Aurile has gained a new face. The product range has been increased by delicious, aromatic loose leaf teas enriched with natural ingredients, which give them a unique character. You will find among them:

- › noble white tea with rose petals (p. 4-5),
- › refreshing green tea enriched with fragrant verbena, lemon grass, lemon zest and sunflower petals (p. 6-7),
- › rich red tea with dried cherries, chokeberries and delicate rose petals (p. 8 – 9),
- › exquisite black tea with the addition of hibiscus petals and jasmine flowers, marigold petals and dried cranberries (p. 10-11).

When choosing the new products, being inspired with the 5,000 year long history of tea, we were guided by the desire to present the diversity of this delicious drink, and hence, give you an opportunity to explore the new and original taste sensations. Referring to the traditional Chinese tea brewing ritual, we would like your cups to be full of not only delicious tea, but also positive emotions. We care that everyone can choose a brew that they prefer, a brew which perfectly matches your mood, place or situation.

To let you rediscover our exceptional coffee, we have expanded the assortment of natural coffees by coffee capsules, for the espresso machine, which enable the preparation of an intense ristretto, an aromatic espresso or the so called "large black" – lungo. We would like to draw your attention to green coffee. It is grown ecologically, has a mild flavour and palpable wine accents. Its aroma will definitely find many enthusiasts and innovative pyramid-shaped bags extract the maximum flavour and aroma. Flavoured coffees are now available also in two new versions: cherry and Scandinavian fruits.

We have repeatedly stressed that FM GROUP is a family business, and we hope that the Aurile brand will move in with you, whereas the delicious teas and aromatic coffees will accompany you in numerous meetings with family, friends and acquaintances, as well as in business conversations.

Enjoy the shopping!

Katarzyna and Artur Trawiński

> *Serenity*
is the best potion of youth.



SERENITY

White tea

Pai Mu Tan

Loose leaf tea with rose petals

Noble white tea with rose petals, a slightly floral aroma and a harmonious taste enchants with its velvetiness. This is a very subtle composition with a slightly sweet taste, rich in vitamins A and E and polyphenols.

SERENITY WHITE TEA ■ FM | AH4

£5.99 / 30 g

£199.66 / 1 kg

new!

Good to know!

› *How is it made?*

White tea is the least processed of all tea types – the process of wilting and drying the leaves is sufficient to obtain the unique aroma.

› *Where does it come from?*

This subtle composition was created with undeveloped tea buds and first leaves, picked in the Chinese Fujian Province.

› *What to serve it with?*

White tea has a delicate flavour, so it should not be matched with highly aromatic flavours. It perfectly matches dishes with beef and veal, as well as simple snacks and light desserts.



Good to know!

› How is it made?

In the case of green tea it is very important to process it very carefully. The freshly picked leaves are not fermented but dried quickly.

› Where does it come from?

This species comes from the Zhejiang Province in east China.

› What to serve it with?

The refreshing and stimulating green tea should be paired with fish, salads and fruits, which also go well with white wines.

EUPHORIA

Green tea

GUNPOWDER

new!

Loose leaf tea with verbena, lemon grass, lemon zest, sunflower petals and lemon flavour

An original composition made with the youngest green tea leaves of the Gunpowder species, enriched with the energising additives: aromatic verbena, lemon grass, lemon zest and sunflower petals. The tea infusion has a slightly sweet flavour and rich aroma with gentle hints of smoke.

EUPHORIA GREEN TEA ■ FM | AH2

£5.99 / 75 g

£79.86 / 1 kg





› *Send positive energy
every day!*

Good to know!

› How is it made?

The reddish tint of the infusion is a merit of a short fermentation process and several years of ageing, during which the dried leaves slowly mature and gain exceptional properties.

› Where does it come from?

We brought the Pu-erh tea leaves from the Chinese Yunnan Province. There, the leaves were prepared according to traditional recipes used in China for almost 2000 years.

› What to serve it with?

Perfectly matches greasy and fried dishes, with a distinctive flavour.

JOY

Red tea

PU-ERH

new!

Loose leaf tea with dried cherries, chokeberries, rose petals and a cherry flavour

Excellent red tea with the addition of dried fruits of cherry and chokeberry, as well as delicate rose petals, whose rich aroma perfectly intertwines with the subtle cherry note. Contains, among others, assimilable selenium, vitamin E and valuable flavonoids.

JOY RED TEA ■ FM | AH3

£5.99 / 75 g

£79.86 / 1 kg



*> It is the joy
that makes our lives reveal the most
beautiful side!*



› *Find*
the harmony in your life...



HARMONY

Black tea

Yunnan

new!

Loose leaf tea with the addition of hibiscus and jasmine flowers, marigold petals, dried cranberries and a natural peach flavour

Exquisite Yunnan black tea with the addition of hibiscus and jasmine flowers, marigold petals and dried cranberries delights with a refreshing taste and an inspiring peach aroma. Millions of people around the world love its classic and harmonious taste.

HARMONY BLACK TEA ■ FM | AH1

£5.49 / 75 g

£73.20 / 1 kg

Good to know!

› *How is it made?*

The qualities of black tea are a merit of the wilting process and long fermentation, which results in a very high content of theine.

› *Where does it come from?*

The leaves of our black tea come from the Chinese foothill Yunnan Province, located on the foothills, bordered by Vietnam, Laos, and Burma.

› *What to serve it with?*

Excellent to highlight the nature of meat dishes. It is an exquisite base of iced teas.



Natural coffees

› *Good to know!*

With most natural coffees we use the medium American roast. The beans are roasted at 210°C for about 20 minutes, and then carefully cooled with circulating air. While smoking, they take on a light brown colour. After roasting their surface is dry, and the taste is compound and well balanced in terms of sweetness, bitterness and acidity. Additionally, with Aurile Classic we used the Full City Roast: 30% of the beans were roasted at the temperature of 225°C to obtain a slightly oily surface, and thus a fuller body, more powerful aroma and intense flavour.



CLASSIC

Natural coffee

› Nespresso® compatible capsules*

CAPSULES

› 100% Arabica ☿

For an espresso machine, fine grind

new!

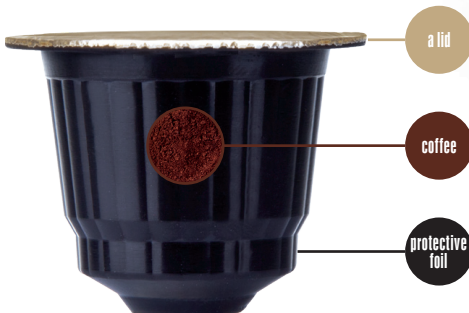
The enchanting taste of Aurile Classic is a merit of the Colombian variety of Arabica. The strains, cultivated in the Andean massif, derive their gentleness from the sunny slopes, power from the volcanic soils, whereas their finesse is a result of the tropical climate influence. After brewing, the strains become silky and their slightly acidulous notes bring a pleasant feeling of freshness leaving a delicate citrus flavour. Intensity of the taste sensations is deepened by the aroma of the intertwining fruity-caramel notes. Colombian coffees are some of the most balanced coffees whose pleasant taste has fans all over the world. Convenient capsules enable the preparation of an intensive ristretto, an aromatic espresso or a lungo – with a taste and aroma excellent to indulge in for a longer while.

CLASSIC COFFEE CAPSULES ■ FM | AR14

£4.99 / 10 x 5,5 g

£90.72 / 1 kg

› a coffee capsule for an espresso machine



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› *Good to know!*

The coffee roasting process provides the beans with a beautiful aroma and a characteristic taste, but a high temperature deprives it of the majority of its valuable chlorogenic acid (CGA). This acid belongs to the group of polyphenols and is a natural antioxidant. Luckily green coffee beans contain a lot of CGA.



PURE GREEN

Neutral coffee



GREEN

› 100% Arabica ☛

Pyramid-shaped bags, coarse grind, unroasted

Aurile Pure Green coffee has been made with the Peruvian Arabica grains, which are hand-picked and grown ecologically, without any artificial fertilisers. It has a mild flavour, with clear notes of wine but no palpable bitter aftertaste or smoky aroma, characteristic of roasted beans. Green coffee contains a large amount of the chlorogenic acid (CGA), which is a powerful antioxidant and thanks to the presence of caffeine, does not lose any of its stimulant properties.

new!

Recommended for:

- › all enthusiasts of unroasted coffee,
- › eco lifestyle enthusiasts,
- › those who appreciate mild flavours,
- › those who watch their weight.

PURE GREEN COFFEE BAGS ■ FM | AR13

£6.99 / 20 x 7 g

£49.92 / 1 kg



EXCELLENCE COFFEE BEANS ■ FM | AR1

£8.49 / 250 g
£33.96 / 1 kg



EXCELLENCE GROUND COFFEE ■ FM | AR2

£8.49 / 250 g
£33.96 / 1 kg

EXCELLENCE

Natural coffee

> 100% Arabica ☿

Ground coffee and coffee beans

Aurile Excellence is an original blend of the best African Arabica beans, mainly mocha, which originate in the selected plantations of South America. The beans ripen long in the coffee gardens of the Sidamo region – located at 1800 meters above the sea level. The taste of this coffee is velvet, bitter-free, with light overtones of flowers and wine. Experts consider mocha to be one of the noblest coffee varieties, whose deep and velvet taste is best without any additives. Leaves a charming, sweetish taste intertwined with light, acidic notes. Excellent to enhance the taste of cake and other desserts.

> Now Aurile Excellence in a new 1kg bag!



EXCELLENCE COFFEE BEANS ■ FM | AR12

| £19.99 / 1 kg

new!

Know before you try!

› 100% Arabica ☉

All Aurile Excellence, Pure Green and Classic coffees are blends of selected Arabica coffees (*Coffea arabica*). Classic coffee capsules contain a perfectly balanced flavour of Columbian coffee, Pure Green bags – ecologically grown Peruvian Arabica, whereas Excellence – the aromatic Ethiopian Sidamo mokka.

› master blend ☿

Our functional and flavoured coffees are made of original blends of oriental coffee strains – Arabica and Robusta, according to traditional Italian recipes.

Its base flavour is made of Eastern Asia strains, with the characteristic spicy-woody aroma. The velvet Arabica introduces slightly sour notes, while the intense Robusta strengthens it, adding a sharper overtone. A perfectly balanced, rich full flavour.

› espresso blend ☕

The heart of the blend are Brazilian and Colombian strains, grown in the mountainous regions, whereas the full-bodied taste comes from the 10% oily admixture of Indonesian Robusta beans.



ESPRESSO EXPERIENCE

Natural coffee

> espresso blend ☕

Ground coffee, 60% Arabica and 40% Robusta

For all classic espresso enthusiasts, we have created an original blend of beans from selected plantations in South America. The core of the blend are the strains cultivated in Brazil and Colombia, whereas its full body is a merit of the 10% admixture of oily Indonesian Robusta beans. The beans combined in perfect proportions – 60% Arabica and 40% Robusta – create a memorable, strong flavour, with nut-chocolate overtones, and intense, slightly smoky scent. It's a perfect blend for the gourmets who drink coffee without sugar or milk.

ESPRESSO EXPERIENCE GROUND COFFEE ■ FM | AR3

£7.99 / 250 g

£31.96 / 1 kg



Flavoured coffees

› *Good to know!*

Aurile flavoured coffees are a blend of the Robusta beans and the oriental Arabica. The unique flavour has been created according to traditional Italian recipe passed down from generation to generation. Arabica introduces slightly acidic notes, while Robusta intensifies the taste sensations and makes it more expressive.



CHERRY

Flavoured coffee

› master blend ☘

Ground, cherry flavoured coffee

new!

Imagine the aroma of delicious juicy cherries dipped in strong coffee. Let every sip refresh you and take you to a sun-drenched cherry orchard.

CHERRY FLAVOURED COFFEE ■ FM | AR11

£7.49 / 250 g

£29.96 / 1 kg

SCANDINAVIAN FRUITS

Flavoured coffee

› master blend ☘

Ground, Scandinavian fruits flavoured coffee

new!

Cranberry, blueberry, blackberry, raspberry and cloudberry and the treasures of Scandinavia. Blended into a jam with a sweet-tart flavour make the smell of coffee unique!

SCANDINAVIAN FRUITS FLAVOURED COFFEE ■ FM | AR10

£7.49 / 250 g

£29.96 / 1 kg



How to serve:

› Flavoured coffees taste well served both hot or cold (as iced coffee base). Excellent with cake and other desserts.

› Coffee does not contain any sugar or sweeteners.

› Alcohol-free. Contains no sugar, sweeteners, milk, or dairy products.

VANILLA Flavoured coffee

› master blend ☘

Ground, vanilla flavoured coffee

Exotic, sweet aroma of vanilla is a perfect complement to the natural coffee flavour. Introduces warm and joyful notes to the composition. A real treat for the senses!

VANILLA FLAVOURED COFFEE ■ FM | AR8

£7.49 / 250 g
£29.96 / 1 kg

IRISH CREAM Flavoured coffee

› master blend ☘

Ground, Irish Cream flavoured coffee

Delicious whiskey and soft, sweet cream is a flavour that perfectly fits the taste of natural, freshly roasted coffee. You will dream that this pleasure never ends!

IRISH CREAM FLAVOURED COFFEE ■ FM | AR9

£7.49 / 250 g
£29.96 / 1 kg





Functional coffees

Aurile functional coffees have been awarded with the Silver Consumer Laurel 2014! It is the consumers who select products in this nationwide popularity contest, therefore being awarded with the emblem in the "Functional coffees" category is for us a very important and valued distinction.



METABOLISM

Functional coffee

› master blend ☘

Ground coffee with Garcinia Cambogia extract and L-carnitine

Delicious coffee enriched with zinc, chromium, L-carnitine, Garcinia Cambogia extract and B group vitamins. It is an excellent, and above all safe, supplement of your slimming and detoxification processes. With a proper diet and a little bit of sport it will make you feel exceptionally light.

METABOLISM GROUND COFFEE ■ FM | AR6

£9.99 / 250 g
£39.96 / 1 kg

ENERGY

Functional coffee

› master blend ☘

Ground coffee with guarana extract and taurine

The stimulating taurine and B group vitamin complex with which our coffee has been enriched, lessen fatigue and increase the body's psychophysical activity. The increased dose of caffeine from guarana refreshes and adds energy throughout the day. With Aurile Energy you will rediscover the power within you.

ENERGY GROUND COFFEE ■ FM | AR4

£9.99 / 250 g
£39.96 / 1 kg

› *Always
in shape!*

*Recommended
especially if you
wish to:*

- › improve your metabolism,
- › stay slim,
- › win the fight with obesity.

› **38% RDA** in 2 cups of coffee*
chromium

› **30% RDA** in 2 cups of coffee*
zinc, vitamin B2

› **24% RDA** in 2 cups of coffee*
niacin, pantothenic
acid, biotin

› **30% RDA** in 2 cups of coffee*
vitamin B2

› **24% RDA** in 2 cups of coffee*
niacin, pantothenic
acid, biotin

› *A new source of
natural energy.*

Excellent for:

- › the physically active,
- › those involved in hard physical work,
- › athletes,
- › those working on night shifts (e.g. professional drivers, security personnel, health care),
- › those with irregular lifestyle,
- › those overtired and feeling prolonged fatigue, travellers who frequently change time zones

› *Feel the stroke of genius over a cup of coffee.*

Indispensible for:

- › those engaged in intellectual work that requires being focused for long periods of time,
- › students
- › those who want to improve their memory and concentration,
- › those tired and exposed to chronic stress.

› **30% RDA** in 2 cups of coffee*
magnesium, vitamin B2

› **24% RDA** in 2 cups of coffee*
niacin, biotin, pantothenic acid

› **30% RDA** in 2 cups of coffee*
vitamin E, zinc



› *Youth derived from nature!*

Recommended especially if you:

- › want to live a healthier life,
- › live in a big, polluted city,
- › have poor eating habits,
- › are exposed to chronic stress,
- › smoke cigarettes.

FOCUS Functional coffee

› master blend ☼

Ground coffee with guarana extract and magnesium

Aromatic coffee enhanced with magnesium, B group vitamins and extra caffeine from guarana, which will help you clear your mind and focus on what really matters. In addition, these ingredients contribute to the elimination of tiredness and fatigue. Reach for it while learning and during increased mental effort.

FOCUS GROUND COFFEE ■ FM | AR5

£9.99 / 250 g
£39.96 / 1 kg

ANTIOXIDANT Functional coffee

› master blend ☼

Ground coffee with green mate extract and Açai Berry extract

Delicious coffee with the addition of Açai Berry and green mate extracts, zinc and vitamin E is not only a delight of the palate but, above all, a rich source of antioxidants. Its ingredients protect cells from oxidative stress and support the appropriate DNA synthesis. This coffee is excellent for everyone who wants to live a healthier lifestyle!

ANTIOXIDANT GROUND COFFEE ■ FM | AR7

£9.99 / 250 g
£39.96 / 1 kg



GROUND COFFEE
Made with Arabica and Robusta Beans

ANTIOXIDANT



aurile



FOCUS

GROUND COFFEE
with Guarana extract and magnesium

aurile

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