



designwerk linz



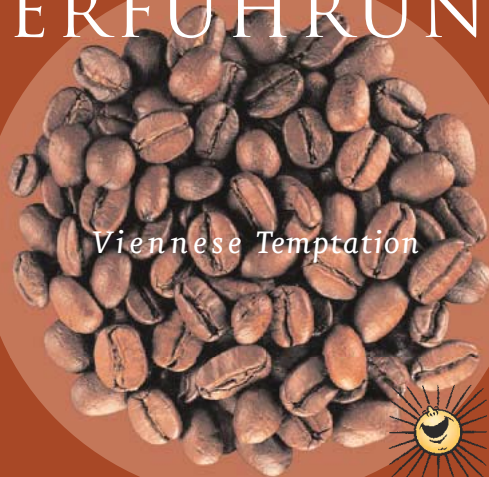
WIENER VERFÜHRUNG

DISCOVER THE DIFFERENCE:

Sonnentor stands for
enjoyment and freshness,
premium quality
and gentle processing.
Naturally synonymous with
high quality and value.

Sonnentor offers a
wide range of organic teas,
herbs and spices, and a
fine selection of premium
natural products.

SONNENTOR
Sprögnitz 10, 3910 Zwettl
Austria
www.sonnentor.com



Viennese Temptation



SONNENTOR®



SONNENTOR®

ORGANIC. WITH TRADITION.

What would good coffee have tasted like in the days of Mozart, Schubert, or Freud? Back when fertilisers were not in use, when insecticides hadn't yet been invented? Probably as good as our "VIENNESE TEMPTATION", grown by certified organic coffee farmers, just like everything else that comes from SONNENTOR. And if you take a sip, you may even hear the

distant sound of hooves from horse-drawn carriages clip-clopping along Vienna's cobblestone streets.

ROASTING OR DRUMS?

How about roasting drums? This is the drum in which a traditional Viennese roasting house creates a mild and aromatic blend from premium organic ARABICA beans for SONNENTOR. Gently, for a whole 11-12 minutes. Why is that? Because it is the only way of keeping the production of acid to a bare minimum. And of course because otherwise we wouldn't be able to enjoy the incomparably mild and nutty taste of "VIENNESE TEMPTATION".

HISTORY FIT TO DRINK.

Sipping coffee is like taking a sip of freedom. It was the Turks who left

innumerable sacks of coffee behind in their hurry to leave after their failed attempt to besiege Vienna in 1683. The courier Georg-Franz Kolschitzki received 500 of these bags and a nice house near St. Steven's cathedral in recognition of his heroic deed: Being the only one to break through the line of Turks encircling the city, he managed to fetch help from Austria's allies. When peace returned, Georg-Franz Kolschitzki opened Vienna's first coffee house. The coffee house boom took off around the middle of the 18th century, taking the country by storm. In 1819, Vienna boasted 150 licences, and no less than 1,202 coffee houses existed by 1910. It is where poets, philosophers, artists and "ordinary people" met to drink coffee and to expound on their philosophy of life. The names of traditional Viennese coffee houses are known all over the world: Demel, Sacher, Diglas, Hawelka, Landtmann, Prückel, Sperl and many others.

The Viennese coffee house is legendary, world-famous, much loved and much written about. IT IS A WAY OF LIFE, A PLACE TO MEET AND WATCH THE WORLD go about its business in a cosy atmosphere that exists nowhere else in the world.



HOW THE
VIENNESE
PICTURED A
TURKISH
COFFEE HOUSE
BACK IN 1833...



ARABICA:
FINEST OF
ALL COFFEE
BEANS.
A DELIGHT
FOR THE
SENSES!

HIGHLY STIMULATING. A WEALTH OF DIVERSITY. A SMALL COFFEE GLOSSARY.

WIENER MELANGE

One half cup coffee and one half cup hot, very foamy milk with a dollop of whipped cream on top. Sprinkle some cocoa powder on top – perfect!

SMALL OR LARGE CUP OF BLACK COFFEE

Mocha preferably served with a mini pitcher of milk on the side.

VERLÄNGERTER

A small black coffee “lengthened” by adding the same amount of hot water. Don’t forget the mini pitcher of milk!

HÄFERLKAFFEE

(Häferl: Viennese for cup) Also known as “Kaffee verkehrt” (upside-down coffee) or café au lait. Add 2/3 cup hot milk to 1/3 cup coffee and crown with frothy milk.

EINSPÄNNER

Black coffee or mocha invariably served in a glass and with a dollop of whipped cream.

FLAKER

Espresso served with rum, cognac or Kirsch. Originally favoured by fiacre drivers stepping down from their horse-drawn carriages to warm up between fares.



SWEET LIPS ARE NOT MEANT TO BE BURNED: COFFEE WAS COOLED DOWN BY POURING IT INTO THE SAUCER BEFORE DRINKING.

MARIA THERESIA

Black coffee with a dash of orange liqueur and a dollop of whipped cream.

MOZART

A large mocha with cherry brandy and a dollop of whipped cream.

JUST LIKE BACK THEN,
A FINE CUP OF COFFEE IS
TRADITIONALLY SERVED
TOGETHER WITH A GLASS OF
WATER ON A SILVER TRAY.



TIPS & TRICKS, NOT ONLY FOR COFFEE- HOLICS.

Always **STORE** coffee in a cool and dry place protected from light - preferably as whole beans, in a tight container and in the refrigerator.

Never pour coffee into a **COFFEE TIN** that has not been cleaned. The fatty substances contained in the coffee would stick to the tin walls and might become rancid.

Using 60 to 70 grams of coffee to one litre of water – i.e. 6.5 grams per cup – is recommended.

A good brew is made from neither hard nor extremely soft **WATER**.

The **FAT CONTENT** in coffee is considerably diminished by filtering.

Those with high cholesterol should refrain from drinking coffee espresso-style.

To avoid bitterness, coffee should be piping hot **WITHOUT BOILING**. It should always be prepared fresh and not kept warm for more than 20 to 30 minutes.

To prepare **MOCHA**, coffee is boiled together with water and not filtered. The connoisseur leaves neat coffee grounds at the bottom of the cup.

If the **ARABICA BEAN** were to introduce itself, it would probably do so by its full name: *Coffea arabica*, the noblest of all coffee plants.

With more than 1000 **AROMATIC FLAVOURS**, coffee is one of the richest foodstuffs as far as aroma is concerned.

The word coffee is derived from the old Arabic word “**QAHWA**”, which actually meant wine. But wine was forbidden for truly religious Muslims. Thus the entire Ottoman Empire began its love affair with the coffee bean.

“The best Maxim I know in this life is, to drink your Coffee when you can, and when you cannot, to be easy without it... for I believe Coffee once a week is necessary...”

JONATHAN SWIFT



“VIENNESE
TEMPTATION”
COMES IN
WHOLE BEANS
OR READY
GROUND



COFFEA ARABICA:
THE COFFEE
BEANS ARE THE
CORE OF THE
RED COFFEEBERRY
SPLIT IN TWO