



THE ORIGINALS BIO FAIRTRADE. COFFEE THAT'S BETTER IN EVERY WAY.



DOUBLE CERTIFIED



More than a moment





THE ORIGINALS



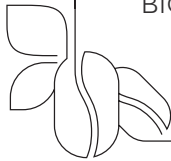
Find out more

In JULIUS MEINL THE ORIGINALS coffee products, **every bean has a story:**

The **story** of the origins of our coffee, the **story** of our JULIUS MEINL roasting craftsmanship gathered more than 160 years, the **story** of Vienna, its culture, nature and coffee tradition.

From the coffee farmer, to the packaging illustrator, to the roasting master, to the barista, JULIUS MEINL THE ORIGINALS is above all a story of CRAFTSMANSHIP, made by artisans for artisans.

We are proud to offer double-certified Bio and Fairtrade coffees in THE ORIGINALS Line. Inspired by iconic locations in Vienna where nature and meet, THE ORIGINALS BIO FAIRTRADE double-certified coffees are organically grown, ethically sourced, and roasted with over 160 years of Viennese craftsmanship and expertise.



With **THE ORIGINALS BIO FAIRTRADE**, we reinforce our commitment to sustainability, to a better world, for people and planet.



WHAT IS ...

We truly believe BIO ORGANIC & FAIRTRADE third-party certifications play a key role in today's sustainability challenges in the coffee community on social, economic and environmental levels.

By having BIO ORGANIC along with FAIRTRADE as a **double certification**, we ensure that price negotiations for organic coffee are structured under the FAIRTRADE framework, which sees farmers receive a fair price for their coffee crops. This in turn leaves a lasting impact on our farmers' and communities' livelihoods and enables them to invest in growing greater quality beans too.

... BIO COFFEE?

BIO products are organically farmed, which aims to produce, transport and store food using natural substances and processes. The use of artificial fertilisers, herbicides and pesticides is strictly limited. Organic farming tends to have a limited environmental impact, as it encourages:

- Responsible use of energy & natural resources;
- Maintenance of biodiversity;
- Preservation of regional ecological balances;
- Enhancement of soil fertility;
- Maintenance of water quality.



... FAIRTRADE COFFEE?

FAIRTRADE coffee supports farmers build a better quality of life, invest in growing greater quality coffee beans and confront challenges such as climate change.

- Coffee is purchased at the **Fairtrade Minimum Price**. Organic coffee receives an additional price incentive.
- Coffee farmers receive a **Fairtrade Premium**. A portion of this Premium goes towards improving production and/or quality.
- Fairtrade **supports smallholder farmers** to negotiate better terms of trade and reach wider markets.



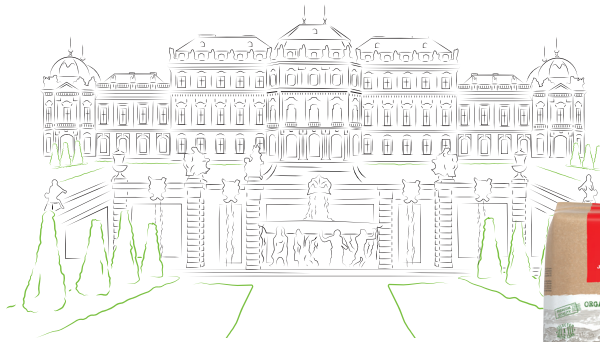


THE STORY BEHIND THE BLENDS

PREMIUM
QUALITY

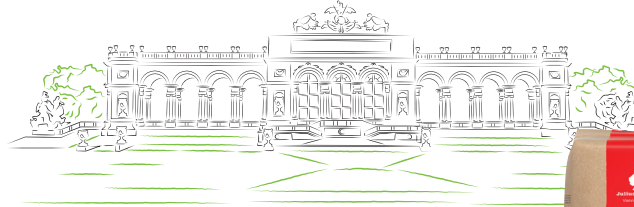
SELECTED
WITH CARE

Our **The Originals Bio Fairtrade** coffees are inspired by iconic locations in Vienna where nature, heritage and culture meet.



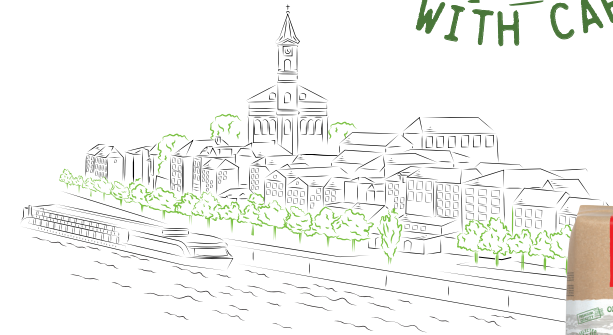
BELVEDERE BLEND

Belvedere Blend is named after the Belvedere Palace, a museum that showcases some of Vienna's most treasured works of art. Visitors to this World Heritage site can marvel at the beauty of nature as they walk through its magnificent gardens with a breathtaking view over the city of Vienna.



GLORIETTE GOLD

Gloriette Gold is named after the Gloriette, a spectacular baroque monument that overlooks the gardens of Schonbrunn Palace. Once a favourite breakfast location of the Austrian imperial family, visitors can now enjoy a cup of Julius Meinl coffee in the Gloriette café.



DANUBE DELIGHT

Danube Delight is named after the Danube, Europe's second longest river, which runs through the heart of Vienna. It connects ten European countries and four capital cities, linking people and cultures, just like Julius Meinl coffee.





BELVEDERE BLEND

SUPER PREMIUM

Belvedere Blend combines 100% Arabica beans from the finest origins to create a toffee sweetness that pairs perfectly with the delicious hazelnut base. Each sip of this elegantly balanced, creamy blend of Bio Fairtrade coffee has a rich, dark chocolate aftertaste brightened by a hint of crisp red apple.

BEAN TYPE

100% Arabica

ORIGINS

Nicaragua &
Honduras / Peru

AROMA

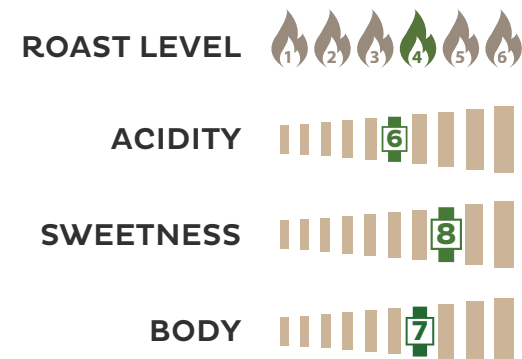
Elegant & Fruity

FLAVOUR

Hazelnut, toffee,
baker's dark chocolate



Find out more



Product Code: 97310





GLORIETTE GOLD

SUPER PREMIUM

Gloriette Gold is reminiscent of the cacao-dusted desserts and sugar-glazed pastries sprinkled with nuts in the Viennese patisserie - a Bio Fairtrade treat for coffee lovers with a sweet tooth. The luxurious, velvety mouthfeel of this blend perfectly complements the intensity of the pure cacao aroma. Pair with Gloriette Gold with milk to unlock a creamy, chocolate finish.

BEAN TYPE

Arabica & Robusta

ORIGINS

Nicaragua,
Honduras / Peru &
Mexico

AROMA

Nutty with notes of
pure cacao

FLAVOUR

Cacao powder,
roasted walnuts,
sugar glaze.



Find out more

ROAST LEVEL



ACIDITY



SWEETNESS



BODY



Product Code: 97306





DANUBE DELIGHT

PREMIUM

Danube Delight is the perfect blend for those seeking a rich, intense Bio Fairtrade coffee. A strong base of dark chocolate meets spicy notes of nutmeg and the slightest twist of black pepper. This full-bodied blend coats the palate, delivering a warming boost followed by the lingering aftertaste of gently roasted peanuts.

BEAN TYPE

Arabica & Robusta

ORIGINS

Nicaragua,
Honduras / Peru &
Mexico

AROMA

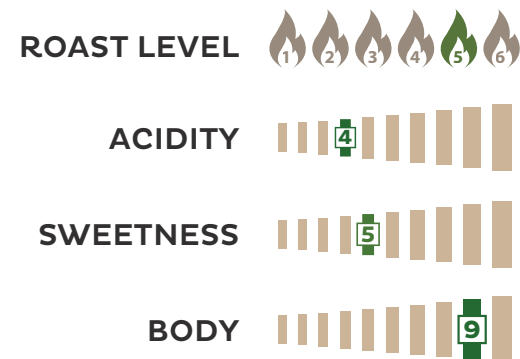
Intense with notes
of dark chocolate

FLAVOUR

Brown Spices, dark
chocolate, roasted
peanuts



Find out more



Product Code: 97311





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More than a moment

