



Product catalogue



ANNIVERSARY  
special edition  
260  
YEARS





The great history of this premium coffee goes back to the mid of 18th century.

In 1761, Mr. Johannes Schlatter founded his small business in St. Gallen, Switzerland. It was a shop of coffee, tea and spices.

The shop was located behind the city tower and the store was called "Hinterm Turm", which in English means "Behind the Tower". This business has gone through centuries and turned into Turm Kaffee, which we know and love today.

Swiss Energy Coffee by Turm offers the consumers a wide assortment of coffee bouquets for every taste!



## Coffee selection is the first step to superior quality

We use only first-class green coffee, which imported exclusively for us. For more than two centuries of history, we have exclusive and sustainable access to exquisite sorts of coffee directly from the plantations.

## Perfect blends and excellent recipes

Blending is really an art! Different sorts of coffee carry various flavors and combinations of bitterness, sourness and sweetness. Over the centuries, our company has developed excellent blends using the best varieties of coffee from around the world.

## Roasting is joining of science and art

Roasting process is the most important part of the coffee production process. We carry out it by traditional method, with different heating time and temperature for each type of coffee. It allows achieving the exact level of roasting, which determines the taste and aroma.



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# Crema

90% Arabica, 10% Robusta  
Exclusive blend for gourmet

This unique mix is especially suitable for rich aroma coffee. You will immediately recognize the spicy taste of high quality Central American Arabica. This coffee has an optimal balance of acidity and sweetness. You will feel delicious notes of fruit and almond.

- Roasting:** ●●●
- Taste and aroma:** Fruit and almond notes.  
Smooth and rich
- Origin:** Brasilia, Honduras, India
- Beverages:** ++ espresso  
+++ americano  
+++ filter-coffee



# Espresso

60% Arabica, 40% Robusta  
The strong taste of traditional espresso

This premium blend is particularly suitable for a typical espresso or an outstanding cappuccino. The rich body of the high-quality Central American Arabica and the wonderfully strong, slightly nutty notes of the India Robusta make this the finest for gourmet coffee.

- Roasting:** ●●●
- Taste and aroma:** Dark chocolate, nuts and dried dates.
- Origin:** Costa Rica, Brazil, Indonesia, India
- Beverages:** ++ espresso  
+++ americano  
+++ filter-coffee



# Men's coffee

60% Arabica, 40% Robusta  
A blend for strong man only!

This high-quality Arabica / Robusta blend promises the gentleman a sensual balance with a strong body for extensive, elegant pleasure. It promises a breathtaking balance between acidity and bitterness. This time he wants it stirred, not shaken!

- Roasting:** ●●●
- Taste and aroma:** Warm notes of cocoa and dried fruit.
- Origin:** Honduras, Brasilia, India
- Beverages:** ++ espresso  
+++ americano  
+++ filter-coffee



# Lady's coffee

100% Arabica  
The delicate and mild taste for a glorious lady.

This is an exquisite blend of pure Arabica with softness and rich aroma. The sweetness of vanilla combined with dark chocolate will take you to a barista's paradise. The delicious and balanced taste will become lovely for lady and bring her great pleasure!

- Roasting:** ●●●
- Taste and aroma:** Notes of chocolate and vanilla.
- Origin:** Guatemala, Brazil, Colombia, India
- Beverages:** ++ espresso  
+++ americano  
+++ filter-coffee





St.Gallen. Switzerland



Since 1761

## SWISS COFFEE TRADITIONS

The great history of this premium coffee goes back to the mid of 18th century. Since its founding in 1761, this coffee house has always been in full family ownership. This is the only one coffee house in the St. Gallen canton, which has kept its independence for more than two and a half centuries.

## 100% ROASTED IN SWITZERLAND

All green coffee that we import from tropical and subtropical regions is roasted exclusively in St. Gallen, Switzerland. For over more than 260 years of history, the company has become one of the leading coffee producer in Switzerland. This is the evidence of the highest quality and traditions to which we attach such great importance.

## HIGHEST MANUFACTURING STANDARD

The company meets FSSC 22000 standards to control manufacturing process and guarantee the quality of the product. These standards define production cycle management based on environmental impact. In addition, we have a self-control system to monitor all stages of production from the purchasing of raw materials to the packaging of coffee.



## Edel

100% Arabica

Rich and balanced taste

The wonderful blend promises the highest level of flavored enjoyment. Good tasting notes of tropical and citrus fruit with the tones of chocolate and caramel create a delicious beverage.

The low-acidity taste with elegant richness will also win you over, as with more than 260 years' experience in the world of coffee.

**Roasting:** ●●●

**Taste and aroma:** chocolate notes with the fruit-spicy tones

**Origin:** Honduras, Brasilia, India

**Beverages:** +++ espresso  
+++ americano  
+++ filter-coffee

## Mokka

80% Arabica, 20% Robusta

Intense taste and aroma



**Roasting:** ●●●

**Taste and aroma:** chocolate, citrus and nutty notes

**Origin:** Honduras, Brasilia, India

**Beverages:** +++ espresso  
+++ americano  
+++ filter-coffee







# COLD BREW COFFEE

## ADVANCED TECHNOLOGY

This cold coffee is produced with the absence of heat. This method of preparation unlocks a large array of diverse aromas from the coffee beans, providing a refreshing and enjoyable experience.

## DELICIOUS TASTE

The diverse coffee aromas play the main role in all our products. Swiss Energy Coffee is pure in character, aromatic-mild instead of bitter and contains less acids than hot coffee. Our coffee stays away from sugar and additives and has the taste harmony.

## ENERGY BOOST

Our coffee keeps you mentally fresh whenever an energy boost is needed. Thanks to the natural caffeine from the coffee bean, no other artificial stimulants are needed. The caffeine content is comparable to about 3 espressos.

## EXCELLENT FRESHNESS

Our coffee provides a refreshing change and not just on hot days. It helps you keep a cool head in heated situations at work, during sports or during your commute.



## Black coffee

### Whole array of diverse coffee aromas

To capture the wide range of coffee aromas we use 100% Arabica coffee beans. The variety Black Coffee contains no sugar, no calories, no additives and convinces with its 100% naturalness.

Be brave and unleash your creative side, spice up the Coffee Black with some ice cubes, rice milk, fruit juices or spirits. The only rule is that it needs to taste good.

**Roasting:** The beans are lightly roasted to preserve their natural aromas.

**Serving suggestion:** Shake well, best enjoyed ice-cold! Consume within 2 days after opening the bottle.



## Milk coffee

### Velvety-creamy aroma

For all those who like to refine their coffee with a little milk, we have developed a velvety-creamy version with Swiss whole milk. Don't worry, you can still clearly taste the coffee. It would be a pity if we "drowned" the precious aromas in the milk. Milk Coffee is the perfect alternative to the often over-sugared and artificial flavored cold coffee drinks.

**Roasting:** The beans are lightly roasted to preserve their natural aromas.

**Serving suggestion:** Shake well, best enjoyed ice-cold! Consume within 2 days after opening the bottle.







# INSTANT HERBAL TEA

## FROM THE HEART OF SWITZERLAND

With its line of drinks, we bring you delicious mixes of flavours and delights that will soothe and revitalise you with the natural strength of the Swiss Alps - developed by the creators of the iced tea granule and perfect for any time of day.

## NATURAL AND HEALTHFUL

Our instant teas don't contain artificial colors and flavors, preservatives, lactose and gluten. Suitable for people with lactose or gluten intolerance. Do not contain animal ingredients and suitable for vegan and vegetarian.

## NO TEA IS PURER THAN INSTANT TEA

The selection of the best herbs as well as the definition of their quality starts in the field and is documented from there. The verification of herb purity and the lack of pesticides and contaminations are guaranteed by the long-lasting cooperation with specialists and meet all quality standards.

## HOT OR COLD

Having continuously developed the process, we are able to combine the effect of a cup of tea in a few grams of instant tea granules! Hot or cold, the granules are instantly soluble, providing an aromatic and natural taste experience.



## Good Morning Tea

### With 20 Herbs Mix

#### The proven energy source for a successful day

The natural energy source for a successful day will stimulate your body and soul. The original herbal tea brings the full force of Swiss Alpine nature directly into your cup — instantly dissolvable and based on our beneficial 20 herbs mix. Enjoy the taste of herbal rapture straight from the Swiss Alps — every single day.

- Balanced 20 herbs mix with finest bee honey
- Warming herbs pleasure for your well-being
- Instantly soluble – hot or cold
- Enjoyment for 25 cups
- Swiss patented recipe since 1968



## Immunity Tea

### With Sea-Buckthorn and Orange

#### An instant boost for your immune system

The vitality of the Swiss Alps and the pleasure of tea, all in one: It's the natural vitamin C contained in the sea buckthorn berries that gives herbal tea its revitalizing and invigorating effect. Refined with a combination of flavours from sea-buckthorn and a touch of orange. Enjoy a cheery boost to your immune system and feel good again at any time of day.

- Sea-Buckthorn – the natural Vitamin C source
- Stimulates and strengthens your body
- Instantly soluble – hot or cold
- Enjoyment for 25 cups
- Swiss patented recipe since 1968



## Good Night Tea

### With Honey

#### Pure Alpine relaxation

This original Swiss instant tea mix brings deep relaxation with the taste of finest honey — it dissolves instantly in your cup to help you wind down after a long day. Leave your stress behind and enjoy a daily cup of Good Night Tea. Hot or cold: it's your choice.

- Proven combination from hops, lime and chamomile leaves
- With pure bee-honey
- Pure relaxation – for a good sleep
- Instantly soluble – hot or cold
- Enjoyment for 25 cups
- Swiss patented recipe since 1968







# COFFEE SHOP

## LOOK & FEEL

The main design concept looks like an icy and snowy landscape. Cool space with large windows, wooden chairs covered by fur, dark wooden furniture and bright red sofas.



## ENTRANCE

Starting the experience with an ice-shaped doorway. It immerses you into a luxury ski resorts atmosphere.



## CEILING DESIGN

Ceiling looks like icicles that enforce the feeling of winter cool weather.

## EXTERIOR DESIGN

Outside of the coffee shop looks like a frozen winter place with ice and icicles.



## MAIN CONCEPT - SKI CABIN

Bringing the ski cabin atmosphere all the way from the Alps, creating a unique and cozy space with clean modern lines to make the main elements stand out.







# FOOD TRAILER

## COFFEE TIME IN SWISS ALPS

Street food is becoming more and more popular all over the world. People are busy and have to eat often out of home. "Coffee take away" is something all of us enjoy sometimes. Our Food trailer concept of Swiss Energy has an eye-catching design. The trailer looks like a big window to the Swiss Alps! And everyone can get to this Alps wherever he is present at the moment!



## DELICIOUS SWISS DRINKS AND MEAL

Such a bright trailer will take attention and attract the consumer around. Everyone will get interested and want to try some coffee and snacks. You can serve your guests with the premium quality Swiss coffee and delicious cakes.

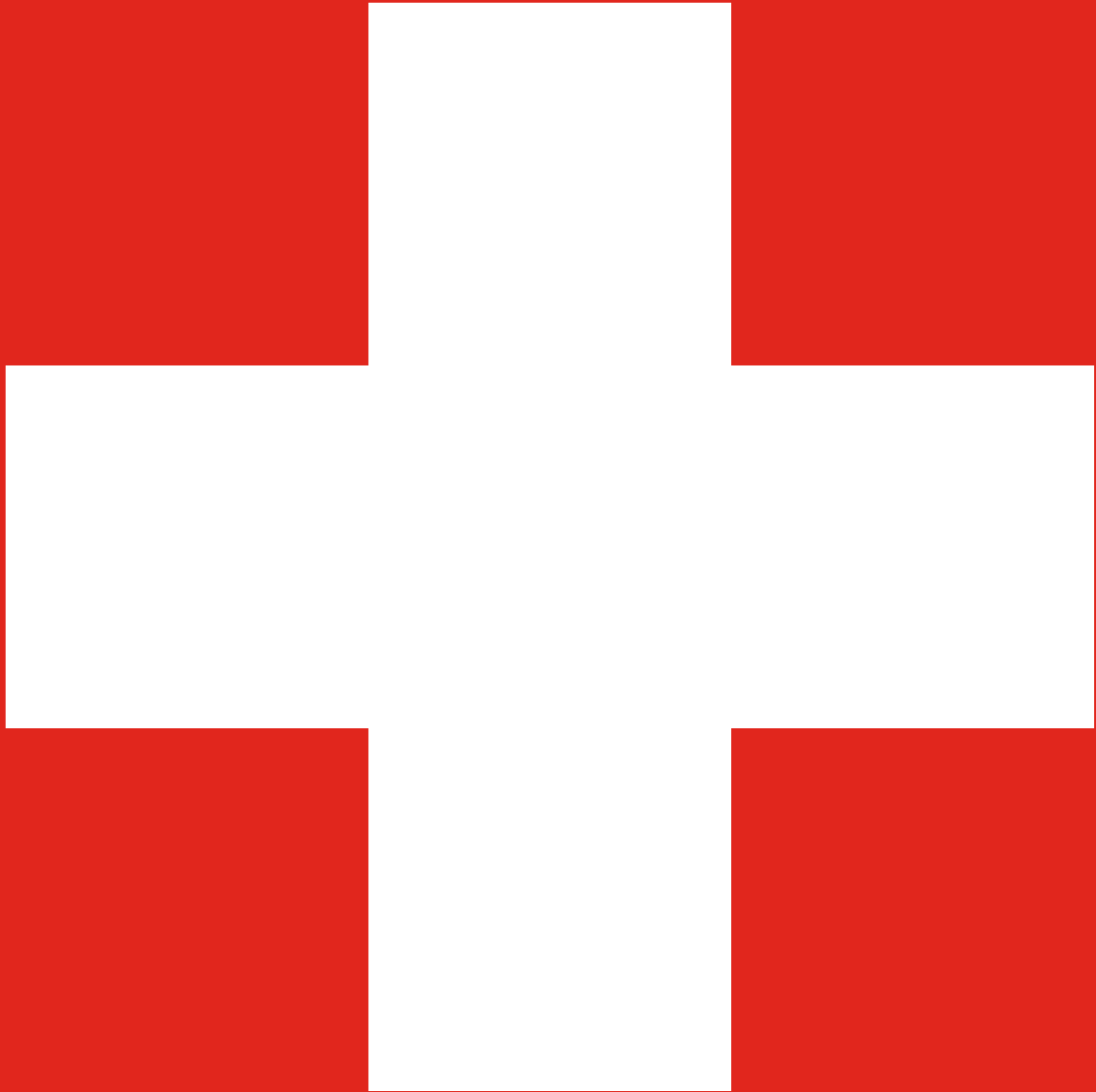


## PROFITABLE FRANCHISING

You can contact us to learn all franchising conditions and establish your own profitable business with moderate investments. Our professionals provide you with all required consultations and tools to become successful in this business!







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