



Aurora Café

Coffee & Bakery



Specialty coffee, fine teas, and house-made pastries.



Aurora Café - Resources

Fonts	To view and edit this deck as intended, please install the following fonts: Fraunces and DM Sans. Fraunces: https://fonts.google.com/specimen/Fraunces DM Sans: https://fonts.google.com/specimen/Fraunces
Used and alternative resources	A curated set of Aurora-aligned visuals ready to use across this deck.
Thanks slide	Please keep this slide when sharing the file, so the Aurora Café design credits remain visible.
Colors	The full Aurora Café color palette used throughout this presentation.
Icons and infographic resources	Editable icons and infographic elements—resize and recolor them to match your content.
Editable presentation theme	You can edit the master slides easily!



Introduction

Aurora Café is built around one idea: keep it **simple**, make it **exceptional**.

We work with carefully **selected beans**, roast for **balance**, and brew with **precision**, so every cup stays **smooth, aromatic**, and quietly **premium**.

Whether it's a regular espresso or an iced latte, the goal is always the same: **warm, refined comfort**.





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01

Our Café

Premium coffee and quiet refinement – a place designed for slow breaks and focused moments.



Aurora's story

- Born between **London** and **Paris**, Aurora Café celebrates **slow mornings** and **golden-hour light**.
- We work with **traceable beans** and **rotate origins** with the seasons.
- Every espresso is dialed in **daily – clean extraction, balanced intensity**.
- Our menu stays **intentionally curated**: a **few signatures**, done exceptionally well.
- A place for **quiet focus, thoughtful details**, and **conversations that last**.





02

Our values

From bean to cup, we value transparency, elegance, and a consistently smooth experience.



Aurora's values

Sourcing

Traceable coffees, seasonal rotation, roasted with high standards.

House-made

On-site pastries, clean flavors, elegant finishes.

Responsible

Plant-based options, minimal packaging, filtered water, reusable tableware.





03

Our products

Signature coffee creations, refined teas, and artisanal pastries—crafted fresh every day.



Regular Coffee Drinks

Our best-sellers



Espresso



Macchiato



Cappuccino



Signature Coffee Drinks

The most wanted



**Aurora Spécial
No.1**



**Artisan Strawberry
Velvet**



Golden Dawn



Aurora Spécial No.1

Dark chocolate

Deep cocoa drizzle, refined bitterness, silky finish.



Water

Filtered and temperature-controlled for clarity and balance.



Milk

Textured and velvety, soft sweetness, smooth body.



Premium Espresso

Traceable beans, dialed-in daily, clean extraction, rich aroma.





2.25 billion



Estimated cups of coffee enjoyed
worldwide each day.



04

Roasting

Roasted in small batches, calibrated for clarity and comfort in the cup.

Main coffee species



Arabica coffee

Smooth and aromatic –
nuanced notes, gentle acidity,
refined sweetness.



Robusta coffee

Bold and intense –
higher caffeine, fuller body,
darker chocolate edge.



Main coffee species

Light

Floral, bright, tea-like finish.

Medium light

Crisp acidity, gentle sweetness.

Medium

Balanced, round, versatile.

Medium dark

Deeper sweetness, cocoa notes.

Dark

Bold body, roasted intensity.

Very dark

Smoky, powerful, lingering finish.

“Coffee is a language in itself”



– Jackie Chan



Thanks!