



THE Auburn WELLNESS BREWS

Premium True Cinnamon | Natural • Luxury • Wellness



101 YEARS
BUILT ON
FAMILY LEGACY



ALBA
GRADE ONLY



4TH
GENERATION,
FAMILY-OWNED



MELBOURNE
+ SRI LANKA

ABOUT THE AUBURN

A house built on *true cinnamon*

The Auburn is an Australian, family-owned wellness house built around the purity of Alba-grade Ceylon cinnamon — the rarest, finest grade of true cinnamon.

More than a spice, it is a daily ritual — grown on a 4th generation single-family plantation and brought, farm to cup, to homes, hotels, spas and tables across Australia.



01
WHAT WE ARE

A luxury wellness house,
built on ritual.

Centred on purity, refinement
and authenticity — a daily
ritual to look forward to.



02
THE HERO

Alba Brew is the
centre of gravity.

Every other product orbits it —
the entry point, the ritual and
the brand promise in one.



03
TRUE CINNAMON ONLY

Ceylon Cinnamon,
exclusively.
Never cassia.

The defining ingredient truth
of the brand, across every
product and partnership.



04
FARM TO CUP

Traceable, ethical,
air freighted.

Hand-peeled, sun-dried,
no-heat ground, no additives —
purity over mass production.

ROOTED IN HERITAGE. DRIVEN BY WELLNESS. MADE FOR PARTNERSHIP.



101 years. *One family.* One obsession.

Our family has grown Alba-grade Ceylon cinnamon on the same southern Sri Lankan estate since 1925 — a documented century of craft, in the island's most prized cinnamon-growing region, with a family legacy reaching back further still.

For over a hundred years the bark has been harvested and peeled by hand by families who have perfected the art, then sun-dried to preserve its natural oils and aroma. We grind without heat, never add sulphur and airfreight within days of harvest — so the whole journey from peeling and drying to packing takes seven to ten days. Once in Melbourne, our flakes, powder and quills are hand-packed into thick-walled glass jars, premium tins and cylinders.

In its current form, The Auburn began with Anushka — the fourth generation of the family, and an airline pilot. With the unexpected time at home the pandemic brought, Anushka returned to brewing the family's cinnamon; when flying resumed, it travelled into the cockpit, where fellow pilots and crew soon asked for their own. A personal ritual quietly became a calling — together with co-founder and partner Sanchi, who brings two decades in finance and strategy expertise, Sanchi and Anushka built *The Auburn*, named after *the warm, reddish-gold colour of the brew.*



CEYLON VS CASSIA —

The *real* cinnamon

Most of the world has only ever tasted cassia — the common, mass-produced bark that fills supermarket jars. True cinnamon is Ceylon Cinnamon — as the botanical name claims *Cinnamomum Verum* — ('*Verum*' in Latin meaning - *True*): pale, brittle, finely layered quills with a light, citrusy, naturally sweet character. It has been treasured since antiquity and was once traded for gold.



CEYLON — TRUE CINNAMON

A

Pale, delicate, naturally sweet.

Slender, paper-fine quills with a refined, citrus-bright flavour. Rare, and prized for it.

Ceylon



CASSIA — THE COMMON ONE

B

Dark, hard, hollow, harsh.

Cheaper and easier to grow; a different species entirely. What most people mean when they say "cinnamon."

Cassia





A HIGHER STANDARD

*Our commitment to purity elevates even
Ceylon Cinnamon to a higher standard.*

We use only the rare outer bark of **Alba-grade Ceylon cinnamon**
for our brews and powder — and treat it with the care it deserves.

Four brews, *four moments*

Steep one to two teaspoons in boiling water for three to five minutes. The same true cinnamon expressed four ways.

Alba Brew

70G / 90G · CAFFEINE-FREE

Pure Alba-grade Ceylon cinnamon flakes — gentle and naturally sweet. The signature daily cup, for a quiet morning or a slow evening.



Golden Brew

90G · WITH CEYLON BLACK TEA

Ceylon cinnamon flakes with premium Ceylon black tea — bright and comforting. Beautiful hot or brewed strong over ice — can be enjoyed with milk.



Oxi Brew

90G · WITH CEYLON BLACK TEA & CLOVES

Ceylon cinnamon, Ceylon tea and Premium ground clove — warm and spiced. A natural chai-style cup with milk and a little honey.



Ayu Brew

90G · CAFFEINE-FREE

Ceylon cinnamon with cumin, coriander and black seed — earthy and warming. An Ayurvedic-inspired brew for after a meal.



The *everyday* heroes

Cinnamon Honey

350G

Pure Australian bees' honey infused with Ceylon cinnamon Powder. A golden spoonful for toast, breakfast, or stirred into warm water.



Cinnamon Powder

90G

No-heat ground Alba-grade powder, rich in natural oils. For smoothies, baking, coffee and savoury dishes.



Cinnamon Sugar

200G

Premium raw sugar blended with Ceylon cinnamon powder— for baking, pancakes, porridge and rimming a glass.



Alba Cinnamon Quills

100G

Whole Alba-grade quills for infusing stews and mulled drinks, baking, or a serving flourish.



THE RANGE · WELLNESS REFILL PACKS —

The ritual, *refilled*

Our Wellness Brews in generous, resealable refill pouches — the same true cinnamon at their heart, in sizes made for the household, the café and the everyday ritual. Available across all four brews: Alba, Golden, Oxi and Ayu.



200g

THE STARTER REFILL

400g

THE HOUSEHOLD SIZE

900g

BEST VALUE · CAFÉS &
DEVOTEES

The tools of the *ritual*

Brew Maker Jug

550ML

A no-drip, gravity-release infuser with a precision filter — effortless, clean brewing.



Ceramic Teapot

500ML

Sleek matte ceramic with an integrated stainless infuser, for brewing and serving with grace.



Brew Maker Mug

400ML

A glass mug with a bamboo lid that doubles as a coaster, plus a built-in strainer.



Stainless Steel Strainer

ACCESSORY

A large-capacity mesh infuser that sits securely on pots, mugs and cups.



Auburn Double Walled Mug

250ML

Minimalist, refined and designed for wellness moments, this mug transforms every sip into a luxurious experience.



Gold Teaspoon

ACCESSORY

An elegant gold-finish spoon for measuring and stirring — a small touch of luxury.



CURATED GIFT HAMPERS · CORPORATE & PERSONAL

A gift with a *story*

From our family farm to your home. For four generations, the De Silva family has grown the world's finest Ceylon cinnamon in Sri Lanka — and every hamper is wrapped around that heritage, hand-packed and finished with a written note.



FIVE WAYS TO GIVE

Calm *Serenity*

Alba Brew, Golden Brew, ceramic teapot & gold teaspoon — a serene daily ritual.

Joy *Little pleasures*

Cinnamon Sugar, Cinnamon Honey, Golden Brew & gold teaspoon — for life's small, sweet moments.

Strength *Energy*

Cinnamon Powder, Oxi Brew, Alba Cinnamon Quills, Brew Maker Jug & gold teaspoon.

Love *Connection*

Cinnamon Honey, Ayu Brew, Alba Brew, ceramic teapot & gold teaspoon.

Gratitude *The complete collection*

All four brews with Cinnamon Honey, ceramic teapot & gold teaspoon — our most generous gift.

Each hamper arrives in a magnetic keepsake box, tied with our signature ribbon

Luxury, with *responsibility*

Around 100+ skilled people across Sri Lanka and Australia bring The Auburn to life — and our success is theirs too.

- ✓ **Fair wages** paid to the cinnamon-peeling families who craft every quill.
- ✓ **Investment in education** and adult-empowerment programmes in our communities.
- ✓ **Female-entrepreneurship initiatives**, in collaboration with our partners.
- ✓ **Eco-friendly**, thick-walled glass packaging; no chemical fumigation.
- ✓ **Ethical, traceable** sourcing from a single-family estate.



WHY PARTNER WITH THE AUBURN

An *experience*, not just an ingredient

A partner-ready wellness ritual with origin, theatre and commercial clarity - built for luxury hospitality, premium retail and gifting.



1

AUSTRALIAN STANDARDS

Proudly Australian-owned and operated.

Production, packaging and service held to stringent Australian standards.

2

SCALABLE CAPACITY

Dual-country production, ~100+ staff.

From sourcing to dispatch - with the ability to customise blends and packaging.

3

AUTHENTIC HERITAGE

The world's finest Alba-grade Ceylon Cinnamon.

A genuine story of origin that connects guests to the island's most treasured spice.

4

LUXURY ALIGNMENT

Indulgence with purpose.

A natural fit for luxury hospitality, spa and premium retail.

5

GUEST EXPERIENCE

High teas, spa rituals, gifting.

Signature touchpoints across the guest journey, especially in festive seasons.

6

REVENUE & EXCLUSIVITY

Boutique retail and gift hampers.

Attractive add-ons and partner margins, with a differentiated premium narrative.

**True Cinnamon, crafted
for moments worth remembering.**

WHOLESALE & CUSTOM

Built for *partners*

Bulk supply, co-branded packaging and bespoke product experiences for hotels, cafés, retailers, airlines and premium gifting.

- **Bulk supply** – service packs of brews, powder, sugar and quills for hotels, cafés, retailers and airlines.
- **Co-branded packaging** – custom jars and tins for exclusive experiences.
- **Flexible pricing** – competitive margins and cross-promotional opportunities.
- **Free shipping** – Australia-wide, on all orders.



CONTACT

Let's create something *together*

We would be delighted to design a collaboration that suits your brand and your guests. For wholesale, gifting or bespoke partnerships, please reach out.

Melbourne • Colombo

THE
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WELLNESS BREWS

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