

AURORA | THE FLOUR



Some may think that flour is just flour. And indeed, in former times when housewives still used to bake their own bread, flour was a typical staple food which was weighed out from large bags and sold by the grocer.

This was set to change when the Heinrich Auer Mühlenwerke in Cologne launched AURORA in 1951. Within a short period of time “AURORA with the sun star” became synonymous with flour itself among German consumers – last but not least thanks to careful coordination of the slogan and trademark on the packaging, recipe brochures, and advertising.

According to a Greek legend, the kind goddess Demeter, one of Zeus’ wives, told men about the secret of grain. It is made of the endosperm which consists of starch and protein, the epidermis and the testa which contain dietary fiber and minerals, and the germ which contains vegetable protein and fat. The milling process requires in total approximately 35 individual steps and begins with the crushing of the kernel. The outer layers of the grain, the bran and the germ are removed by sieving. The milled particles of the endosperm, which differ in size, are now sorted according to their size by sieving. The milling process and the extraction rate determine the composition and colour of the different flour types – which can be easily recognised by the type code, which indicates how many milligram of minerals are contained in 100 g of flour.

As the main ingredient in bread, flour is one of the oldest and most important staple foods in the world, and as an ingredient in cakes, tarts, and pastries it is also a first class delicacy. This is reflected in the wide range of AURORA flours available today. Without a doubt, the classic product in the AURORA range is the legendary AURORA Sonnenstern-Mehl, which is a light Type 405 wheat flour and an all-purpose household flour for all application areas.

AURORA Urkraft des Keimes, also a Type 405 wheat flour, contains the most valuable part of the kernel, the wheat germ, thus giving this flour a high

level of important vitamins, minerals, and trace elements.

Four wheat flour specialities from AURORA Feine Mühle (e.g. flour for homemade noodles or Das Backstarke Type 550) indicate their special application area at first glance. Their structure is optimised for the particular application, so that even more complex recipes are guaranteed to succeed.

Five flours from AURORA Landkorn (e.g. spelt flour, wholegrain wheat flour, and rye flour) fulfil the widespread consumer desire for a healthy nutrition without compromising a pleasant taste. The Landkorn flours offer an extra portion of health, as their high extraction rate results in increased amounts of vitamins, minerals, and dietary fibre. Superior baking properties are making them particularly suitable for preparing bread and hearty pastries.

There are three organic wheat flours (Type 550, Type 1050, and wholegrain) under the name AURORA Korngut. These provide additional alternatives for all baking applications. All three flours bear the governmental organic seal, giving consumers the confidence of high-quality nutrition.

Since 1975, Auer’s traditional company has belonged to the VK Mühlen AG, located in Hamburg. Today, the large flour variety is even further extended by convenient bread mixes and various types of semolina.

The high demand for quality has remained. Pure, freshly milled grain from selected wheat varieties in combination with the conscientiousness of experienced millers result in the finest natural flours of highest quality. These flours are loaded with the full power of the natural grains. Therefore, AURORA is already guaranteeing for generations that baking results are always perfect and bakery products taste exactly as expected by all consumers.



Company name
AURORA
MÜHLEN GMBH

Classic product
AURORA
sun star flour

Established
the Auer Mills in Cologne
were built in 1850

Inventor
Clemens Auer registered
the AURORA name in 1951

Founder
Heinrich Auer
(1825–1892)

Awareness
89 % (brand)