



ALCHEMY®  
Performance Fine China



Performance . Presentation . Passion



# Contents

A premium tableware collection, Alchemy Performance Fine China is designed for elevated and refined food presentation. Manufactured in the UK, Alchemy offers the perfect balance of design and performance.

The unique Alchemy formula creates one of the strongest ceramics in the world\*, with the optimum level of added alumina and the highest quality fine china clay. Alchemy is a sophisticated collection that is designed to perform.

Fine Dining	6
Banqueting & Events	10
Breakfast Al A Carte	14
Brasserie	18
Afternoon Tea	22



MADE IN ENGLAND

To find out more about our latest collections, please contact us using the details below, or arrange an appointment to visit one of our showrooms:

**Stoke Showroom**  
No.1 Marlborough Way,  
Tunstall, Stoke-on-Trent,  
ST6 5NZ, England

**London Showroom**  
Business Design Centre,  
Suite 102, 52 Upper Street,  
Islington, London, N1 0QH

**Madrid Showroom**  
Calle Princesa No 2, 7ta  
Planta, Puertas 4 y 5, Madrid  
28008  
España  
Tel. 910 004 929

**Berlin Showroom**  
Churchill Showroom Berlin  
Rankestr. 8  
10789 Berlin

+44 (0)1782 577566 | info@churchill1795.com | churchill1795.com

f churchill1795 | X@churchill1795 | @churchill\_1795

\*Based on MOR



# Performance Fine China



We blend centuries of experience with cutting edge technology and design innovation to produce one of the strongest ceramic bodies in the world\*.

Alchemy tableware is precisely engineered to perform to the demands of the hospitality environment. Every step in the process is practised and refined, from the sourcing of the raw materials, including the finest china clays, to shape engineering and enhanced quality checks.

\* Based on MOR



## Alumina Whiteness

The unique Alchemy formula, with high levels of fine china clay and added alumina creates a white canvas for versatile food presentation.



## Alumina Strength

The high level of added alumina in our Alchemy formula adds strength. The controlled firing temperature ensures vitrification, making Alchemy one of the strongest ceramic tableware bodies in the world\*



## Performance Materials

Our unique clay recipe is essential in creating a strong and durable product for the hospitality industry. Our raw materials are selected to deliver the optimum balance of strength and whiteness.



## Engineered Shape & Form

Every piece of Alchemy ceramic is engineered with a balance of design and performance, while continuous investment in technology guarantees functionality and consistency.



## Vitrification & Firing

Alchemy ceramics are fully vitrified, which is essential for the hospitality industry. Through the process of vitrification, the particle structure of our ceramic body becomes strong, dense and watertight.



## Glazing

Alchemy glaze is hard wearing and designed specifically for the hospitality environment through a combination of the glaze recipe, the firing temperature and substrate. Our Eco Glaze is specially formulated to be re-usable, minimising our environmental impact.



## Quality & Conformance

From the stage of raw materials, throughout the manufacturing process to the final fired piece, Alchemy ceramics are subject to our most enhanced quality checks.



## Design Innovation

Alchemy is expertly designed by our experienced and talented team of ceramic designers and we work with chefs from around the world to ensure we understand and meet the needs of our customers.



## Service & Stock

Alchemy Performance Fine China is subject to our service promise, ensuring our products are available and delivered on time, all around the world.



## History & Heritage

Established in 1795, Churchill have been manufacturing ceramics in Stoke on Trent, England for 225 years, while Alchemy Performance Fine China has been renowned within the hospitality industry for over 20 years.

\*Based on MOR



## Fine Dining

Fine dining establishments across the world share the same values, where the quality of the ingredients is key and produce is locally sourced.

Expert chefs take inspiration from their locations and the changing seasons, showcasing the best of their country's harvests in imaginative ways. A focus on quality and local sourcing in the fine dining sector not only transcends global geography, but also food styles. From the most traditional cooking techniques to ambitious modern dining, or classical haute-cuisine, fine dining chefs retain these core values of sourcing local quality ingredients.

By drawing inspiration from the landscape chefs are preserving the culinary identity of their restaurant's local community, while enhancing the experience for their diners.

The Alchemy collection is synonymous with the values of the fine dining sector. The Alchemy clay formula includes some of the world's finest quality clays sourced locally from the UK.





## Fine Dining

Contemporary and premium tableware for modern and exclusive settings.

The unique Alchemy formula creates a versatile fresh white canvas, enhancing natural ingredients and allowing for creative freedom. Alchemy is designed for elevated dining and the finest food presentation, in a variety of sophisticated tableware shapes manufactured in a Performance Fine China.

The elegant Balance design offers a contemporary and minimal platform for striking food presentation, while modern Alchemy Abstract features a fresh, geometrical embossment ideal for framing innovative dishes.

Gourmet ingredients, carefully sourced by expert chefs and served up in the finest dining establishments are striking against the timeless white Alchemy tableware collection. By adding strength through the process

of vitrification and design engineered tableware shapes, Alchemy Performance Fine China maintains its premium appearance through years of service, for this reason Alchemy has remained popular with chefs worldwide for over 20 years.

**Featured Designs:** *Alchemy Abstract, Alchemy White, Alchemy Plate Towers, Alchemy Balance.*



## Banqueting & Events

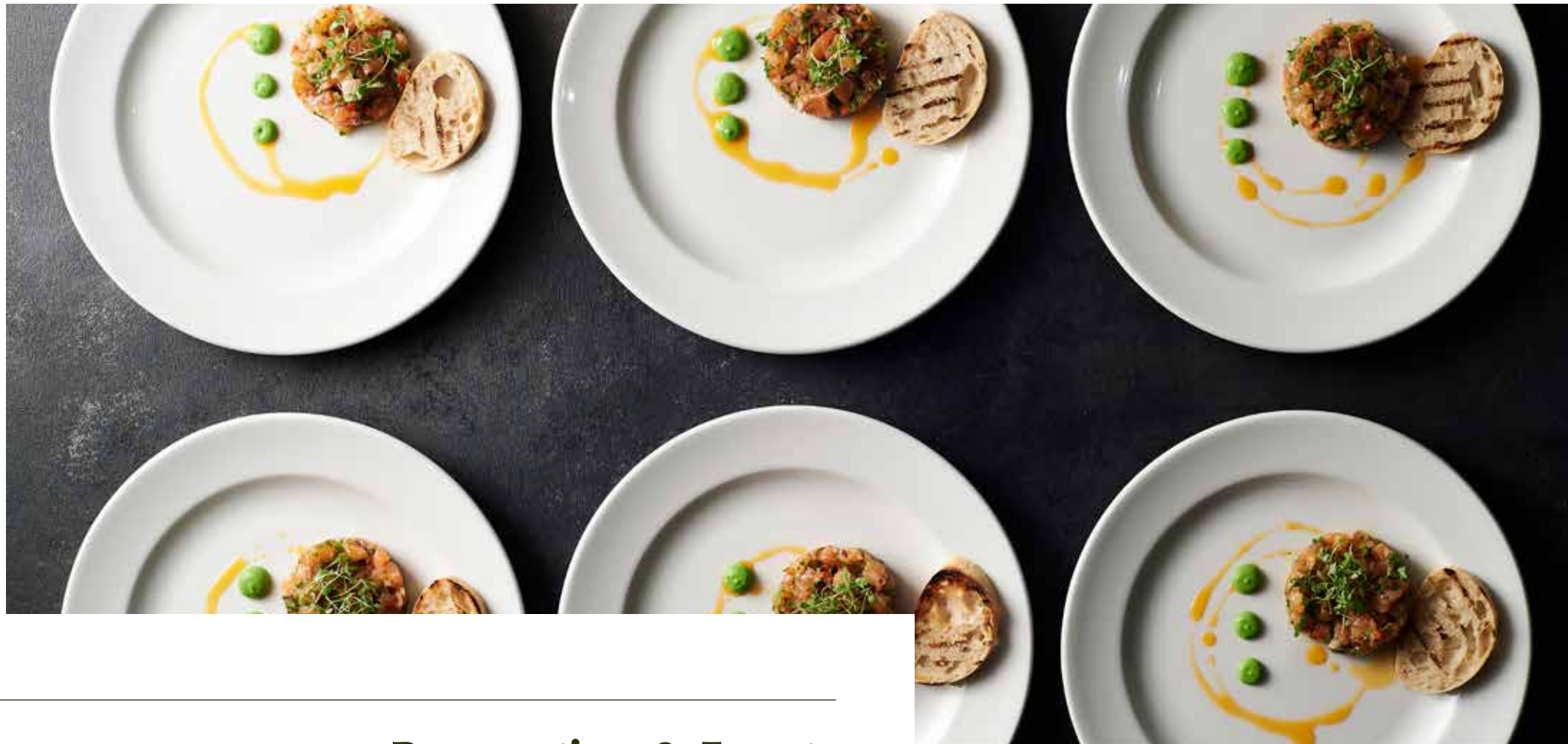
From chic corporate events to elegant wedding breakfasts, the banqueting and events sector brings people together over fine food.

Indulgent communal banquets are the focus of many large scale events, and provide a challenge for hotel chefs and caterers alike. Maintaining high standards of presentation and quality over hundreds of covers requires thorough preparation and planning, as well as the appropriate tools, equipment and tableware.

Chefs catering for large scale banqueting and events bring their individual flare and creativity to bespoke and tailored menus, showcasing the best local ingredients across various event themes and dishes. From traditional sit down meals to feasts designed for sharing, in the events dining sector, where variety and versatility are essential, white Alchemy tableware is the perfect choice.







## Banqueting & Events

Versatility is key for the banqueting and events sector, where adaptability is essential to accommodate different themes and colour schemes.

Neutral event spaces can be dressed to suit all manner of celebration, from corporate conferencing to elaborately styled weddings. The same flexibility is essential in banqueting tableware, the Alchemy collection provides the perfect blank canvas for all manner of food styles. The added alumina and quality fine china clays in the Alchemy formula creates a clean white and versatile surface for premium food presentation.

Interest can be added to versatile tabletops with the contemporary but minimalist Alchemy Abstract, a fresh geometrical embossment on the white Performance Fine China body. Alchemy Abstract is a high performing and functional collection, ideal for complementing other ranges in the Alchemy portfolio; the perfect solution for banqueting and events.

Designed with functionality in mind, Alchemy shapes feature reinforced impact areas to withstand use during busy service. Stackable and space saving, premium footed pieces with a fully glazed base prevent scratched surfaces when stacked. The comprehensive collection is the ideal tableware for premium events catering, with a variety of shapes all engineered to enhance design and performance.

**Featured Designs:** *Alchemy Abstract, Alchemy White, Alchemy Energy.*







## Breakfast Al A Carte

The most premium and elegant hotel breakfasts are accompanied with crisp tablecloths, polished silverware and fresh white ceramics.

Luxurious hotels start the day off by making a statement with lavish breakfast spreads and locally sourced ingredients, all designed to enhance their guest's overall stay. As travellers seek out more immersive and meaningful experiences, hoteliers are embracing the opportunity to serve up a taste of the local culture through their food and beverage offerings. The finest hotel breakfasts around the world celebrate local culinary traditions, creating a pull for foodie tourists.

From charming boutique hotel breakfasts with a personal touch, to vast establishments catering for conference guests, Alchemy Performance Fine China is a sophisticated yet durable tabletop solution.





## Breakfast Al A Carte

One of the most important and defining areas of a hotel's service offering is its breakfast, setting guests up for the day with a satisfying and quality breakfast experience.

The Alchemy Performance Fine China collection offers the perfect elegant tabletop solution for all manner of breakfast cuisines and ingredients, from the classic continental to more adventurous global dishes. Alchemy White and Abstract feature timeless rimmed shapes, while Alchemy Balance offers contemporary coupes and bowls, ideal for modern fusion dishes.

The timeless sophistication of Alchemy Performance Fine China is the ideal tableware solution for luxurious breakfast offerings, in a fresh white ceramic colour created by the finest china clays and added alumina. The versatility of the collection means it is perfectly suited for working cross-functionally in various areas of the hotel, including evening fine dining or a morning breakfast.

Alchemy's adaptability to all manner of food service areas is of particular importance when functionality and space saving back of house is key.

Designed for style and strength, the Alchemy Performance Fine China is fully vitrified, meaning through a combination of the unique clay formula and carefully controlled firing environment, Alchemy is one of the strongest ceramic bodies in the world\*.

**Featured Designs:** *Alchemy Sequel, Alchemy Balance, Alchemy Abstract, Alchemy Plate Towers, Alchemy Moonstone, Alchemy Cook & Serve.*



## Brasserie

Quality cuisine is served up on classic white tableware in relaxed and atmospheric all day dining settings.

Laid back but traditional all day restaurants serve up modern classics made with quality, locally sourced ingredients. Enhanced with culinary storytelling, brasserie style restaurants serve up a taste of local culture through age-old cooking techniques or contemporary takes on native dishes.

Dating back to the 1800's, the popularity of informal brasserie style dining, serving high quality dishes, has spread internationally to become a staple of the global dining experience. Serving casual but perfectly prepared meals from breakfast until late in the evening, brasseries are a timeless way to dine, often alongside crisp tablecloths, fine wine and clean white tableware. Brasseries are famed for bustling and lively atmospheres and Alchemy is the most durable tableware choice to withstand the rigours of a busy brasserie kitchen.







## Brasserie

From classic French to contemporary international cuisine, the popularity of all day dining in brasserie-style restaurants continues.

While the timeless Alchemy White shapes create a traditional look, in all day dining restaurants chefs explore shape innovation with their tableware, adding interest to classic dishes. The modular Alchemy Energy squares and rectangles offer striking presentation pieces, while organic Moonstone and simplistic Balance are softer alternatives to the classic rimmed round.

The white Alchemy Performance Fine China maintains a classical and refined appearance while being engineered to last in the busiest of hospitality environments. The Alchemy clay formula is composed of the highest

quality components, including fine china clays and added alumina to enhance both strength and whiteness. All shapes in the Alchemy collection are designed to function and perform back of house, making Alchemy the perfect tableware for a busy brasserie.

**Featured Designs:** *Alchemy Balance, Alchemy Energy, Alchemy White*







## Afternoon Tea

---

The popularity of this indulgent British tradition has spread to the restaurants and lobbies of hotels internationally.

A quintessentially British meal, afternoon tea is now enjoyed globally as a luxurious indulgence, often in the world's finest 5 star hotels and restaurants. Traditionally the custom includes delicate sweets served alongside savoury bites, the finest tea leaf blends and chilled flutes of champagne. While more contemporary innovations in afternoon tea offerings include plant-based dishes and international fusions.

Afternoon tea has evolved from its humble beginnings as a light bite intended to fill the gap between lunch and dinner to an extravagant indulgence enjoyed in opulent surroundings. A variety of afternoon tea offerings are available across the world's finest hotels.





## Afternoon Tea

A British tradition dating back to 1840, afternoon tea has become synonymous with luxury and decadence.

The Alchemy collection includes contemporary and traditional plate stands, ideal statement pieces for a tiered display of afternoon tea small bites. Alternatively, modern Signature Tiles are perfectly flat platforms for presenting cakes, desserts and petit fours, and are available in a variety of shapes and colours, including a classic rose chintz pattern.

Completing the solution are elegant and durable beverageware pieces in Alchemy White and Sequel or modern Alchemy Abstract, which has a fresh geometrical embossment. All fully vitrified and finished in a high quality glaze, Alchemy beverage is engineered to look good for longer.

The Alchemy collection perfectly complements afternoon tea, as a British made fine china in a fresh white colour tone, Alchemy radiates sophistication without compromising on the performance required by professional tableware.

**Featured Designs:** *Alchemy Plate Towers, Alchemy Sequel, Alchemy Abstract, Alchemy Signature Tiles, Alchemy White.*







ALCHEMY® performance fine china

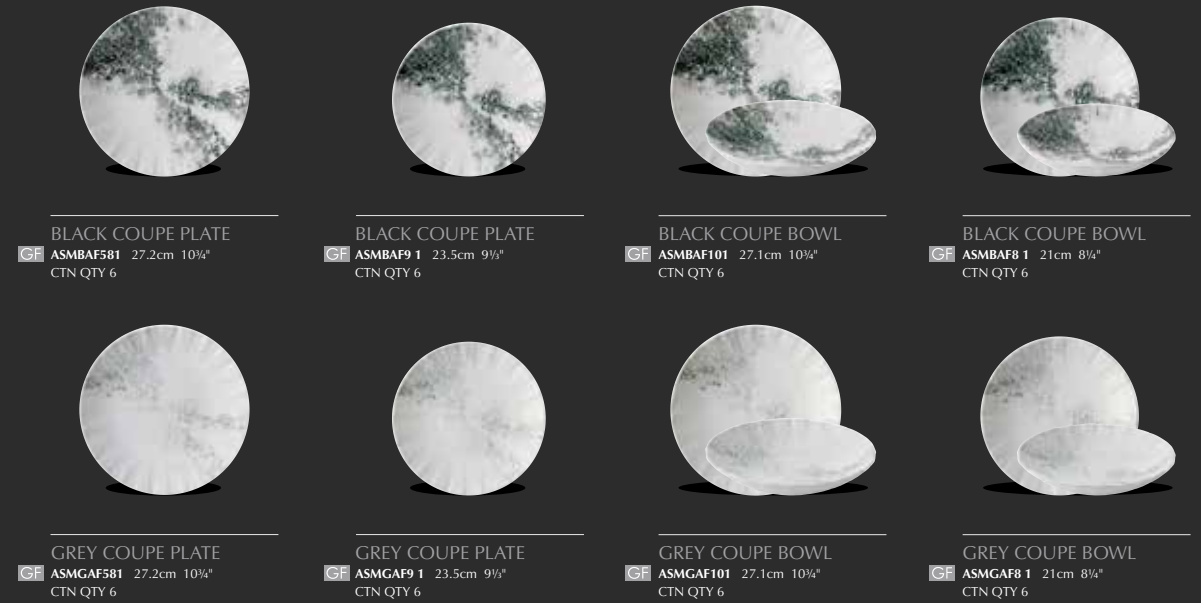
# Smoke

Contemporary & Dramatic

Contemporary but refined, Alchemy Smoke provides the perfect blend of colour and white space. The minimalist wispy design features on striking Abstract shapes, creating a dramatic canvas for premium cuisines. Manufactured in Alchemy Performance Fine China, with the optimum level of added alumina for strength and the highest quality Fine China clay.



COUPE PLATE  
 ASMGAF581 27.2cm 10 1/4"  
 CTN QTY 6



BLACK COUPE PLATE  
 ASMBAF581 27.2cm 10 1/4"  
 CTN QTY 6

BLACK COUPE PLATE  
 ASMBAF9 1 23.5cm 9 1/2"  
 CTN QTY 6

BLACK COUPE BOWL  
 ASMBAF101 27.1cm 10 3/4"  
 CTN QTY 6

BLACK COUPE BOWL  
 ASMBAF8 1 21cm 8 1/4"  
 CTN QTY 6

GREY COUPE PLATE  
 ASMGAF581 27.2cm 10 1/4"  
 CTN QTY 6

GREY COUPE PLATE  
 ASMGAF9 1 23.5cm 9 1/2"  
 CTN QTY 6

GREY COUPE BOWL  
 ASMGAF101 27.1cm 10 3/4"  
 CTN QTY 6

GREY COUPE BOWL  
 ASMGAF8 1 21cm 8 1/4"  
 CTN QTY 6

Items with a fully glazed foot














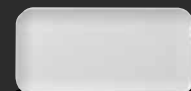

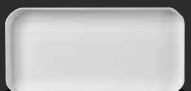
ALCHEMY® performance fine china

# Abstract

Contemporary Elegance

Designed for contemporary dining settings, Alchemy Abstract features a fresh geometrical embossment on white vitrified performance fine china. Modern and minimal, the versatile Abstract design complements other ranges within the Alchemy portfolio, including the simplistic and comprehensive White collection.

PLATE  
APRDUP111 30cm 11 3/4"  
CTN QTY 12

 SERVICE PLATE APRDUS131 33cm 13" CTN QTY 6	 PLATE APRDUP111 30cm 11 3/4" CTN QTY 12	 PLATE APRDUP581 26.8cm 10 5/8" CTN QTY 12	 PLATE APRDUP101 25.4cm 10" CTN QTY 12
 PLATE APRDUP91 23cm 9" CTN QTY 12	 PLATE APRDUP81 20.3cm 8" CTN QTY 12	 PLATE APRDUP651 16.2cm 6 1/2" CTN QTY 12	 ROUND PASTA BOWL APRDUPRB1 30.5cm 12" 79.7cl 28oz CTN QTY 12
 ROUND SOUP BOWL APRDUB91 24.5cm 9 3/4" 49.5cl 17oz CTN QTY 12	 SHALLOW OBLONG TRAY APRD30ST1 30 x 14.5cm 11 3/4 x 5 3/4" CTN QTY 6	 SHALLOW OBLONG TRAY APRD26ST1 26.5 x 13cm 10 1/2 x 5 1/4" CTN QTY 6	 DEEP OBLONG TRAY APRDDT301 30 x 14.5cm 11 3/4 x 5 3/4" H: 2.5cm CTN QTY 6

Covered by Churchill 5 Year Edge Chip Warranty



Items with a fully glazed foot



# Abstract



**DEEP OBLONG TRAY**  
**APRDDT261** 26.3 x 13cm  
 10 1/2 x 5 1/4"  
 H: 2.5cm  
 CTN QTY 6



**STACKING CUP**  
**APRDUSC71** 20.6cl 7oz  
 H: 6.6cm  
 Dia: 8cm  
 CTN QTY 12



**CUP**  
**APRDUTC81** 22cl 8oz  
 H: 6cm  
 Dia: 10cm  
 CTN QTY 12



**SAUCER**  
**APRDUCS61** 15.3cm 6"  
 CTN QTY 12  
 (Fits APRDUSC71, APRDUTC81, & APRDUUCB1)



**STACKING ESPRESSO CUP**  
**APRDUSC31** 8.5cl 3oz  
 H: 5.5cm  
 Dia: 6.5cm  
 CTN QTY 12



**ESPRESSO CUP**  
**APRDUS31** 8.5cl 3oz  
 H: 5.5cm  
 Dia: 6.5cm  
 CTN QTY 24



**COFFEE SAUCER**  
**APRDUSS1** 12.8cm 5"  
 CTN QTY 24  
 (Fits APRASC31, APR AEC31)



**TEAPOT**  
**APRDUE161** 42cl 15oz  
 H: 9.8cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APRAL161**  
 CTN QTY 6



**JUG**  
**APRDUUG51** 13.8cl 5oz  
 H: 6.5cm  
 CTN QTY 6



**OPEN SUGAR BOWL**  
**APRDUOSB1** 22cl 8oz  
 H: 6.5cm  
 Dia: 8.5cm  
 CTN QTY 6



**CONSOMMÉ BOWL UNHANDLED**  
**APRDUUCB1** 28.4cl 10oz  
 H: 5.5cm  
 Dia: 10cm  
 CTN QTY 12

Covered by Churchill 5 Year Edge Chip Warranty



Items with a fully glazed foot







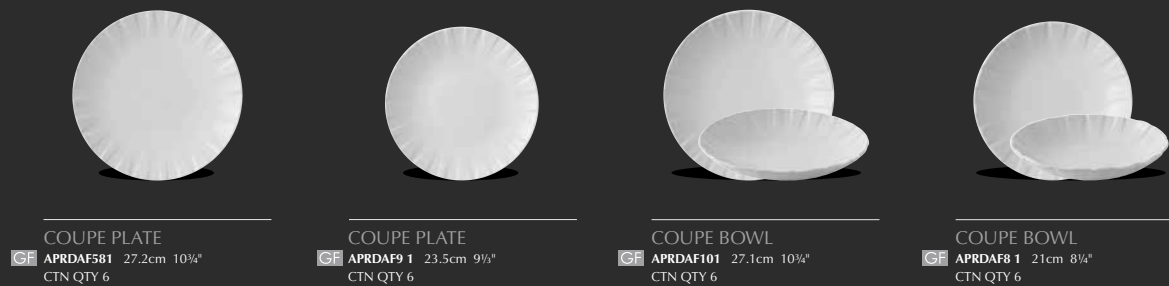
ALCHEMY® performance fine china

# Abstract Feature Pieces

Contemporary Elegance

Alchemy Abstract Feature Pieces showcase a striking and contemporary linear embossment on white vitrified performance fine china. These stylish shapes are the perfect statement items for premium food presentation, complementing existing Alchemy ranges such as Alchemy Abstract and White.

COUPE PLATE  
 APRDAF581 27.2cm 10 7/8"  
 CTN QTY 6



COUPE PLATE  
 APRDAF581 27.2cm 10 7/8"  
 CTN QTY 6

COUPE PLATE  
 APRDAF91 23.5cm 9 1/4"  
 CTN QTY 6

COUPE BOWL  
 APRDAF101 27.1cm 10 5/8"  
 CTN QTY 6

COUPE BOWL  
 APRDAF81 21cm 8 3/4"  
 CTN QTY 6

CF Items with a fully glazed foot







ALCHEMY® performance fine china

# White

Simply Appealing

Premium and timeless Alchemy White has been designed with versatility and functionality in mind. Simply appealing, this fresh white performance fine china collection features a comprehensive solution for events catering and hotel dining.

SERVICE PLATE  
APR AS131 33cm 13"  
CTN QTY 6



SERVICE PLATE  
APR AS131 33cm 13"  
CTN QTY 6

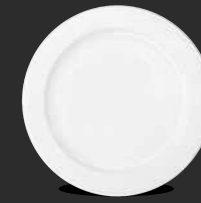


PLATE  
APR AP131 33cm 13"  
CTN QTY 6

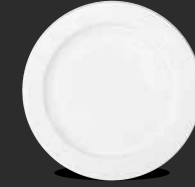


PLATE  
APR AP111 30cm 11½"  
CTN QTY 12



PLATE  
APR AP581 26.8cm 10½"  
CTN QTY 12

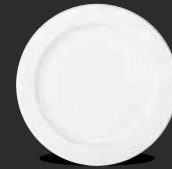


PLATE  
APR AP101 25.4cm 10"  
CTN QTY 12

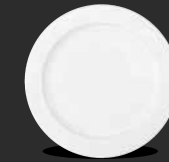


PLATE  
APR AP91 23cm 9"  
CTN QTY 12



PLATE  
APR AP81 20.3cm 8"  
CTN QTY 12



PLATE  
APR AP651 16.2cm 6½"  
CTN QTY 12



ROUND PASTA BOWL  
APR ARP81 30.5cm 12"  
79.7cl 28oz  
CTN QTY 12



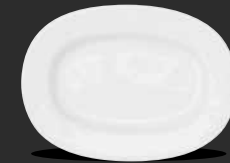
RIMMED SOUP BOWL  
APR AB91 24.5cm 9½"  
49.5cl 17oz  
CTN QTY 12



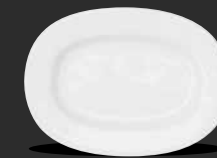
ROUND BOWL  
APR AB71 19.5cm 7½"  
34cl 12oz  
CTN QTY 12



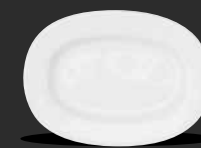
ROUND BOWL  
APR AB61 16.2cm 6½"  
22cl 8oz  
CTN QTY 12



RIMMED OVAL DISH  
APR AO131 33cm 13"  
CTN QTY 6



RIMMED OVAL DISH  
APR AO111 28cm 11"  
CTN QTY 6



RIMMED OVAL DISH  
APR AO81 20.3cm 8"  
CTN QTY 12



STACKING COFFEE CUP  
APR ASC61 17cl 6oz  
H: 6cm  
Dia: 7.5cm  
CTN QTY 24



STACKING TEACUP  
APR ASC71 20.6cl 7oz  
H: 6.6cm  
Dia: 8cm  
CTN QTY 24



ELEGANT CUP  
APR AEC71 20.6cl 7oz  
H: 6.5cm  
Dia: 8.5cm  
CTN QTY 24



TEA/COFFEE CUP  
APR ATC81 22cl 8oz  
H: 6cm  
Dia: 10cm  
CTN QTY 24



CAPPUCCINO CUP  
APR ACC1 34cl 12oz  
H: 6.5cm  
Dia: 11cm  
CTN QTY 24



Covered by Churchill 5 Year Edge Chip Warranty

Items with a fully glazed foot

# White



**CAPPUCCINO CUP**  
**APR ACC81** 22cl 8oz  
 H: 6cm  
 Dia: 10cm  
 CTN QTY 24



**TEA SAUCER**  
**APR AS6 1** 15.3cm 6"  
 CTN QTY 24  
 (Fits APR ASC6 1, APR ASC71,  
 APR AEC71, APR ATC81,  
 APR ACC 1 & APR ACC81)



**COUPE TEA SAUCER**  
**APR ACS61** 15.3cm 6"  
 CTN QTY 24  
 (Fits APR ASC6 1, APR ASC71,  
 APR AEC71, APR ATC81,  
 APR ACC 1 & APR ACC81)



**STACKING COFFEE CUP**  
**APR ASC31** 8.3cl 3oz  
 H: 5cm  
 Dia: 6cm  
 CTN QTY 24



**ESPRESSO CUP**  
**APR AEC31** 8.5cl 3oz  
 H: 5.5cm  
 Dia: 6.5cm  
 CTN QTY 24



**COFFEE SAUCER**  
**APR AS5 1** 12.8cm 5"  
 CTN QTY 24  
 (Fits APR ASC31, APR AEC31)



**STACKING MUG**  
**APR AM101** 28.4cl 10oz  
 H: 9cm  
 Dia: 8cm  
 CTN QTY 24



**MUG**  
**APR AM 1** 28cl 10oz  
 H: 10.5cm  
 Dia: 8cm  
 CTN QTY 24



**TEAPOT**  
**APR AT361** 1lt 36oz  
 H: 13cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ATL31**  
 CTN QTY 6  
 (Fits APR AT361)



**TEAPOT**  
**APR AT251** 71cl 25oz  
 H: 10.5cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ATL21**  
 CTN QTY 6  
 (Fits APR AT251)



**TEAPOT**  
**APR AT151** 42.6cl 15oz  
 H: 9cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ATL11**  
 CTN QTY 6  
 (Fits APR AT151)



**COFFEE POT**  
**APR AC361** 1lt 36oz  
 H: 17cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ACL11**  
 CTN QTY 6  
 (Fits APR AC361)



**COFFEE POT**  
**APR AC181** 51.1cl 18oz  
 H: 11cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ACL 1**  
 CTN QTY 6  
 (Fits APR AC181)



**JUG**  
**APR AJ101** 28cl 10oz  
 H: 9cm  
 CTN QTY 6



**JUG**  
**APR AJ5 1** 13.8cl 5oz  
 H: 6.5cm  
 CTN QTY 6



**OPEN SUGAR BOWL**  
**APR AOSB1** 22cl 8oz  
 H: 6.5cm  
 Dia: 8.5cm  
 CTN QTY 6



**COVERED SUGAR BOWL**  
**APR ACSB1** 22cl 8oz  
 H: 7.5cm  
 Dia: 10.5cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR ALS 1**  
 CTN QTY 6



**SAUCE BOAT**  
**APR AB121** 34cl 12oz  
 H: 8.5cm  
 Dia: 18cm  
 CTN QTY 6



**MINI SAUCE BOAT**  
**APR ABS 1** 14.2cl 5oz  
 H: 6cm  
 Dia: 13.5cm  
 CTN QTY 6



**CONSOMMÉ BOWL UNHANDLED**  
**APR AUCB1** 28.4cl 10oz  
 H: 5.5cm  
 Dia: 10cm  
 CTN QTY 24



**CONSOMMÉ BOWL HANDLED**  
**APR AHCB1** 28.4cl 10oz  
 H: 5.5cm  
 Dia: 10cm  
 CTN QTY 24



**CONSOMMÉ STAND SAUCER**  
**APR AS6 1** 15.3cm 6"  
 CTN QTY 24



**SUGAR SACHET HOLDER**  
**APR ASSH1** 11.3 x 7.3cm  
 5" x 3"  
 CTN QTY 6



**BUTTER PAD**  
**APR ABP 1** 10.2cm 4"  
 CTN QTY 12



**SALT**  
**APR AS 1** 6cm 2 1/4"  
 CTN QTY 6



**EGG CUP**  
**APR AEC 1** 7cl 2oz  
 H: 4.5cm  
 Dia: 4.5cm  
 CTN QTY 6



**BUD VASE**  
**APR ABV 1** 12.5cm 4 7/8"  
 CTN QTY 6

**PEPPER**  
**APR AP 1** 6cm 2 1/4"  
 CTN QTY 6



Covered by Churchill 5 Year Edge Chip Warranty

Items with a fully glazed foot





COUPE PLATE  
**CF** APRBAC121 30.5cm 12"  
 CTN QTY 6

ALCHEMY® performance fine china

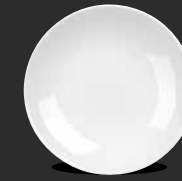
# Balance

Simply Gourmet

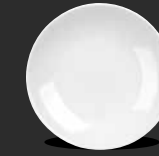
Alchemy Balance provides a perfect minimal platform for elevated food presentation. The premium white colour of the Alchemy performance fine china body and the simplistic Balance shapes create a fresh, blank canvas for all manner of cuisines.



COUPE PLATE  
**CF** APRBAC121 30.5cm 12"  
 CTN QTY 6



COUPE PLATE  
**CF** APRBAC581 26.8cm 10 1/2"  
 CTN QTY 6



COUPE PLATE  
**CF** APRBAC91 23cm 9"  
 CTN QTY 6



COUPE PLATE  
**CF** APRBAC61 16.5cm 6 1/2"  
 CTN QTY 6



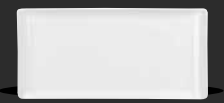
COUPE BOWL  
**CF** APRBAC141 38.5 x 8.8cm  
 15 1/4" x 3 1/2"  
 500cl 17.5oz  
 CTN QTY 4



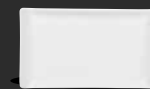
COUPE BOWL  
**CF** APRBAC101 26.5cm 10 1/2"  
 CTN QTY 6



COUPE BOWL  
**CF** APRBAC81 20.3cm 8"  
 CTN QTY 6



RECTANGULAR TRAY  
**CF** APRBART1 30 x 14.5cm  
 11 3/4" x 5 3/4"  
 CTN QTY 6



SMALL  
 RECTANGULAR TRAY  
**CF** APRBART61 17 x 10cm  
 6 3/4" x 3 7/8"  
 CTN QTY 6



FOOTED SOUP BOWL  
**CF** APRBAFSB1 34cl 12oz  
 H: 10.5cm  
 Dia: 15cm  
 CTN QTY 6



BUTTER PAD  
**CF** APRABP1 10.2cm 4"  
 CTN QTY 12



RICE BOWL  
**CF** APRBAR161 44cl 16oz  
 H: 7.5cm  
 Dia: 14cm  
 CTN QTY 12



RICE BOWL  
**CF** APRBARB91 25.6cl 9oz  
 H: 6.5cm  
 Dia: 11cm  
 CTN QTY 24




RICE BOWL  
**CF** APRBARB41 12.5cl 4oz  
 H: 5cm  
 Dia: 9cm  
 CTN QTY 24



• Covered by Churchill 5 Year Edge Chip Warranty

• Items with a fully glazed foot


**APRSMPI31** 26.5 x 35.5cm  
 10½" x 13¾"  
 CTN QTY 6



ALCHEMY® performance fine china

# Moonstone

Soft and Organic

Add style and creativity to the tabletop with a beautiful range of bowls and plates inspired by the soft, organic curves of nature. Moonstone offers great flexibility and works across many different types of cuisine.



**BOWL**  
**APRSMB401** 24.6 x 18.2cm  
 9¾" x 7¼"  
 112.4cl 40oz  
 CTN QTY 6



**BOWL**  
**APRSMB301** 20.3 x 15.7cm  
 7⅞" x 6⅞"  
 85.2cl 30oz  
 CTN QTY 6



**BOWL**  
**APRSMB201** 17.7 x 13.2cm  
 7" x 5⅞"  
 56.8cl 20oz  
 CTN QTY 12



**BOWL**  
**APRSMB101** 10.5 x 14.3cm  
 5⅞" x 4⅞"  
 28.4cl 10oz  
 CTN QTY 12



**OVAL PLATE**  
**APRSMPI31** 26.5 x 35.5cm  
 10½" x 13¾"  
 CTN QTY 6



**OVAL PLATE**  
**APRSMPI11** 21.5 x 28.8cm  
 8¼" x 11¼"  
 CTN QTY 6



**OVAL PLATE**  
**APRSMPI8 1** 16.7 x 22.5cm  
 6½" x 8⅞"  
 CTN QTY 12



**OVAL PLATE**  
**APRSMPI7 1** 14.5 x 19cm  
 5⅞" x 7½"  
 CTN QTY 12

## Complementary Items \*



**ACACIA WOOD**  
**LARGE BOARD**  
**ZCAWLMBD1** 20 x 29cm  
 7⅞" x 11⅞"  
 CTN QTY 4



**ACACIA WOOD**  
**MEDIUM BOARD**  
**ZCAWMMBD1** 15 x 29cm  
 5⅞" x 11⅞"  
 CTN QTY 4



**ACACIA WOOD**  
**SMALL BOARD**  
**ZCAWSMBD1** 10 x 29cm  
 3⅞" x 11⅞"  
 CTN QTY 4




**ACACIA WOOD BOWL**  
**ZCAWMLB1** 23 x 21.5 x 11cm  
 9" x 8½" x 4½"  
 140cl 49.2oz  
 CTN QTY 4



**ACACIA WOOD BOWL**  
**ZCAWSMBL1** 14 x 13.5 x 7cm  
 5½" x 5⅞" x 2⅞"  
 30cl 10.5oz  
 CTN QTY 4

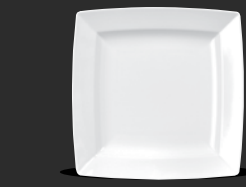
\* Wood items made in Thailand

 Items with a fully glazed foot

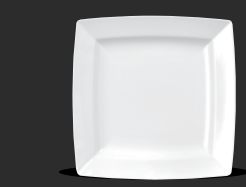




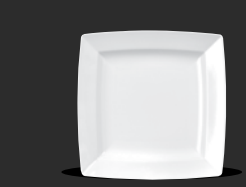
**SQUARE PLATE**  
**APR ASDP1** 28cm 11"  
 CTN QTY 6



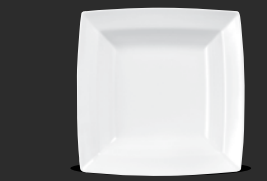
**SQUARE PLATE**  
**APR ASP91** 23.3cm 9"  
 CTN QTY 6



**SQUARE PLATE**  
**APR ASSP1** 17.7cm 7"  
 CTN QTY 6



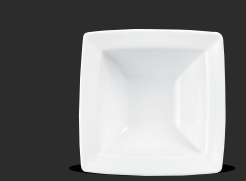
**SQUARE PLATE**  
**APR ASP51** 13.2cm 5 1/4"  
 CTN QTY 12



**SQUARE PASTA BOWL**  
**APR ASPB1** 25.4cm 10"  
 71cl 25oz  
 CTN QTY 6



**SQUARE BOWL**  
**APR ASLB1** 20.3cm 8"  
 56.8cl 20oz  
 CTN QTY 6



**SQUARE BOWL**  
**APR ASSB1** 14.2cm 5 1/2"  
 28.4cl 10oz  
 CTN QTY 6



**SQUARE BOWL**  
**APR ASTB1** 10.2cm 4"  
 6cl 2oz  
 CTN QTY 12



**RECTANGULAR PLATE**  
**APR AE131** 33 x 23cm  
 13" x 9"  
 CTN QTY 6



**CUP**  
**APR AT161** 45cl 16oz  
 H: 7.3cm  
 Dia: 12cm  
 CTN QTY 12



**CUP**  
**APR AT121** 31.2cl 11oz  
 H: 6.7cm  
 Dia: 10.5cm  
 CTN QTY 12



**CUP**  
**APR ATC81** 22cl 8oz  
 H: 6cm  
 Dia: 10cm  
 CTN QTY 24



**COUPE TEA SAUCER**  
**APR ACS61** 15.3cm 6"  
 CTN QTY 24  
 (Fits APR AT161, APR AT121 & APR ATC81)



**ESPRESSO CUP**  
**APR C3 1** 8.5cl 3oz  
 H: 4.3cm  
 Dia: 7cm  
 CTN QTY 6



**COUPE ESPRESSO SAUCER**  
**APR CS5 1** 12.5cm 5"  
 (Fits APR C3 1)  
 CTN QTY 12



**TEAPOT**  
**APR TE161** 42cl 15oz  
 H: 9.8cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR AL161**  
 CTN QTY 6



**COFFEE POT**  
**APR CP211** 59cl 21oz  
 H: 13.5cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR AL211**  
 CTN QTY 6



**JUG**  
**APR JG101** 28cl 10oz  
 H: 6.7cm  
 CTN QTY 6



**JUG**  
**APR JUG51** 13.8cl 5oz  
 H: 5.3cm  
 CTN QTY 6



**UNHANDLED JUG**  
**APR JUG21** 7.1cl 2oz  
 H: 3.5cm  
 CTN QTY 6



**COVERED SUGAR BOWL**  
**APR CSB21** 20cl 7oz  
 H: 8.5cm  
 CTN QTY 6  
**REPLACEMENT LID**  
**APR CSBL1**  
 CTN QTY 6

Items with a fully glazed foot

ALCHEMY® performance fine china

# Energy

Urban Chic

This stylish collection of contemporary, square and rectangular shaped plates and bowls is designed to integrate with the Alchemy White range. With chic elegance and the clean whiteness of fine china, it offers many exciting possibilities to enhance food presentation.



ALCHEMY® performance fine china

# Sequel

Timeless Elegance

An elegant beverage range to add a sophisticated touch to the tabletop. In premium white performance fine china, Sequel is designed to complement the Alchemy and Ambience tableware collections.

Covered by Churchill 5 Year Edge Chip Warranty

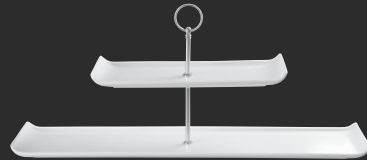




**THREE TIER PLATE TOWER\***  
**APRAFPT31** Top Plate: 16.2cm 6"  
 Middle Plate: 21.7cm 8"  
 Bottom Plate: 28cm 11"  
 Height: 33cm 13"  
 CTN QTY 2



**TWO TIER PLATE TOWER\***  
**APRAFPT21** Top Plate: 21.7cm 8"  
 Bottom Plate: 28cm 11"  
 Height: 22cm 8½"  
 CTN QTY 2



**LARGE RECTANGULAR PLATE TOWER\***  
**APRBAPT21** Top Plate: 30 x 14.5cm  
 11¾" x 5¾"  
 Bottom Plate: 56 x 15.3cm  
 22" x 6"  
 Height: 22cm 8½"  
 CTN QTY 2



**SMALL RECTANGULAR PLATE TOWER\***  
**APRBAPT61** Top Plate: 17 x 10cm  
 6¾" x 3¾"  
 Bottom Plate: 30 x 14.5cm  
 11¾" x 5¾"  
 Height: 22cm 8½"  
 CTN QTY 2

ALCHEMY® performance fine china

# Plate Towers

Delectable Displays

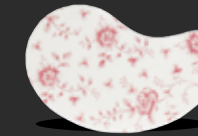
Our Alchemy Plate Towers have been designed to provide the ultimate presentation for an array of shared dining experiences. Use for traditional Afternoon Tea, unique cheese board presentation or as a premium tapas centrepiece, these plate towers add interest to any tabletop.



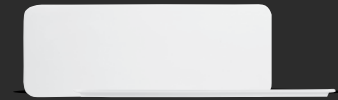
**SIGNATURE TILE**  
**APR ATE 1** 26.5 x 17cm  
 10½" x 6¾"  
 CTN QTY 4



**GREY MARBLE TILE**  
**MGY ATE 1** 26.5 x 17cm  
 10½" x 6¾"  
 CTN QTY 4



**CRANBERRY ROSE CHINTZ TILE**  
**RCC ATE 1** 26.5 x 17cm  
 10½" x 6¾"  
 CTN QTY 4



**RECTANGULAR TILE**  
**APR RST 1** 37.6 x 14cm  
 14¾" x 5½"  
 CTN QTY 4  
 (Fits Wooden Boards ZCAWWBDD1 and ZCAWLWSB1)



**GREY MARBLE RECTANGULAR TILE**  
**MGY RST 1** 37.6 x 14cm  
 14¾" x 5½"  
 CTN QTY 4  
 (Fits Wooden Boards ZCAWWBDD1 and ZCAWLWSB1)



**PRAGUE ROSE CHINTZ RECTANGULAR TILE**  
**RCP RST 1** 37.6 x 14cm  
 14¾" x 5½"  
 CTN QTY 4  
 (Fits Wooden Boards ZCAWWBDD1 and ZCAWLWSB1)



**TOPAZ BLUE RECTANGULAR TILE**  
**RKTBRST 1** 37.6 x 14cm  
 14¾" x 5½"  
 CTN QTY 4  
 (Fits Wooden Boards ZCAWWBDD1 and ZCAWLWSB1)



**QUARTZ BLACK RECTANGULAR TILE**  
**RKBQRST 1** 37.6 x 14cm  
 14¾" x 5½"  
 CTN QTY 4  
 (Fits Wooden Boards ZCAWWBDD1 and ZCAWLWSB1)

## Complementary Items \*



**ACACIA WOOD LARGE SERVING BOARD**  
**ZCAWLWSB1** 41 x 16.5cm  
 16½" x 6½"  
 CTN QTY 4  
 (Compatible with: APR RST 1, MGY RST 1, RCP RST 1, RKTBRST 1 and RKBQRST 1)



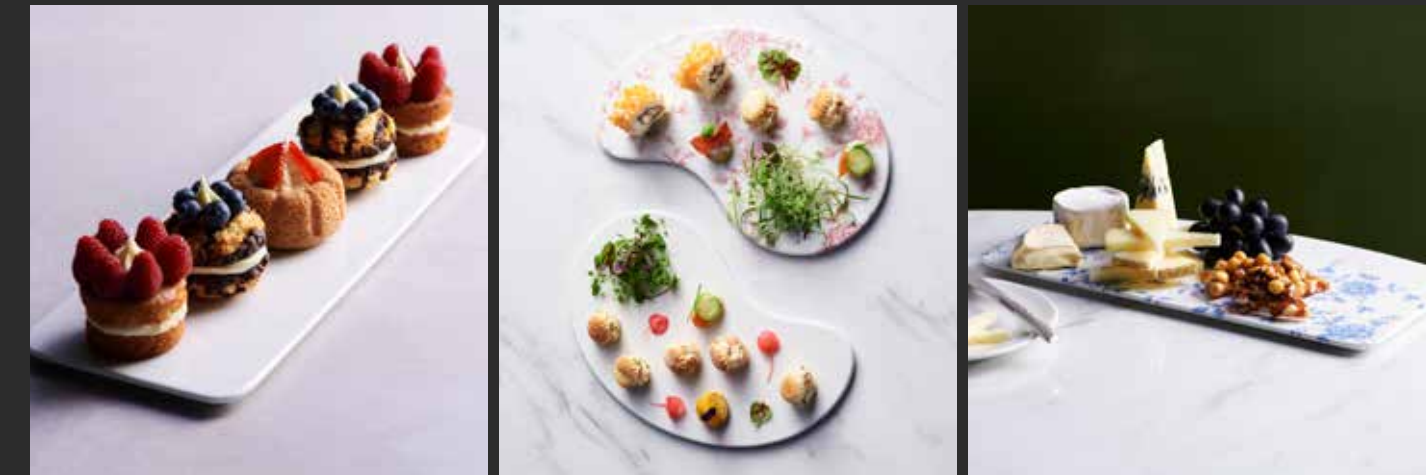
**LARGE WOODEN DELI BOARD**  
**ZCAWWBDD1** 40 x 16.5cm  
 15¾" x 6½"  
 CTN QTY 4  
 (Compatible with: APR RST 1, MGY RST 1, RCP RST 1, RKTBRST 1 and RKBQRST 1)

ALCHEMY® performance fine china

# Signature Tiles

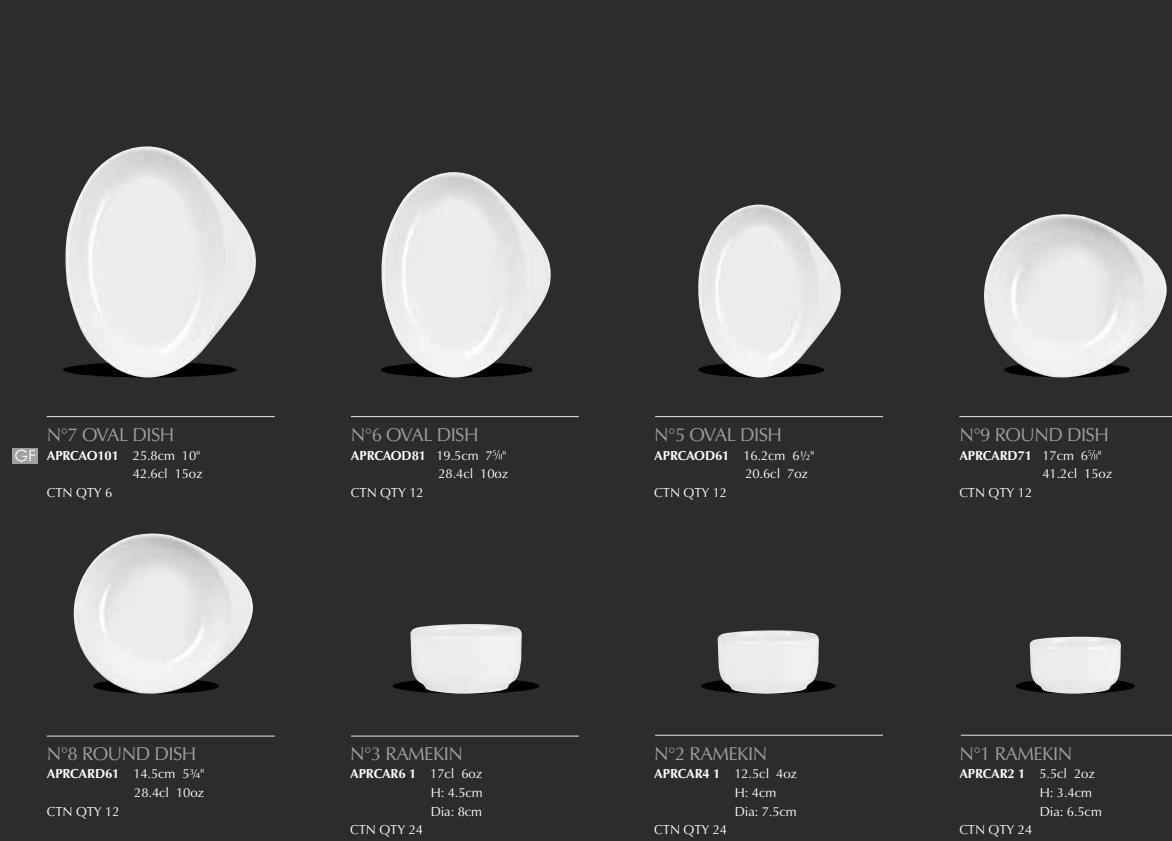
Premium Creations

Create a signature style with our contemporary rectangular and organic tiles. Available in premium white and striking colour designs, perfect for canapes, starters, desserts and sharing plates.



\* Wood items made in Thailand





N°7 OVAL DISH  
**APRCOA101** 25.8cm 10"  
 42.6cl 15oz  
 CTN QTY 6

N°6 OVAL DISH  
**APRCOA081** 19.5cm 7 7/8"  
 28.4cl 10oz  
 CTN QTY 12

N°5 OVAL DISH  
**APRCOA061** 16.2cm 6 1/2"  
 20.6cl 7oz  
 CTN QTY 12

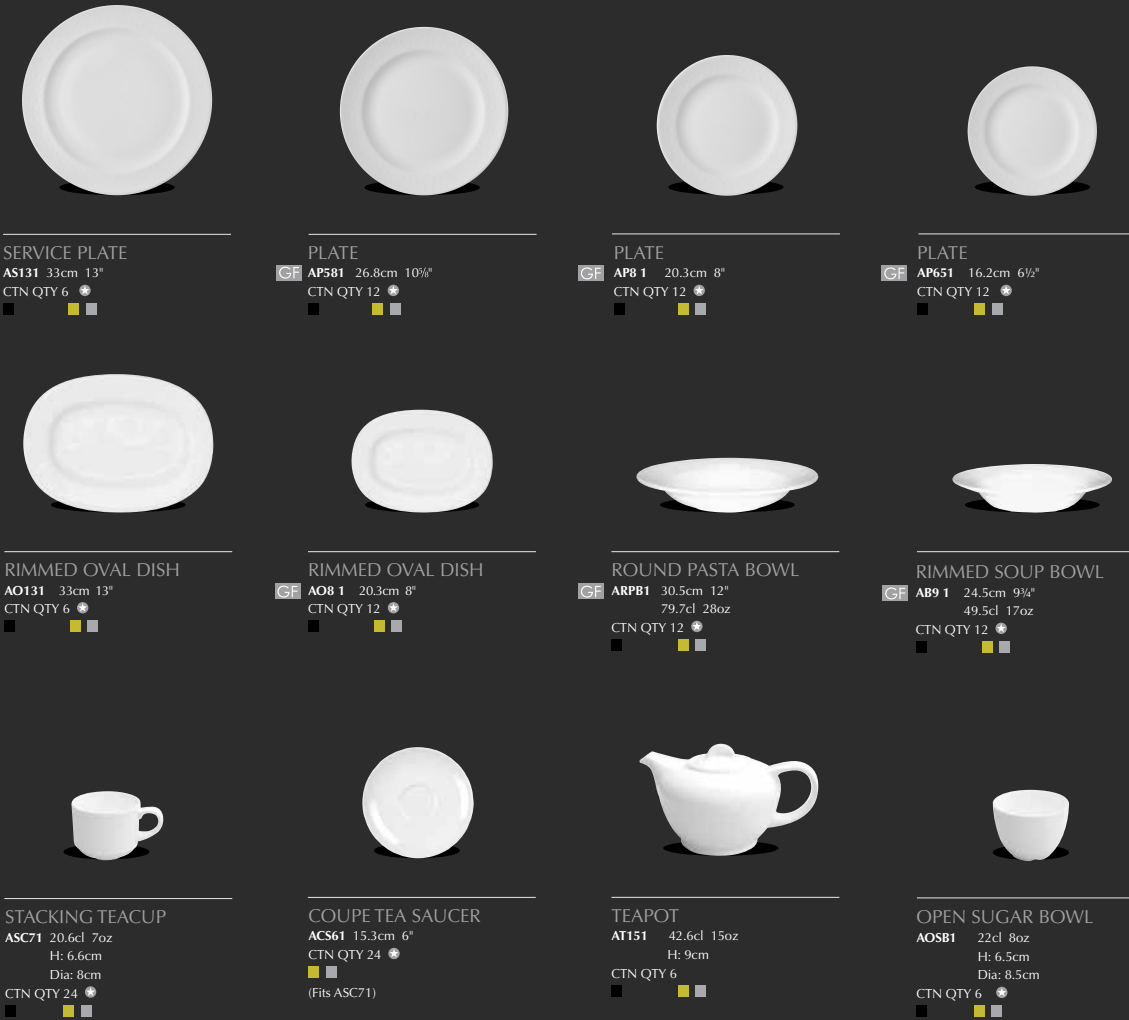
N°9 ROUND DISH  
**APRCARD71** 17cm 6 3/4"  
 41.2cl 15oz  
 CTN QTY 12

N°8 ROUND DISH  
**APRCARD61** 14.5cm 5 3/4"  
 28.4cl 10oz  
 CTN QTY 12

N°3 RAMEKIN  
**APRCAR61** 17cl 6oz  
 H: 4.5cm  
 Dia: 8cm  
 CTN QTY 24

N°2 RAMEKIN  
**APRCAR41** 12.5cl 4oz  
 H: 4cm  
 Dia: 7.5cm  
 CTN QTY 24

N°1 RAMEKIN  
**APRCAR21** 5.5cl 2oz  
 H: 3.4cm  
 Dia: 6.5cm  
 CTN QTY 24



SERVICE PLATE  
**AST131** 33cm 13"  
 CTN QTY 6

PLATE  
**AP581** 26.8cm 10 5/8"  
 CTN QTY 12

PLATE  
**AP81** 20.3cm 8"  
 CTN QTY 12

PLATE  
**AP651** 16.2cm 6 1/2"  
 CTN QTY 12

RIMMED OVAL DISH  
**AO131** 33cm 13"  
 CTN QTY 6

RIMMED OVAL DISH  
**AO81** 20.3cm 8"  
 CTN QTY 12

ROUND PASTA BOWL  
**ARPB1** 30.5cm 12"  
 79.7cl 28oz  
 CTN QTY 12

RIMMED SOUP BOWL  
**AB91** 24.5cm 9 3/4"  
 49.5cl 17oz  
 CTN QTY 12

STACKING TEACUP  
**ASC71** 20.6cl 7oz  
 H: 6.6cm  
 Dia: 8cm  
 CTN QTY 24

COUPE TEA SAUCER  
**ACS61** 15.3cm 6"  
 CTN QTY 24  
 (Fits ASC71)

TEAPOT  
**AT151** 42.6cl 15oz  
 H: 9cm  
 CTN QTY 6

OPEN SUGAR BOWL  
**AOSB1** 22cl 8oz  
 H: 6.5cm  
 Dia: 8.5cm  
 CTN QTY 6

ALCHEMY® performance fine china

# Cook & Serve

Striking & Contemporary

Designed by leading British designer Sebastian Conran, the clean, simple lines and shapes of Alchemy Cook & Serve represent a striking and contemporary alternative to traditional cookware. Designed to bring state-of-the-art style to any kitchen or restaurant environment, with ramekins, oval and round dishes offering great flexibility of use.

Items with a fully glazed foot



ALCHEMY® performance fine china

# Bands

Understated Elegance

Understated elegance is the charm of Mono, with a minimalist black line making a striking contrast to the white body of Alchemy performance fine china, creating a modern and contemporary feel. Gold and Platinum lines are available to order across the whole Alchemy range, adding an extra dash of luxury and style.

Covered by Churchill 5 Year Edge Chip Warranty

Available in Black Band (AMO)  
 Available in Gold Band (AGB)  
 Available in Platinum Band (APB)  
 Alchemy Platinum & Gold bands are not recommended for dishwasher and microwave use



Items with a fully glazed foot



# Features & Benefits



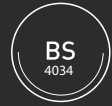
## ALUMINA STRENGTH

The high level of added alumina in our Alchemy formula adds strength. The controlled firing temperature ensures vitrification, making Alchemy one of the strongest ceramic tableware bodies in the world\*



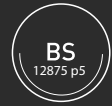
## ALUMINA WHITENESS

The unique Alchemy formula, with high levels of fine china clay and added alumina creates a fresh white canvas for versatile food presentation.



## VITRIFIED HOTELWARE BRITISH STANDARD EUROPEAN APPROVED

We test the vitrification of our products everyday, both in the kilns during firing and in our laboratory when the manufacturing process is complete.



## MECHANICAL DISHWASHER RESISTANCE BRITISH STANDARD

We test dishwasher durability to British Hospitality Standard BS 12875. In service testing has demonstrated that under hospitality use, this is the equal to 5000 dishwasher cycles.



## FULLY GLAZED BASE

Although glazing the feet of our ceramics adds complexity it increases functional benefits to the customer. Foot glazing requires 'pin firing'. This prevents scratching to tables and plates when stacked.



## STACKABLE

The technology used to form our products ensures consistency in size and weight allowing pieces to be stacked back of house using less space and reducing breakages.



## SUPERIOR GLAZE FINISH

Our glaze is hard wearing and designed specifically for the hospitality environment. Sprayed glaze creates a smoother and more consistent finish.



## DURABLE AND VITRIFIED

Breakages in ceramics are generally related to porosity or how much water a piece can absorb. Water absorption weakens the chemical structure affecting its durability over time. Through the process of vitrification, the particle structure of our ceramic body becomes strong, dense and watertight.



## ECO GLAZE

Our glazing system is carefully formulated to allow oversprayed glaze to be collected, go through a lengthy cleaning process and then be reused, minimising our impact on the environment.



## 5 YEAR EDGE CHIP WARRANTY

Covered by our 5 Year Edge Chip Warranty. ● Denotes items covered by the warranty



## MICROWAVE SAFE



## DISHWASHER SAFE



## MADE IN ENGLAND

\*Based on MOR







# ALCHEMY<sup>®</sup>

Performance Fine China

**churchill1795.com**  
**f Churchill1795**  
**@churchill1795**  
**@Churchill\_1795**

**Tel: +44 (0) 1782 577 566**  
**Fax: +44 (0) 1782 524 355**  
**email: info@churchill1795.com**

---

HEAD OFFICE  
& STOKE SHOWROOM  
No. 1 Marlborough Way  
Tunstall  
Stoke-on-Trent  
ST6 5NZ

BERLIN SHOWROOM  
Rankestraße 8  
10789  
Berlin  
Germany  
Tel: 030 33911110

LONDON SHOWROOM  
Business Design Centre  
Suite 102  
52 Upper Street  
Islington  
London  
N1 0QH

MADRID SHOWROOM  
Calle Princesa No 2  
7ta Planta  
Puertas 4 y 5  
Madrid 28008  
España  
Tel: 910 004 929

**Alchemy is a registered  
trademark of Churchill China PLC.**



In the printing of this brochure, every effort has been made to ensure perfect reproduction of product colours, but due to printing limitations, they may not be an exact match to the actual product.