

COFFEES OF INDIA: Preserving Nature

**Shade grown
Hand Picked
Sun dried**

*Ebooklet
On
Coffees Of India*

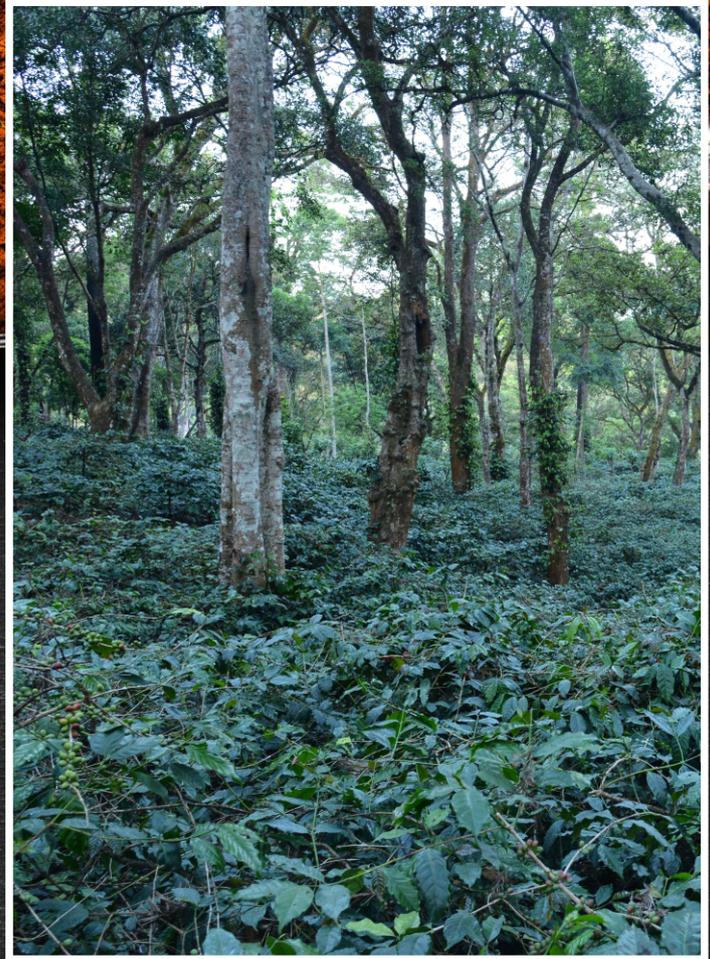
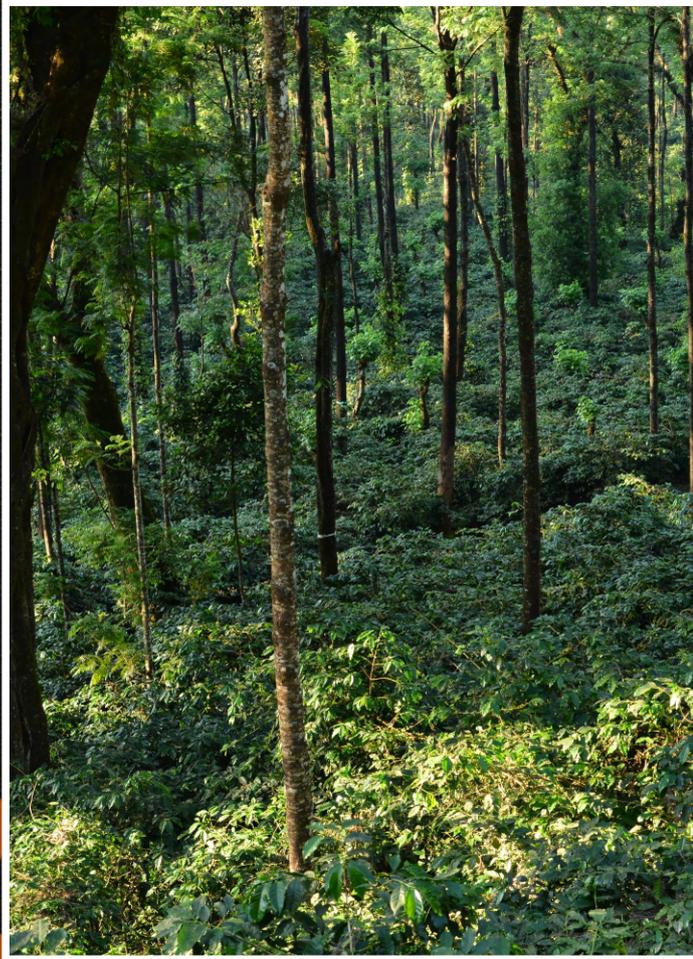
Grown in the world's rainiest inhabited hill ranges, under a canopy of thick natural shade.

One of the 25 bio-diversity hot-spots of the world... home to 133 varieties of butterflies, 121 types of amphibians, 157 species of reptiles, 508 kinds of birds and 120 species of mammals. **Defining wide range of unique flora and fauna.**

There are 13 regional varieties of scintillating Arabicas and Robustas. Among the celebrated specialty coffees are **Robusta Kaapi Royale, Monsooned Malabar and Mysore Nuggets Extra Bold.**

*Coffees of India - Blend beautifully like poetry
with music and also enchant by themselves.*





Coffees of India - Shade grown Sustainable Scintillating

Coffees of India



A lady worker in traditional headgear carefully picking coffee berries, is a common sight on any indian coffee plantation during harvest. Her nimble fingers select perfectly ripe berries only, ensuring a fine cup.



The World's best shade-grown 'mild' coffees

Indian coffee is the most extraordinary of beverages, offering intriguing subtlety and stimulating intensity. India is the only country that grows all of its coffees under shade. Typically mild and not too acidic, these coffees possess an exotic full-bodied taste and a fine aroma.

Indian coffee has a unique historic flavour too! It all began with a long arduous journey around four hundred years ago... when the legendary saint Bababudan 'brought' seven magical beans from distant Yemen and planted them in the Chandragiri hills of Karnataka. The sensations of aroma, flavour, body and acidity that you enjoy with each coffee experiences is rooted in these mystical beginnings.

It is often said, the Indian coffee grower pours his life into the crop. Is it any wonder then that India has consistently produced and exported a remarkable variety of high-quality coffees for over one hundred and fifty years!

We sing praises to the divine cup

... whose flavour is an expression of spices amidst shade trees.

... whose fine aroma is reminiscent of wild flowers,

... whose body is symbolic of hands that tender lovingly.

Coffee growing regions of India

Coffee growing regions of India can be grouped under three distinct categories:



- Traditional areas representing the southern states of Karnataka, Kerala and Tamil Nadu.
- Non-traditional areas comprising Andhra Pradesh and Orissa in the Eastern Ghates of the country.
- The North Eastern region comprising the 'Seven Sister' states of Assam, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Arunachal Pradesh.
- The plantations in the south are the cradle of Indian coffee. They include the Bababudangiris in Karnataka, known as the birthplace of coffee in India. The Eastern Ghats and the North Eastern states are newly developed areas of coffee.

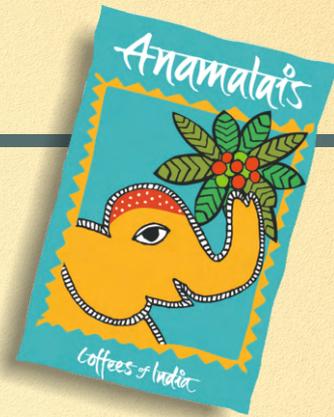
COFFEES OF INDIA: Preserving Nature

*A*namalais are home to the noble elephant. Here large greyish green Arabicas grow in harmony with these gentle giants.



Anamalais are a separate range of mountains located on the southern tip of the Western Ghats, with medium elevation and high rainfall.

This region produces small quantities of finely grown Arabicas with large beans of greyish green colour and a balanced cup having intense aroma with a citrus flavour.



Coffees of India - Blend beautifully like poetry with music and also enchant by themselves.



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*B*esides full-bodied Arabicas, this region is noted for the sambar the largest Indian deer with huge antlers.



Literally meaning White Hills, the Biligiris are one of the highest elevation coffee growing regions in India, eternally soaked in hanging mist. Despite a few thousand acres of coffee plantations, this region is famous for its distinctly grown, high elevation S.795 Arabicas.

Tended by a mild shade of silver oaks and fruit trees like oranges, the coffees ripen slowly and accumulate full body, intense sweetish aroma with a characteristic mild flavour.



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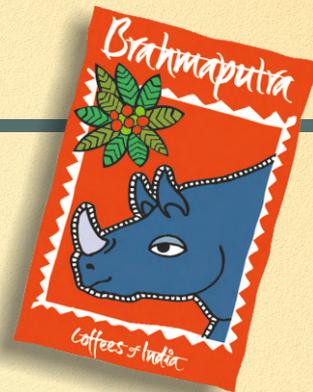
The mighty Brahmaputra which flows through the North Eastern states is the lifeline of this region which is home to the one-horned rhinoceros. This sturdy animal is found in large numbers at the Kaziranga National Park in eastern Assam.



In the North Eastern region of India, coffee plantations are spread across the 'Seven Sister' states of Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Arunachal Pradesh.

Located south of the Himalayas, each of these states has a distinctive culture and identity. Development of coffee in this region has been taken up to bring about socio-economic upliftment of the native tribes, as well as preservation of the fragile ecosystem.

Though only small quantities of Arabicas are produced, the coffees have distinct features in the cup, with medium to full body, a characteristic fruity note, mild acidity and pleasant aroma.



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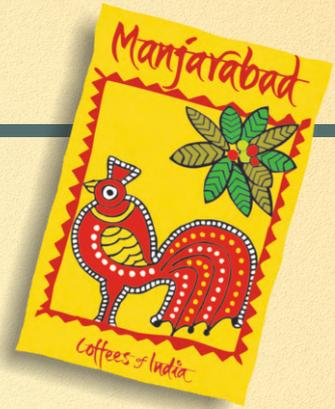
Gentle sloping terrain with small streams and coffee plants provide a natural habitat for the jungle fowl! This yellow-headed bird with a red comb and multi-coloured plumage is generally seen in pairs, close to the coffee plantations.



A small, distinct coffee pocket situated between the two largest coffee growing regions of the country - Chikmagalur and Coorg, Manjarabad is traditionally recognized as an Arabica-growing region.

With medium elevation peaks and a wide range of rainfall from 1000-2500 mm, it has some of the best-maintained Arabica plantations under mixed shade. Here, the ever-enterprising planters experiment with new technologies to craft coffees of the finest quality.

The coffees are known to have medium to full body, mild acidity, medium to intense aroma, and pleasant flavor.



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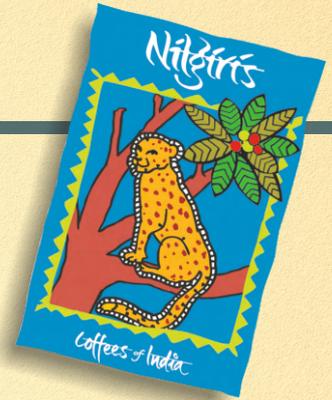
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Wildlife sanctuaries in this region are the abode of spotted leopards, while the plantations are home to fine, high-grown Arabicas, including the exotic Kents.



Known as Blue Mountains, Nilgiris are the highest range of mountains in the Western Ghats with elevations ranging from 5000 feet to 8800 feet. Renowned for its fine quality teas, the Nilgiris are also home to some of the best-grown 'Kents' Arabica. High peaks, mild climate and hanging mists ensure slow ripening of coffee beans which are bold and bluish-green, qualities synonymous with high-grown Arabicas.

Nilgiri coffees exhibit full body, sharp acidity and striking aroma with a mild flavor.



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A well-known feature of this region is the bright, bluebell-like Kurinji flower that makes a dramatic appearance once in 12 years. The high-grown Arabicas however, are a predominant sight, years after year.



Pulneys is a small, distinct hill range adjoining the famous Kodaikanal hill resort on the southernmost tip of the Western Ghats. A major Arabica-growing region predominantly inhabited by highly enterprising small planters, Pulneys produces Arabicas of the finest quality like S.795, Sln. 10 and Cauvery.

Coffee plantations in this region are shaded by tall silver oaks and silk cotton trees along with oranges and bananas, pepper and seasonal vegetables.

These high-grown coffees possess medium body, medium-plus acidity, and slight flavor with a special citrus aroma.



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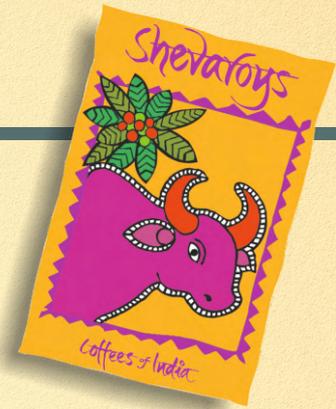
The magnificent Gaur or Indian bison is an embodiment of vigour and strength, much like the bold-sized Arabicas grown here. This massive animal with its huge head and sturdy limbs grazes on the lower hill tracks of this picturesque region.



Shevaroyis, a popular tourist destination is blessed with towering peaks, large lakes and immense scenic beauty.

The Arabica varieties S.795, Sln.9 and Cauvery are grown at high elevations of up to 5000 feet under the shade of silver oaks and mostly intercropped with orange trees and pepper vines. The berries mature slowly to produce beans of bold size and typical bluish-green colour.

The brew exhibits medium body, good acidity and slight flavor with a hint of spice.



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COFFEES OF INDIA: Preserving Nature

The national flower of India, the lotus, symbolizes purity and beauty. These bright fragrant flowers with floating leaves and long stems, grow in shallow waters in this region noted for its Arabicas and Robustas.



Situated in southern Kerala, Travancore was once a princely state ruled by Sri Chitra Thirunal, a pioneer who was instrumental in institutionalizing education in this part of the state.

The region has two distinct coffee areas - Idduki, a predominantly Robusta area and Nelliampathys which produces both Arabica and Robusta. With medium to high elevation mountains, Idduki is a treasure house for all kinds of plantation crops and spices, as well as valuable medicinal plants.

The Nelliampathys are fast emerging as the single largest origin for the CxR variety of Robusta, which are full-bodied, soft, sweetish and exhibit hardly any bitterness.



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अतुल्य भारत की अमूल्य निधि
Invaluable Treasures of Incredible India

Geographical indication tagged coffees of India....

Generating competitive advantage and adding value to the distinct Indian Coffees....

Historically renowned, well-reputed, distinctive Coffees...

Indian Specialty Coffees

The world of specialty coffee has developed with a level of sophistication comparable to that of a gourmet chef or wine connoisseur. Like the best wines or choicest cuisine, fine coffee is synonymous with refined taste. India offers the finest specialty coffees based on bold size, distinct color and flavour. From selective harvesting to careful handpicking of just-ripened berries... then, natural fermentation for flavour development followed by soaking the washed beans overnight for development of colour and flavour... to slow drying under the tropical sun, utmost attention is paid to every bean, enabling it to earn the distinction of a Specialty Coffee.



COFFEES OF INDIA: Preserving Nature

Home to colourful parrots, it is not unusual to see a flock of chattering red and green birds, darting through trees in this scenic valley.



The picturesque Eastern Ghats of northern Andhra Pradesh and southern Orissa are emerging as a newly developing coffee region, duly fulfilling the twin objectives of socio-economic upliftment of tribals and conservation of the environment by providing a sustainable alternative to the practice of shifting cultivation (Podu). The Arabica coffee plantations provide a welcome green cover to otherwise barren hills degraded by Podu cultivation.

The Arabica coffee of this region has medium body, medium to sharp acidity to intense aroma with a spicy tinge.



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GI Tag in 2019
Reg. No. 334



COFFEES OF INDIA: Preserving Nature

*S*aint Bababudan brought seven 'magical' beans from Yemen and planted them in the lofty hills of this region. Deer is often spotted here, grazing alongside plantations abundant with full-bodied Arabicas.



The birth place of coffee in India. The legendary saint Bababudan first planted seven coffee seeds during the 1600s here. This mountain range with elevation upto 1500 metres is home to high-grown Arabicas, which ripen slowly in the mild climate.

Selectively hand-picked and processed by natural fermentation, the cup exhibits full body, acidity, mild flavor and striking aroma with a note of chocolate, matching any high-grown, shaded coffee in the world.



Coffees of India - Blend beautifully like poetry with music and also enchant by themselves.



GI Tag in 2019
Reg. No. 335



COFFEES OF INDIA: Preserving Nature

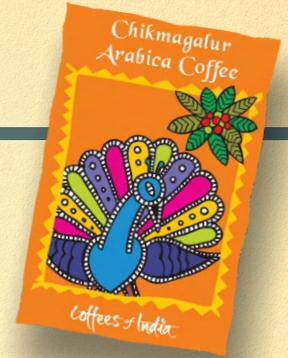
Chikmagalur's forests and wildlife sanctuaries are abundant with beautiful peacocks, India's national bird. The peacock loves to show off its colourful feathers especially during its elaborate courtship dance.



Known as Coffee Country of India, Chikmagalur is home to thick jungles, wildlife sanctuaries, large coffee plantations and the Central Coffee Research Institute.

Here, Arabica varieties like S. 795 are nourished under a two-tier canopy of mixed shade comprising Erythrina Lithosperma as lower canopy and Albizzia, Ficus, Terminalia Bellarica are home to spices like pepper, cardamom and vanilla.

The cup reveals medium body, light acidity and flavor, with medium to intense aroma.



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GI Tag in 2019
Reg. No. 333



COFFEES OF INDIA: Preserving Nature

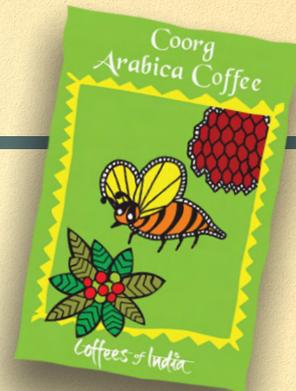
Lush coffee plantations are bustling with honeybees which yield the delicious Coorg honey, collected by nimble-footed tribals.



Best described as paradise on earth, Coorg is India's largest coffee producing district with an economy intricately linked to coffee cultivation. Home to brave warriors known as Kodavas, Coorg is also the main source of the river Cauvery revered for its mythological importance.

Coorg has the unique distinction of growing fine quality Arabicas and Robustas, with the highest productivity. Coffee is heavily inter-cropped with spices like black pepper and ginger.

The Arabicas have light acidity, slight flavor and intense aroma, while the Robustas are soft and neutral, with a hint of chocolate.



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GI Tag in 2019
Reg. No. 331



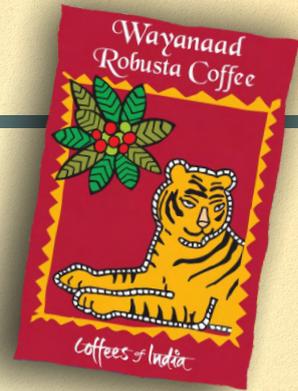
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Wayanaad is home to the Indian tiger, India's national animal a symbol of valour and courage.



One of the northern districts of Kerala, Wayanaad is a popular tourist destination. Renowned for its wildlife and exotic vegetation, it is also the largest Robusta coffee producing region in the country. Fairly gentle sloping hills of medium elevation and rich laterite soil are well suited for fine quality Robusta coffees. The small coffee holdings of this region represent a library of plantation crops with all kinds of spices and condiments that are cultivated with staple foods like yam.

The CxR and S.274 Robustas of this region are known for being softish to neutral in cup, full-bodied, with a very intense aroma and a hint of chocolate.



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GI Tag in 2019
Reg. No. 332



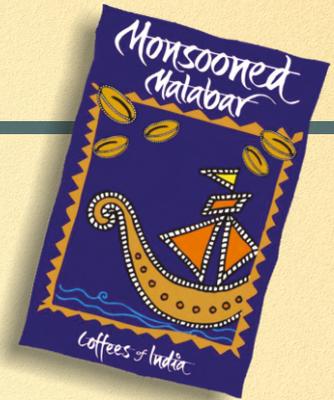
COFFEES OF INDIA: Preserving Nature

Centuries ago, when coffee beans were transported to Europe in sailing ships, a wonderful accident occurred. monsoon winds caused the beans to swell, change color and acquire an intensely mellow flavor that won connoisseurs over. Today, this magic is recreated by monsooning the finest Arabica beans to produce a world famous specialty coffee.



Monsooned coffee or coffee beans 'swollen' with moisture from the air, is prepared at the curing works situated on the West Coast of Southern India. Stored in special warehouse, moist monsoon winds circulate around the coffee beans, making them swell in size and take on a mellowed but aggressive, musty flavor. This process yellows the bean and reduces the acidity, imparting a heavy, syrupy flatness reminiscent of aged coffees.

For preparing monsooned coffees, only dry processed Arabica and Robusta beans are used. The coffees are mainly used in blends to mellow and impart richness to rougher, more acidic coffees. The best grade in monsooned coffee is Monsooned Malabar AA.



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GI Tag in 2008
Reg. No. 54 & 55



COFFEES OF INDIA: Preserving Nature

The might and grandeur of the monolithic nandi bull statue on chamundi hills of mysore is reflected in these large, exotic arabica beans that make this rare, premium specialty coffee a connoisseur's delight.



These wonderful and exotic coffees are prepared from washed Arabicas grown in the regions of Chickmagalur Coorg, Biligiris, Bababudangiris and Shevaroyis. The beans are very large, uniform bluish-green in color, with a clean polished appearance. In the cup, the coffee exhibits full aroma, medium to good body, good acidity and fine flavor, with a hint of spice. This is a rare, premium coffee and truly represents the best quality coffee from India.



Coffees of India - Blend beautifully like poetry with music and also enchant by themselves.

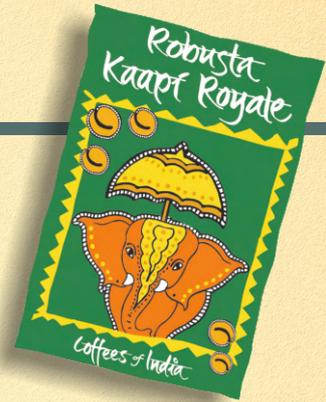


COFFEES OF INDIA: Preserving Nature

The stately elephant with its howdah, a canopied seat bedecked with flowers and jewels used during a ceremonial procession, is a sign of Indian royalty. Much like this king of specialty Indian kaapis prepared from bold robusta beans of the best quality.

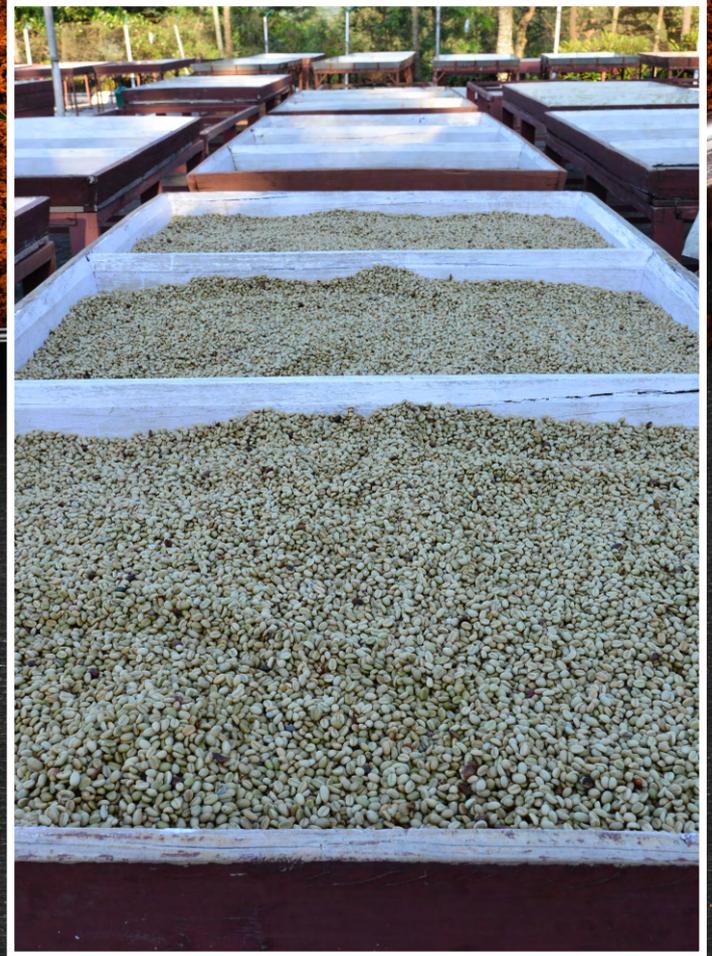


This coffee is prepared from Robusta Parchment AB from the regions of Coorg, Waynad, Cheikmagalur and Travancore. The beans are bold, round with pointed ends and grey to bluish-grey



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Selectively Hand-Picked and Sundried



Coffee Board of India

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