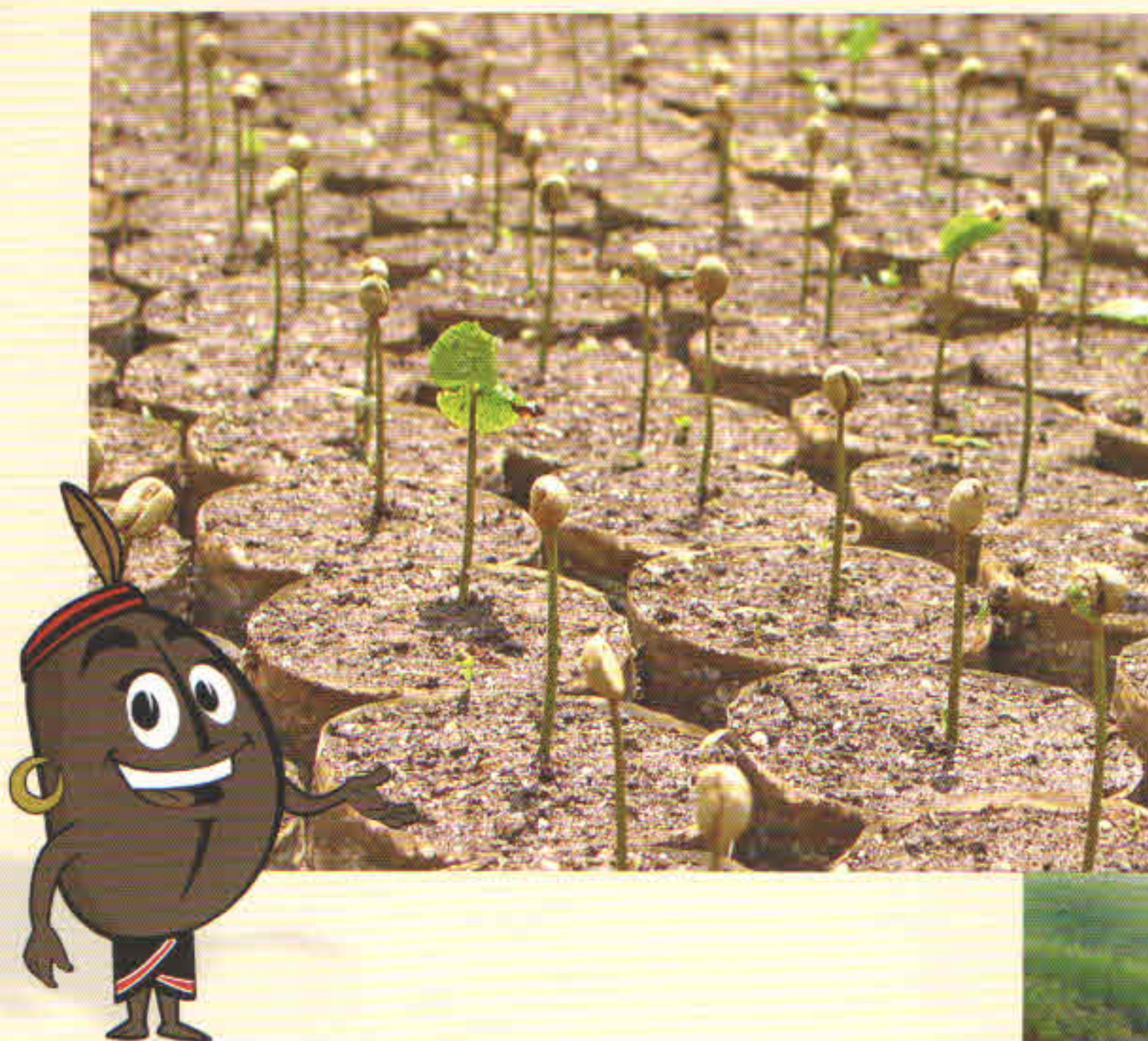




Coffees of India
"Coffees as diverse as life's experiences!"



7 magical beans.
Many diverse coffees.



India isn't any one single entity. It's a crucible of communities,
cultures, cuisines, languages, art forms and religions.

The Coffees of India aren't any one single entity either.
They are 16 distinctive coffees from 13 different
coffee growing regions.

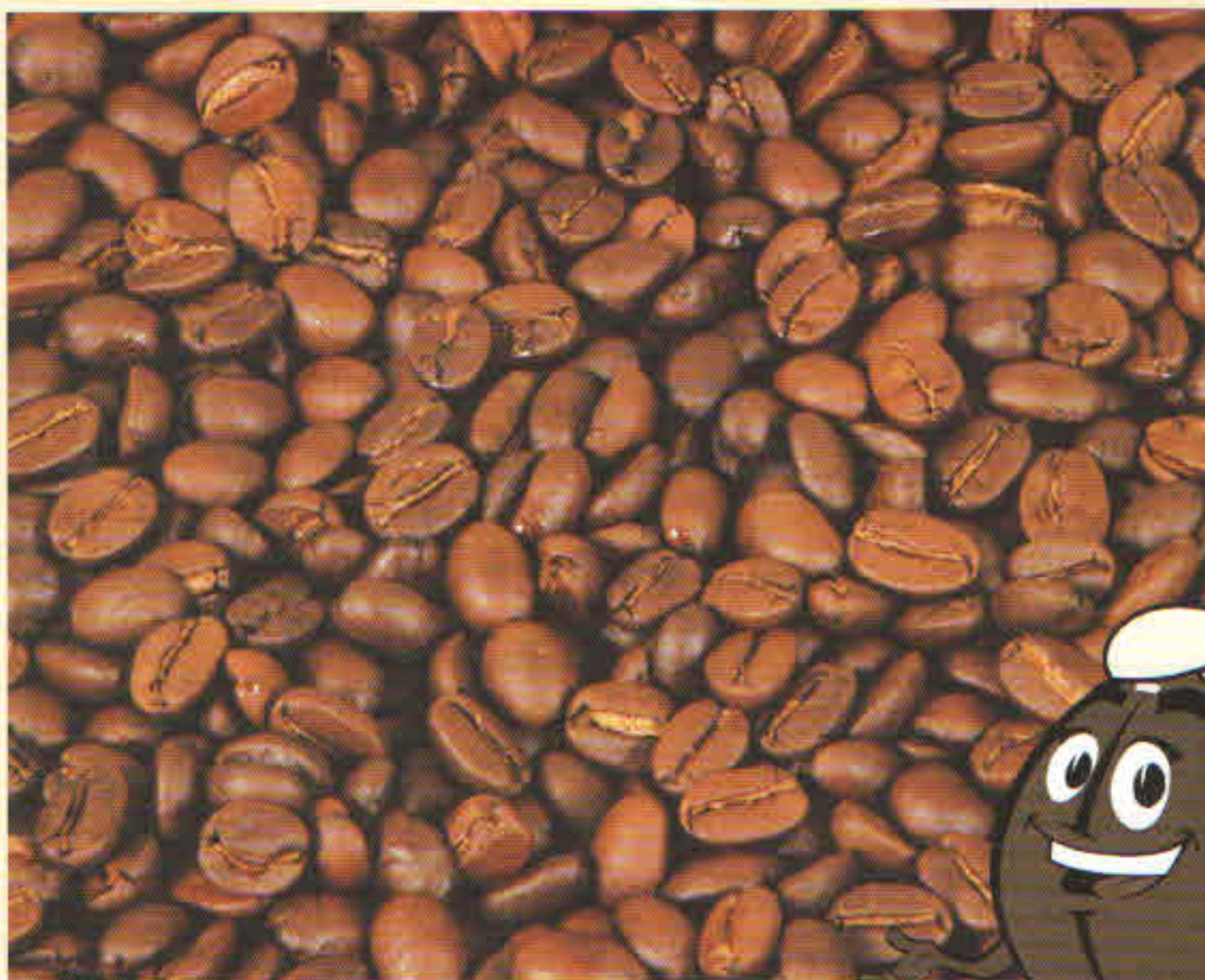
Some full-bodied, some mild, some sweet, some mellow...
all of them unique in their own way. All of them as varied
as life's experiences themselves.



Earth. Water. Air. Fire. Space.

The Coffees of India are a diverse range of 16 coffees.
Grown in different regions, at various elevations, nourished by
many different soils and tended to by the loving hands of
various kinds of people, it's not surprising that the coffees are
so different from each other. Each one is distinctive.
Each one unique. But they're all deliciously Indian.





"The five elements that
make our coffees diverse..."





Earth

The soil our coffees are grown in varies from one region to another. While our soils are nutrient-rich in all our coffee growing regions, each variety of soil adds a unique flavour to the coffee of that particular region. Nearly 50 different types of shade trees nurture our coffees in various regions. They prevent soil erosion and enrich the soil by recycling nutrients from deeper layers. They also abound with various types of flora and fauna,



Water

From the lush, green rain forests of the Western Ghats soaked in South West monsoon showers to the North-Easterly monsoon of the Eastern Ghats, our coffees are nourished by varying amounts of rainfall at different times of the year, at different stages in the life cycle of the crop. Varying from 800 mm of rainfall to 4500 mm, these create subtle but exciting differences in our coffees.



Air

Some of our coffees grow at such high altitudes, they seem to be kissed by the clouds. Others grow in mountains steeped in mist. Ranging from an elevation of 700 m at Chikmaglur to 2000 m at Pulneys, our coffees are grown at heights that are blessed by the Gods.



Fire

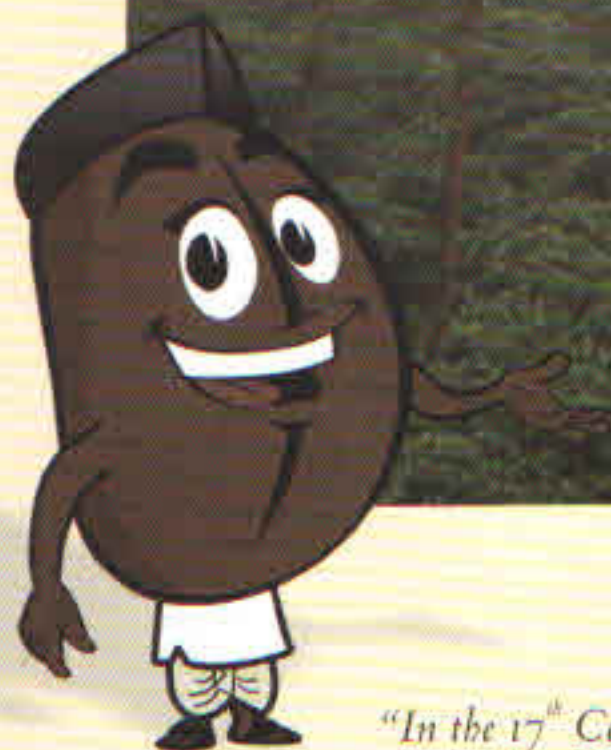
The fire that we're talking about in the context of our coffees, is the zeal with which our people tend to them. With the fire of love and commitment and passion lighting up their hearts, they tend to the young plants with love and care. They keep them free of pests and hand pick the cherries with great care.



Space

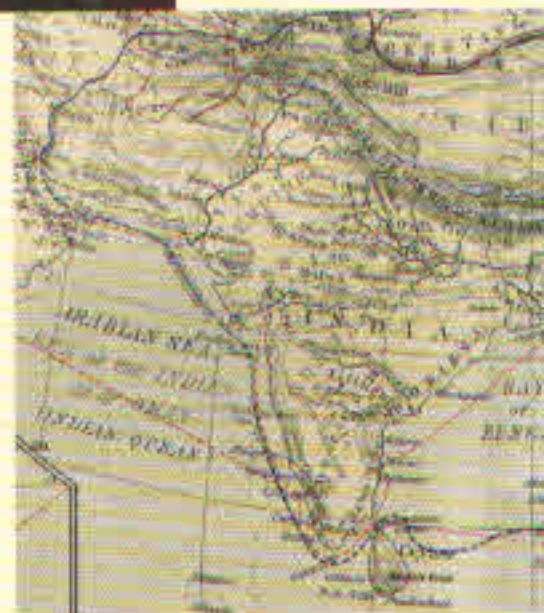
Our coffees share their space with the most exotic herbs, fruits and vegetables, lending each one a unique and distinctive flavour. In various regions, our coffees are grown with oranges, pepper, bananas, mangoes, jackfruit, cardamom, arecanut, pineapples, vanilla, ginger, cloves and chow chow. No wonder they're the most exotic coffees on earth!





History

"In the 17th Century, Baba Budan carried seven coffee beans from Arabia to India. Today, the Coffees of India perk up people around the world!"



"Four hundred years ago, a young saint called Baba Budan set sail for Mecca. Travel-weary, he stopped for some refreshment at a street stall, and was served a thimbleful of a dark, sweet liquid called 'Qahwah'. So rejuvenated was he by this thick black brew, that he decided to carry it back home for his people. But the Arabians guarded their secret fiercely and the local law would not allow it. Thus was born the idea of a daring voyage...

With the holiest of motives, Baba Budan strapped seven seeds of the Arabian coffee plant to his belly, undetected under his ritual garment. As his ship docked in India and his co-pilgrims were kissing the soil of their homeland, Baba Budan planted those seeds in the hills of Chikmagalur in Karnataka. A few years later, the Coffees of India were born.

Today, those seven magical beans have grown into 16 distinct varieties, perfect for espressos and cappuccinos alike. Baba Budan's seven magical beans have resulted in the world's widest range of coffees from a single country."



India - A Land of Diversity

India is a land of 30 languages and many more dialects from state to state.

No wonder there are 16 different accents in our coffees, which are grown across many of India's states!

In this single country, a cosmos of many communities live together in harmony.

Just the way fruits, herbs and spices are intercropped with our coffees.

They are grown together and share the same space,

Imbibing exotic flavours from each other.

India is also a symphony of many different music forms. These come alive as just as many notes in our coffees. Each one composed from the unique notes emerging from the various soils, tempered by various kinds of shade trees and finished with the crescendo of raindrops falling on our coffees. Each one stirring a different note into your cup... each one stirring a different emotion in you.





"A coffee for every one!"





Finely grown large Arabica beans

Elevation / Rainfall	: 1000-1400 m MSL / 2500-3000 mm
Main coffee type	: Arabica
Total area under coffee	: 2,500 ha
Average production	: 1,500 MT
Main varieties	: S.795, Cauvery, Sln.9
Main intercrops	: Pepper, Orange, Banana



Arabica plantations rejuvenated barren hills

Elevation / Rainfall	: 900-1100 m MSL / 1000-1200 mm
Main coffee type	: Arabica
Total area under coffee	: 20,000 ha
Average production	: 3,100 MT
Main varieties	: S.795, Sln.4, Sln.5, Cauvery
Main intercrops	: Pepper, Mango, Jackfruit, Vegetables



The birthplace of the Coffees of India!

Elevation / Rainfall	: 1000-1500 m MSL / 1750-2200 mm
Main coffee type	: Arabica
Total area under coffee	: 15,000 ha
Average production	: 10,500 MT
Main varieties	: S.795, Sln.9, Cauvery
Intercrops	: Pepper, Cardamom, Arecanut



Arabicas support the ecosystem and the tribes

Elevation / Rainfall	: 800-1200 m MSL / 1500-2000 mm
Main coffee type	: Arabica
Total area under coffee	: 5,000 ha
Average production	: 300 MT
Main varieties	: S.795, Cauvery
Main intercrops	: Pineapple, Pepper, Jackfruit, Vegetables



High-grown, full-bodied Arabicas

Elevation / Rainfall	: 1500-2000 m MSL / 1100-1200 mm
Main coffee type	: Arabica
Total area under coffee	: 800 ha
Average production	: 700-800 MT
Main varieties	: S.795, Sln.9, Cauvery
Main intercrops	: Orange, Banana, Pepper



India's largest coffee region, with Arabicas and Robustas

Elevation / Rainfall	: 750-1100 m MSL / 1000-2500 mm
Main coffee types	: Arabica, Robusta
Total area under coffee	: Arabica - 26,000 ha Robusta - 56,000 ha
Average production	: Arabica - 24,000 MT Robusta - 69,000 MT
Main varieties	: Arabica - S.795, Sln.6, Sln.9, Cauvery; Robusta - S.274, CxR
Main intercrops	: Pepper, Cardamom, Orange, Banana, Arecanut





Coffee country, with Arabicas & Robustas, pepper & spice

Elevation / Rainfall	: 700-1200 m MSL / 1000-4500 mm
Main coffee types	: Arabica, Robusta
Total area under coffee	: Arabica - 37,000 ha, Robusta - 23,000 ha
Average production	: Arabica - 29,000 MT, Robusta - 30,000 MT
Main varieties	: Arabica - S.795, Sln.5B, Sln.9, Cauvery Robusta - Peridonia, S.274, CxR
Main intercrops	: Pepper, Cardamom, Arecanut, Orange, Vanilla



Arabicas grown in gently sloping terrain

Elevation / Rainfall	: 900-1100 m MSL / 1000-2500 mm
Main coffee types	: Arabica, Robusta
Total area under coffee	: Arabica - 31,700 ha, Robusta - 9,400 ha
Average production	: Arabica - 21,000 MT, Robusta - 9,500 MT
Main varieties	: Arabica - S.795, Sln.6, Sln.9, Cauvery Robusta - S.274, CxR
Main intercrops	: Pepper, Cardamom, Orange, Arecanut, Banana



Home to the best grown, slow ripened 'Kents' Arabica

Elevation / Rainfall	: 900-1400 m MSL / 1600-2600 mm
Main coffee types	: Arabica, Robusta
Total area under coffee	: Arabica - 3,600 ha, Robusta - 4,000 ha
Average production	: Arabica - 1,400 MT, Robusta - 2,800 MT
Main varieties	: Arabica - S.795, Kents, Cauvery Robusta - Peridonia, S.274, CxR
Main intercrops	: Pepper, Orange, Banana, Ginger, Vegetables



Finest quality high grown Arabicas S.795, Sln.9 and Cauvery

Elevation / Rainfall	: 600-2000 m MSL / 1000-1600 mm
Main coffee type	: Arabica
Total area under coffee	: 14,000 ha
Average production	: 7,500 MT
Main varieties	: S.795, Sln.5B, Sln.9, Sln.10, Cauvery
Main intercrops	: Orange, Banana, Pepper, Cardamom, Vegetables



Very high grown Arabicas S.795, Sln.9 and Cauvery

Elevation / Rainfall	: 900-1500 m MSL / 800-1500 mm
Main coffee type	: Arabica
Total area under coffee	: 5,000 ha
Average production	: 3,000 MT
Main varieties	: S.795, Cauvery, Sln.9
Main intercrops	: Orange, Banana, Pepper



Rain-nourished Robustas of the CxR variety

Elevation / Rainfall	: 400-1600 m MSL / 2000-4000 mm
Main coffee type	: Robusta
Total area under coffee	: 13,000 ha
Average production	: 9,000 MT
Main varieties	: S.274, CxR
Main intercrops	: Pepper, Banana, Ginger, Vegetables, Medicinal plants



Largest Robusta producing region

Elevation / Rainfall	: 600-900 m MSL / 1100-1200 mm
Main coffee type	: Robusta
Total area under coffee	: 67,000 ha
Average production	: 54,000 MT
Main varieties	: Peridonia, S.274, CxR
Main intercrops	: Pepper, Banana, Ginger, Vegetables





"Our Specialty Coffees!"



'Monsooned Malabar' is the only monsooned coffee in the world.

Many years ago, coffee beans from India were accidentally 'monsooned' over a long voyage. Monsoon winds caused the beans to swell to one-and-a-half times their normal size and take on a purer, paler colour. Something magical seemed to have happened to the coffee... and consumers around Europe loved its unique flavour!

Today, India has perfected the art of deliberately 'monsooning' coffee at special curing works along the Malabar Coast, creating the world's most exotic specialty coffee. In the cup, Monsooned Malabar has medium strength and a mild, mellow, sweetish taste.



'Robusta Kaapi Royale' is India's flagship Washed Robusta brand.

Thanks to a unique washing process, Indian Washed Robustas are nearest in taste to that of Arabicas and make for great standalone brewed coffee. The beans appear to be bold, round with pointed ends and are gray to bluish gray in colour. These intensely aromatic coffees have a soft, mild taste with a chocolatey note.



'Mysore Nuggets' is a rare, premium coffee that represents the best quality coffee from India.

This wonderful and exotic coffee is prepared from washed Arabicas grown in the regions of Chikmagalur, Coorg, Biligiris, Bababudangiris and Shevaroy. The beans are very large, uniformly bluish green in colour and have a clean, polished appearance.

In the cup, the coffee exhibits full aroma, medium to good body, good acidity and fine flavour with a hint of spice.



Sustainable Cultivation

The Coffees of India are grown in a symbiotic relationship with their environment. They are grown in natural forests, without cutting down shade trees. In all our estates, our coffees are grown under a two-tier mixed shade canopy. Some of these shade trees produce fruits and vegetables, which become an additional source of income for growers.

Our coffee country is also a natural habitat for birds, insects and animals.

At Araku Valley, coffee cultivation has given a new life to once barren hills.

Coffee estates have replaced the earlier custom of shifting cultivation, which had left the hills denuded.

Our coffees also provide a livelihood to the economically marginalised, by providing local tribes a sustainable livelihood. The estates also provide healthcare, education and housing for workers and their families, making their occupation a holistically rewarding one.





"Taste the good karma in our coffees!"



"A Fine Cup!"



Fine Cup Award

- India's most prestigious cupping competition
 - Judged by a jury of national and international experts
 - Conducted consistently over the last six years
 - Giving international buyers a wide range of high quality coffees to choose from
-





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