

Kaapi Fest sees 47,000 taste authentic coffee for first time

By: Bureau
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At the end of week-long 'Kaapi Festival' held at the Bangalore International Airport, about 47,000 people tasted authentic coffee from south India for the first time, 64,000 people learned how to make filter coffee and more than 10,000 people made enquiries for visiting coffee plantations.

The festival, organised in collaboration with the Karnataka Tourism and Coffee Board of India, gave passengers an opportunity to explore coffee in a unique way.

The festival created value for the region not only through awareness of the region but also the rich coffee culture carried forward by the small, medium and large coffee plantations. It introduced passengers to the unexplored coffee regions of South India.

As the pleasant coffee aroma delighted the senses, the airport beamed out different coffee regions of the State across the terminal. Experience was created through story telling - sharing the beauty of the plantations, explaining the perfect way to make coffee at home, allowing passengers to taste the coffee and have the opportunity to register a visit or request for sale packs. The festival served the specialty coffees from Araku Valley, Bababudangiri, B.R. Hills, Chikmagalur, Coorg, Nilgiris, Sheveroy Hills, Travancore and ulneys. The vibrancy on ground was created when experts interacted with passengers, Meter Coffee was made in front of the audience and coffee appreciation sessions were held by experts from the Coffee Board of India and Café Coffee Day.

Speaking about the event, Mr Sanjay Reddy, Managing Director of BIAL, said, "We are delighted by the response this festival received. Not only did the participating plantations benefit tremendously from the showcase, our passenger feedback about the festival impact is encouraging."

"We are thankful to the Coffee Board of India and the Department of Tourism, Government of Karnataka, without whose support we could not have had such a successful show. Engagements like these truly take us forward in the vision of making Bangalore the Gateway to South India. We will continuously work with the State to ensure prominence for this region on the global map," he added.
