



Coffee Quality Institute®

Sethuraman Estate Coffee is First Robusta Certified by the Coffee Quality Institute

LONG BEACH, CA (March 6, 2012) – Sethuraman Estate’s Robusta Kaapi Royale (RKR) has become the first Robusta coffee certified by the Coffee Quality Institute’s R Coffee™ System. In a blind evaluation performed last month, the coffee achieved a score of 82.76 to receive the first R Certificate issued in the organization’s recently launched Fine Robusta initiative.

“CQI’s mission is to improve the quality of coffee and the lives of the people who produce it, including those who grow Robusta,” commented CQI Executive Director Ted Lingle. “Robusta farmers have not enjoyed the higher coffee prices of the past several years, as low (or no) standards for Robusta coffees have rendered them an inferior substitute for their Arabica cousins,” he continued. “The R Coffee™ System was established to set an industry standard and independently identify high quality Robustas so that these coffees may receive the acknowledgment and market differentiation they deserve.”

In a process similar to the industry standard Q Coffee™ System, R Coffees are evaluated by three Licensed R Graders under the Coffee Quality Institute’s R Grading System at CQI or one of its authorized In-Country Partners. Coffees successfully meeting the standards to be considered Fine Robusta as defined by the Fine Robusta standards receive an R Certificate. Those that do not meet the minimum requirements receive a technical report.

“We are truly honored to receive the first quality certificate for a Robusta coffee from CQI,” said Sethuraman Estate Managing Partner Nishant Gurjer. “This is not only an important achievement for the people of Sethuraman Estate, it is a historic moment for all Robusta coffee growers. We hope that this program will go far to change Robusta’s reputation in the specialty coffee industry and to inspire all Robusta farmers to improve quality.”

Arabica and Robusta coffees certified by CQI are listed in the Q Coffee database at www.coffeeinstitute.org along with a copy of each certificate and compiled scores from the evaluation.



ABOUT THE COFFEE QUALITY INSTITUTE

The Coffee Quality Institute (CQI) is a non-profit organization working internationally to improve the quality of coffee and the lives of the people who produce it. With its two primary programs, the Coffee Corps Volunteer Program and the Q Coffee System, CQI provides training and technical assistance to coffee producers and other individuals in the supply chain to increase the value and volume of quality coffee production. CQI also works toward building institutional capacity in coffee producing countries by creating systems and infrastructure that encourage a focus on quality that leads to higher farmer incomes. For more information, visit www.coffeeinstitute.org.

ABOUT SETHURAMAN ESTATE

Sethuraman Estate is the three-time winner of Best Robusta in the Coffee Board of India's Flavour of India competition and received the highest-ever rating for a Robusta coffee of 94 points from coffee reviewer Ken Davids. Kaapi Royale Coffee of Magundi in the Chikmagalur district of Karnataka, India, exports specialty Indian coffees and is the exclusive representative of Sethuraman Estate coffees. For more information, visit <http://www.kaapiroyalecoffee.com> and look for Kaapi Royale Coffee (booth #6100) this April at the Specialty Coffee Association of America exhibition in Portland.

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