

# FINE CUP BARISTA Awards, Accolades, Applause



Indian coffee fraternity is indeed a resilient and determined lot. Unlike other coffee growing countries, India cannot boast of volcanic soils, consistent rainfall or favourable temperature.

Coffee growing process itself is cumbersome and labour intensive and only patience is rewarded. Every stage in the coffee growing and processing is replete with challenges. Unlike other crops once planted coffee plant takes a gestation of at least 3-4 years before the plant starts flowering and once the flowers

bloom and bear fruit, it has to be harvested with care which is time consuming and labour intensive. The harvested cherries go through pulping, washing, drying, milling and roasting; each a tedious process. Not only are the planters, roasters and traders challenged by the growing and processing of coffee, other problems like irregular monsoon, changing climatic conditions, pests and diseases, volatile coffee prices plague the sector.

Despite this, Indian coffee community undeterred has strived to produce

best quality coffees and exported them at record levels year after year.

**Such keen passion should be acknowledged, rewarded and applauded.** The Coffee Board of India has attempted to encourage quality in coffee through its annual Flavour of India – Fine Cup Award, Export Awards, National Barista Championship and the India Coffee Trust with the support of the Coffee Board of India, constituted the IICF Curer Award and IICF Roaster Award together recognising the contributions of the entire supply chain of the coffee sector.

## Flavour of India – Fine Cup Awards

Instituted in the year 2002, the Fine Cup Award was an effort towards putting the Coffees of India on the global map. While describing the potential of the Flavour of India – Fine Cup Awards **Mrs. Lakshmi Venkatachalam, Former Chairperson, Coffee Board** said 'For the growers in the remote mountains, it is a ladder out of anonymity'. True to her words, the annual Awards have enabled the global coffee community to understand and recognise best quality coffees of India and have increased its marketability.

India coffee is grown literally amidst verdant forest, boasting of rich flora and fauna. The coffee growing regions of India can be roughly divided into 13 regions each special for unique characteristics. The Fine Cup Award is constituted to award the best of both Robusta and Arabica coffees in each of the regions as well as the best for all regions. The Award is contended for by coffee growers originating from the coffee growing regions.

While the effort of the coffee growers to produce fine coffees is no mean task, the Jury judging the best coffees have an equally challenging mission. The Jury is consisted of both Indian and International Coffee experts and the final cupping is held in International venues which gives an opportunity to showcase the best Robusta and Arabica from India to the global coffee fraternity. The aromas of Indian coffees have indeed radiated across the world with the Fine Cup



Awards being adjudged at prestigious venues like Switzerland, USA (California, Minnesota, Atlanta), Amsterdam and Melbourne.

The Flavour of India – Fine Cup Award for the years 2012 and 2013 were held at Melbourne and Nice. With the increase in the popularity of the award and the advantages, the number of entries for the competition has been steadily increasing.

The outstanding coffees from among the selected coffees at National level were chosen for the Fine Cup Award by the International Jury for the years 2012 and 2013 for the following categories:

We as the delighted recipient of Best Robusta at both national & regional level & Best Indian Speciality Coffee – Robusta Kaapi Royale in the past decade, feel very motivated to contribute further to the coffee industry.



The fact that our efforts to produce the best speciality coffee, has been recognised by the awards, over the years, on global platform, like IICF (India International Coffee Festival), has given us the impulse & pride to continue in this path & the product we have chosen & believe in.

- D.M.Purnesh, Classic Synergy India Pvt.Ltd



[www.indiacoffee.org](http://www.indiacoffee.org)

- Arabica(washed /unwashed)
  - Robusta( washed /unwashed)
  - Specialty coffees
- a. MNEB (Mysore Nuggets Extra Bold)
  - b. RKR (Robusta Kaapi Royale)
  - c. Organic Arabica/Robusta
  - d. Estate Branded  
(Arabica/Robusta)
  - e. Pulped Sun-Dried  
(Arabica/Robusta)
  - f. Monsooned Arabica/Robusta
  - g. Distinct Coffee (Arabica/Robusta)

### Export Awards

Compared to other leading producing countries, India's share in the world coffee production may be modest, but it has a formidable export market for its coffees. Infact, Indian coffees are specially sought after by connoisseurs in Italy, Germany, Russia, Japan etc.

Coffee exporters indeed have an unenviable duty, considering the prevailing unstable coffee market, fluctuating global coffee prices, increasing demand for international level quality standards & certifications. **But despite the challenges Indian Coffee Exporters have increased the reach of the Coffees of India and extended the market global market share of the country.**

India's coffee exports have been increasing and during the year 2011-12 the exports were 3,33,181 MT valued at Rs. 4,676.79 crores touching one billion US dollars surpassing all previous records, moving from sixth position to fifth position in terms of exports at global level with a global share of 5%. During 2012-13 the total exports stood at

2,99,275 MT valued at Rs.4,552.34 crores with a Unit value at Rs.1,52,112 MT.

Coffee Board of India instituted the Export Awards, which was first conceptualised in the year 1999-2000 to motivate, encourage and maximize export performance especially to key destinations as well as to increase the

value added segments like Specialty, Roasted and Soluble Coffees. During 2011, in addition to the Best Exporter & the Second Best Exporter, a Third category of the award was also introduced as the Bronze award.

The Awards were given for Export Performance for the financial years 2011-12 & 2012-13 as Gold, Silver, Bronze in each category- viz., Green, Specialty, Instant/Soluble and Roasted Coffee; and for performance in each region – viz., USA & Canada, Europe, Russia and CIS, Middle East and North Africa (MENA) and Far East.



Recognition from a premier organisation like Coffee Board is an extremely motivating factor; this not only offers us visibility but is also a stimulus to enhance our export and performance.

*M.P. Devaiah, General Manager, Allansons Limited*



## National Barista Championship

To acknowledge the upcoming challenges in the café culture and system in India, Coffee Board of India organized the National Barista Championship 2014. This competition was aimed at identifying technically skilled and world class Baristas in this profession and the competition mainly focused on promoting excellence in coffee value chain, strengthen / encourage the skill development and also promoting café culture in India. Recognizing the growing demand for fine specialty Coffees in India, accelerated domestic and international trade in Indian Coffees, arrival of the Indian Coffee connoisseur and the emergence of broad-based Coffee retail chains, the Board has supported the creation of skilled manpower for the coffee industry and also, promoted entrepreneurship. As Baristas are crucial in ensuring a great Coffee experience for informed consumers, the Board has taken the initiative to organize the National Barista Championship that provides a platform to promising baristas to showcase their talent.

## IICF Awards

The India Coffee Trust consists of leading coffee organisations in India as well as stalwarts from the coffee sector was formed to promote the

Being a part of the Barista Competition was an awesome experience, it opened my eyes, I learned and started exploring and expanding my knowledge in new horizons of coffee. It helped me to believe more in myself, giving my best in every cup. I enjoyed every part of the competition. It has also helped me in becoming a role model for my team in Barista Lavazza.



*Claude Johnson, Platinum Winner, National Barista Championship - 2014.*



Indian coffee sector. Apart from organising the India International Coffee Festivals with the support of the Coffee Board, the Trust also undertakes interim events and projects for the benefit of the coffee community. The IICF Curer Award and IICF Roaster Award



conceptualised in the year 2009 was one such initiative.

**Curing and Roasting are critical stages in the coffee production chain and equally important.** The expertise, technique, equipments and precision employed ultimately contribute to quality in the cup. While curing preserves the goodness of coffees; roasting embellishes and draws out the flavour taste and aroma of coffee. The IICF Award Committee set in place criteria including important elements and good practices crucial for operating exceptional roasting and curing works

The Jury for the Roaster and the Curer Award not only had to evaluate the samples and products submitted to them they also had to physically visit the units to ascertain standards of the establishment and the procedures employed, making the judging process that much more demanding.

Coffee Curing Works operate similar to the principles of a manufacturing set up. While, machinery and its management is important, handling of coffee, its storage, hygiene maintained, the environment and moisture, the materials used all become vital to a good curing unit. The Jury adjudged the best Curing Works based on details submitted and physical inspection.

The IICF Roasting Award was scrutinised both on the basis of the roasted coffee product submitted as well as the roasting unit. Multiple criteria were set to adjudge the Best Roaster including the quality of the roasted coffee beans, machinery status & maintenance, hygiene, safety, environment as well as technique and method in the roasting process which was then scrutinised by the jury.



Three Awards in both the categories – Gold, Silver and Bronze were awarded.



“It is a great honour to be recognised as the Best Curing Works in India. The award coming in the 50th year of our operations, makes it even more special. This would not have been possible without the tireless efforts of our dedicated officers and staff (most of who have been with us for decades), and our loyal customers, whose support has been the connerstone of our business.”



*Shaji Philip, Coorg and Mysore Coffee Company Ltd.,*



We have been constantly striving to increase our quality standards as well as operational systems to match international level. Winning the Roaster Award has been a great honour as well as fulfilling.

– Srikanth Rao, Bayers Coffee



## Glittering Awards Evening

The awards, records and talent showcased are testimony to the exceptional quality of Indian Coffees, the sector's aptitude and capacities and therefore it was only fitting to bestow the entire range of the coffee sector Awards during the glittering ceremony at the 5th India International Coffee Festival held at Bangalore in 2014. The Awards ceremony was graced by Mr. S.R. Rao, IAS, Secretary, Dept of Commerce, Ministry of Commerce & Industry; Mr. J.S. Deepak, IAS, Additional Secretary, Dept of Commerce, Government of India; Mr. Jawaid Akhtar, IAS, Chairman, Coffee Board and Mr. Anil Kumar Bhandari, President, India Coffee Trust.

The Awardees were congratulated by the distinguished dignitaries. Mr. S.R. Rao, the Chief Guest at the Awards function congratulated the

winners and commended them for having set new standards in the coffee sector. Shri. J.S. Deepak appreciated the remarkable performance of Indian coffee sector in the international market by making a place for its uniqueness in the niche markets. The dignitaries also commended the overwhelming performance of value added coffee segment in the recent years and welcomed this development in creating a new brand image of India in the overseas market.

The list of winners of the Coffee Board awards and the India Coffee Trust awards will be published in the forthcoming issue of *Indian Coffee*.

*Compiled by:*  
Sangeetha Shankar with inputs from  
Dr. Aarti Dewan Gupta, Director of Finance,  
Dr. K. Basavaraj, Divisional Head  
(Coffee Quality), and  
Dr. D.R. Babu Reddy,  
Dy. Director (Market Research),  
Coffee Board, Bangalore

