



Coffee Board Participated in Kreta Sureksha Mela and Statesman Vintage Classic Car Rally at Kolkata



Located on the east bank of the Hooghly River, Kolkata is the principal commercial, cultural, and educational centre of East India, while the Port of Kolkata is India's oldest operating port and the sole major riverine port. It is the capital of West Bengal and is an apt place for promoting the coffee culture. Coffee Board participated in two events - Kreta Sureksha Mela and Statesman Vintage Classic Car Rally

Kreta Suraksha mela was organized by the Department of Consumer Affairs, Govt of West Bengal from 11 - 13 December 2015. The objective of the melawas to make the consumers aware of their rights as embodied in Consumer Protection Act, 1986. The inauguration of the mela was done by the renowned Minister in charge for Dept of Consumer Affairs, Govt of West Bengal Shri Sadhan Pande along with other Government officials.

Coffee Board stall was designed with attractive backdrops and wall panels showing different regions of coffee cultivation and also the art of brewing a good cup of coffee. Samples of Indian prime grades of Arabica, Robusta and specialty coffee were displayed. DVDs of "Coffee Karma, Coffees of India" and "Brew your

own coffee" were screened throughout the event. Free coffee sampling was done at the event to spread the coffee knowledge. Brochures on health benefits of coffee and leaflets on 'Coffees of India' were distributed at the exhibition.

Government officials of various department of West Bengal, businessmen and other visitors took part in the exhibition. Public expressed their happiness about the taste of pure Indian filter coffee.

Coffee Board participated in the Statesman Vintage Car Rally at Kolkata on 31st January 2016. The Vintage and Classic Car Rally was organized by "The Statesman" - a renowned daily Newspaper of West Bengal at Eastern Command Ground, Kolkata. Coffee Board stall was specially designed with impressive and attractive wall panels showcasing the strengths of Indian Coffee. Samples of different grades of Raw Coffee, Special coffee powder were displayed to the visitors. Freshly brewed liquid coffee out of best Indian Coffee grades was served to the visitors and participant which became a crowd puller at the Vintage Car Rally. Leaflets, literature on 'Coffees of India' and health related aspects of Coffee drinking were displayed at the stall.

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