

COFFEE BEAN TO CUP EXPERIENCE

Pre Reading Material



immersion
INDIA®

COFFEE!



When you think of coffee, you think of cafes churning out frothy shakes and hot cups of cappuccino; you don't think of Sufi Saint who first brought beans to India nearly 400 years ago.

The tale of Coffee begins in Ethiopia, where legend has it that a shepherd in the highlands of Ethiopia noticed that some of his sheep were more alert and active than the rest. He began to observe his flock more closely and found that his “hopped -up” sheep were munching on berries from a certain plant, which was changing their behaviour. Apparently, this is how coffee was discovered by man. It was fine-tuned over time – the seed began to be roasted to perfection to give us the fine brews we savour today.

The earliest reference to people drinking coffee as a beverage comes from Yemen in the Arabian Peninsula, in the 14th or 15th CE. Strengthening the Arabian connection is the root of the word coffee which comes from the Arabic word '*qahhwat-al-bun*' this means wine of the bean, which is what it was considered, albeit not intoxicating as the wine of the grape! In Arabia there is a mention of roasting and brewing coffee as we know it today in the 15th CE. Later it is believed that coffee was used by Sufi Saints to keep themselves awake during their long religious rituals. By 16th century, coffee drinking had spread to the rest of the Middle East, Persia, Turkey and North Africa.

COFFEE & RELIGION

Coffee was a drink of choice across the Islamic world – from Mecca to Istanbul. It first reached Europe through Venice. Many goods including coffee reached Italy. But in deep catholic Italy, it was initially seen as a 'Muslim drink' and attempts were made to ban it.

By a quirk of fate, around 1600 CE, Pope Clement VIII happened to drink some coffee and felt it was a good drink for Christians to miss out on. He blessed it and deemed it a 'Christian Beverage'. After this it was more widely accepted. It is after its acceptance by the church that the Italians went on to introduce coffee to the rest of Europe as 'Caffe'. By the end of the 17th century, the first European coffee houses were flourishing across continental Europe, Britain and its colonies in America.



COFFEE AND THE WORLD

The growth of coffee for commercial purposes was dominated by the Middle East till the 17th century. However, from the 17th Century, coffee production spread rapidly to where European traders went – Java and other islands of the Indonesian archipelago, the Americas in the 18th century and then to Brazil and the Hawaiian Islands.

The spread of coffee cultivation was so rapid that by the 20th century, the centre for coffee production shifted from Arabia to the western hemisphere. This was a part of the exchange of plants, animals, ideas, culture and people between the Old world and the New, which is popularly called the ‘Columbian Exchange’ after the great explorer Christopher Columbus.

COFFEE AND THE UNITED STATES

Interestingly enough, the heady beverage took a political flavour in America, during the Boston Tea Party of the late 18th Century. On that occasion, American Revolutionaries tossed 342 chests of the East India Company’s Tea into the Boston Harbour, which triggered the American War of Independence and led to the decline of Tea drinking and the rise of coffee drinking in the United States.



INDIA'S COFFEE CONNECTION

For the longest time, coffee plant was so prized that people were not allowed to carry its seeds out of the Arabian Peninsula. The only beans that were allowed to be taken out were roasted and hence sterile i.e they couldn't be used to grow the coffee plant. This was to ensure that the Middle East retained its monopoly over coffee production.

It took a wandering Sufi mystic to change all that in the 16th century. Baba Budan was from Chikmagalur in present-day Karnataka (A state in the South of India) and he lived in a cave on a hill. The baba was revered by Hindu's and Muslim's alike and while on his journeys to Mecca, for the Hajj, he is said to have brought back seven raw coffee seeds from the port of mocha in Yamen, hidden in his beard.

Back home he planted the seeds on the slopes of the Chandragiri hills, near the caves where he and his followers had settled. Coffee from these plants were as a drink to the local people, Today, coffee is still grown in these hills and the area is known as 'Baba Budangiri' which also houses the saint's tomb.

The Dutch (who occupied much of India throughout the 17th century) helped spread the cultivation of coffee across the country, but it was with the arrival of the British Raj in the mid-nineteenth century that commercial coffee farming fully flourished. Thanks to the success of British entrepreneurs in conquering the hostile forest terrain in south India, Indian coffee industry has made rapid strides and earned a distinct identity in the coffee map of the world.

FIRST REFERENCE & DESCRIPTION OF COFFEE IN INDIA

The first actual mention of coffee being consumed comes from the work of Reverend Edward Terry in the court of emperor Jahangir in 1616. Rev.Terry was the chaplain to Sit.Thomas Roe, an ambassador of the king of England, at Jahangir's court.

Rev Terry provides the first detailed account of the use of coffee in India. He writes

"Many of the people there (in India) who are strict in their religion drink no wine at all; but they use a liquor more wholesome than pleasant, they call coffee; made by black seed boiled in water, which turns it almost into the same colour, but doth very little alter the taste of water: notwithstanding it is very good to help digestion, to quicken the spirits, and the cleanse the blood"



COFFEE CULTIVATION IN INDIA

India's coffee is usually grown under a two-tier mixed shade canopy of evergreen leguminous trees, often interspersed with spices and fruit crops including pepper, cardamom, vanilla, orange and banana trees. Most Arabica farms lie at between 700 and 1,200 metres above sea level. The coffees may be processed using either the natural or washed methods, known locally as 'Cherry' and 'Parchment', respectively. Coffee is usually dried using patios, tables or, on some of the larger estates, mechanical dryers.

INDIA & COFFEE -STATISTICS

Place in world as coffee exporter (19/20)



6th

Sacks (60kg) exported annually (19/20)



6,028,000 (incl. Robusta)

Percentage of world coffee market



Approx. 4.5%

Other major agricultural exports



**Rice, Wheat, Soybeans &
other Pulses/Grains**

Estimated number of families relying on coffee for livelihood



**More than 600,000 individuals
directly dependent**

Typical Varieties Produced



**30% Arabica:
Catimor, Kent, S795, Caturra,
Cauvery & S9, among others**



Key Coffee Regions



**Karnataka, Kerala &
Tamil Nadu** (among others)

Typical Harvest Times



**Arabica:
November - March**

Typically Available



From May



India is the world's sixth largest coffee producer, behind Brazil, Vietnam, Indonesia, Colombia and Ethiopia, with a total production of some 5.5 million bags. It exports around 70 percent of this - with exports of greens roughly split between 30 percent Arabica and 70 percent Robusta.

As in Brazil, there is a growing domestic market for coffee in India, as café chains spring up in urban areas to cater to the burgeoning middle class. Coffee consumption more than doubled between 2015 and 2019 and continues to steadily increase by some 7-9 percent annually. The potential for growth is enormous: it is estimated that India's middle class currently numbers some 50 million people, but by 2025 it is predicted to have expanded to 547 million people - some 41 percent of the population.

Indian Coffee House (a restaurant chain across the country) run by a series of worker- cooperative societies was set up in 1936 to exclusively promote the sale and consumption of coffee at home and abroad and essentially introduced the coffee habit to the tea drinking country.



Strange Fact!

One of the strangest coffees is also the most expensive and comes from Indonesia called Kpoi Luwak, it is harvested after being digested and excreted by the Asian Palm Civet, a small cat like mammal. Apparently, the digestive process gives the coffee a complex, rounded taste – One cup of this coffee costs upwards of \$50.

Source : Coffee Board of India

www.livehistoryindia.com/indias-coffee-connection



#Let India Happen To You



immersion
INDIA™



+91 95916 58632



experiences@immersionindia.com



immersion-india



www.immersionindia.com

303, Milwaukee, 40 Promenade Road, Frazer Town, Bangalore - 560005, Karnataka, India.