

media

PRESS RELEASES

Tata Coffee Ltd bags the 'Best Speciality Coffee' award at the India International Coffee Festival

Tata Coffee Ltd bagged the '**Best Speciality Coffee**' award at the recently concluded India International Coffee Festival held at Bangalore. In addition Tata Coffee bagged 12 awards at the '**Flavour of India – Fine Cup Award Cupping competition 2007**' in various categories. The event was organised by the Coffee Board Of India.

The samples selected for the final round of the 'Flavour OF India –Fine Cup Award Cupping Competition 2007' were tasted by an International Jury of Tasters consisting of Mr. Hirokazu Hamasaki , Mr. Hidataka Hayashi, Mr. Morten Wenersgaard, Mr. Kreso Marin, Mr. Ilija Djurie, Mr. Stefan Widmer, Mr. Inacio Tiexeira, Mr. Stephen Leach, Ms. Marie Paule Joseph, Ms. Sunalini N. Menon and Dr. K. Basavaraj.

Out of a total of 140 entries, 39 won awards and Tata Coffee got 11 of these. One of these 11 winning samples from Tata Coffee also won the 'Fine Cup Award for Finest Speciality Coffee'.

Speaking on the occasion, Mr. Hamid Ashraff, Managing Director-Tata Coffee Limited, said, "*We have done it again. Tata Coffee winning the 'Fine Cup Award for Finest Speciality Coffee' reiterates our commitment in pursuit for excellence, growth and value creation. The India International Coffee Festival provides an ideal platform for foreign players to interact with Indian coffee planters and become aware of the quality of India coffees*".

Tata Coffee bagged awards in the following categories:

- ❖ Winner of the Fine Cup Award for Finest Specialty coffee.
- ❖ 1st prizewinner for Best Arabica coffee from Anamalais (Valparai estate)
- ❖ 1st prizewinner for Best Arabica coffee from Coorg (Coovercolly estate)
- ❖ 1st prizewinner for Best Arabica coffee from Manjarabad (Goorghully estate)
- ❖ 1st prizewinner for Best Mysore Nuggets Extra Bold (Sunticoppa estate)
- ❖ 1st prizewinner for Best Arabica Cherry from Coorg (Jumboor estate)
- ❖ 2nd prizewinner for Best Arabica coffee from Coorg (Margolly estate)
- ❖ 2nd prizewinner for Best Arabica coffee from Manjarabad (Ubban estate)
- ❖ 2nd prizewinner for Best Arabica coffee from Chickmagalur (Merthikhan estate)
- ❖ 2nd prizewinner for Best Mysore Nuggets Extra Bold (Coovercolly estate)
- ❖ 3rd prizewinner for Best Mysore Nuggets Extra Bold (Mylemoney estate)
- ❖ 2nd prizewinner for Best Pulped Sundried Arabica coffee (Jumboor estate)

Apart from the above, Tata Coffee also won Certificate of Merit for Highest Exports to Russia and CIS.