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Araku Coffee

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Introduction

Grown in the Araku Valley, in the Eastern Ghats of India, Araku coffee is a premium type. Organic agricultural techniques are employed by tribal farmers to create Araku coffee, which is recognized for its distinct flavor profile. The altitude, careful processing, and shade-grown farming in this area give the coffee a unique flavor with hints of fruitiness, caramel, and chocolate. Araku coffee has become well-known for its ethical and environmental production methods, which empower local communities economically while producing a delicious and complex cup of coffee.

History

Araku coffee's history began in the early 2000s when the Andhra Pradesh government and the Naandi Foundation joined forces to launch a project aimed at uplifting the tribal groups residing in the Araku Valley through environmentally friendly coffee farming. The intention was to introduce organic coffee production to the local tribal farmers in order to enhance their socioeconomic status. The initiative promoted the growing of coffee plants beneath the shade of native trees and placed a strong emphasis on agroforestry techniques. This strategy contributed to the distinctive flavor qualities of Araku coffee while also protecting the wildlife of the area. In addition to receiving training in organic farming methods, the farmers worked to obtain certificates for fair trade and organic products. Araku coffee became well-known throughout time for its superior Arabica beans and the unique terroir that the altitude and environment of the valley impart. The coffee gained notoriety for its superb flavor but also for improving the standard of living for the indigenous groups that grow it. Araku coffee is a notable example of socially conscious and sustainable coffee manufacturing in the modern day.

Founders

Araku Coffee is a brand that is connected to the nonprofit Naandi Foundation. Though it would be more accurate to attribute Araku Coffee's founding to the Naandi Foundation, Manoj Kumar, the organization's CEO, was instrumental in its creation. The initiative's main goal is to advance ethical and sustainable coffee farming in India's Araku Valley. You might want to check the most recent sources or Araku Coffee's official communications for the most recent information.

Contact information

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Recommendations

Try their own coffee mix, Araku own mix, for a rich, well-balanced flavor.

Single Origin Exploration: Discover the distinctive qualities of several coffee locations by delving into the varied single-origin offers.

Brewing equipment: For a better cup of coffee, think about investing in some of Araku's suggested brewing equipment, like high-quality brewers and grinders.

Choose their subscription service to ensure a steady supply of freshly roasted coffee beans by receiving it on a regular basis.

Limited Edition Releases: Araku frequently introduces exceptional and distinctive coffee kinds, so keep a watch out for these releases.



Educational Content: To discover more about the production, processing, and brewing methods of coffee, visit Araku's website or social media pages.

Collaborations: To sample creative coffee creations, seek out partnerships with well-known chefs or cafes.

Customer Reviews: Go through the Araku coffee assortment to find hidden gems and gain insight into popular options.

Thank you



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