

Coffees of India

Few people in North America associate India with top grade Specialty Coffees, although India has been a producer and exporter of exceptional coffees for over 160 years. Today, India is the fifth largest producer of Arabica coffee in the world.

India's romance with coffee goes back nearly 400 years. Legend credits a Moslem saint, Baba Budan, with secretly bringing seven coffee seeds from a pilgrimage to Mecca. He is believed to have planted these near his mountain cave in Chikmagalur, now considered the cradle of Indian coffee.

Monsoon Medley

Monsoon Medley is a light roasted, low acid, stomach friendly Arabica coffee sold only as fresh roasted whole beans. The Super Grade of Monsooned Arabica that is exclusive to Josuma forms the foundation of this exquisite coffee.



Beans are light roasted, with little or no oil on freshly roasted beans

Versatile Coffee with Many Uses

Monsoon Medley is a premium specialty coffee which many of our customers feature as their "house coffee." A low-acid varietal, it is full bodied, exceptionally smooth, with a pleasant earthy flavor, but without even a hint of mustiness or mildew taste of an aged coffee. It is especially easy on the stomach. It makes great cold coffees.

Blending is an important use of this mellow coffee to cut down the acidity of some unusually sharp African or Central American coffees.

As a neutral base in an espresso blend is probably its best use; providing the desirable body, excellent crema, and its mild character not interfering with the flavor profile of the featured coffee in the blend.

Monsoon Medley is a good alternative for decaffeinated coffee in those cases where regular coffee affects one's stomach, and keeps one awake at night. They can switch to **Monsoon Medley** which is gentler on the stomach and continue to enjoy the benefits of caffeine and the taste of regular coffee.

Monsooned Coffees

Monsooned Arabica is truly one-of-a-kind in that it does not look like or taste like any other coffee from any origin. The bean size, its color, and cup characteristics are the result of a unique post harvest processing these beans undergo in India.

In olden times, coffee was shipped from India to Europe in wooden sailing vessels, taking four to six months to sail around the African continent. Coffee, stored below the water line and held in a humid environment by the little moisture seeping through the wood, *underwent a form of treatment* on its long voyage to the market. When that coffee reached Europe, it had changed its color from bright green to pale gold and lost its new crop acidity. It was mellow in the cup and easy on the stomach. Europeans loved this coffee not realizing at that time how unusual it was.

When steel ships started carrying coffee and they steamed through the Suez Canal, sailing time became shorter, coffee stayed dry and green, and it retained its acidity. The unique monsooning process was later developed in India to restore coffee's then familiar flavor by simulating the *unique treatment* coffee received *en route* to the European ports.

The Monsooning Process

The monsooning process consists of exposing top grade natural processed Arabica beans in layers of four- to six-inch thickness to moisture laden monsoon winds in a well ventilated brick- or concrete-floored

warehouse. This process can be carried out only in the coastal regions of Western India making use of winds from the Arabian Sea during the Southwest Monsoon months of June thru September.

Beans are packed in one-way valve bags to retain freshness longer



In this 12-16 week accelerated aging process, these beans absorb moisture in stages, swell to nearly twice their original size, develop color ranging from pale gold to light brown and acquire a special, unique flavor. At this stage, moisture content is 14.5%, up from the 10.5% for regular Indian coffees, and most importantly, it becomes the lowest acid coffee in the world. In the cup it displays lots of body and a very smooth and pleasant earthiness.

Super Grade Monsooned Arabica

Monsooned Arabica imported by Josuma Coffee Company is superior to similar coffees carried by other importers and brokers in the US; *this "Super Grade" coffee is exclusive to Josuma.* Its superiority comes from two approaches we employ in the processing of these coffees.

First, to insure that we obtain the very best beans, we procure the natural Arabica from large growers who pick only the fully ripe beans to make washed coffees. By paying a higher price, we get fully ripe and uniform beans and these growers get the same benefit as producing washed coffee. Natural coffees are grown mostly by small growers who strip the ripe beans along with green and overripe ones and dry them all together.

Secondly, working with the people who custom monsoon coffees for Josuma, we have found a way to segregate the beans that are fully Monsooned from those that are only partially monsooned. Since the monsooning process can go on only as long as the monsoon rains last, many of the beans are only partially Monsooned.

We segregate the fully monsooned beans for the "Super Grade" leaving the partially Monsooned beans to make up bulk of the regular Monsooned Arabica grades, such as Malabar.

Lighter Roasting

This coffee is a stylish roaster and takes on a bright chocolate color early in its development with little darkening until it almost begins to burn. **Monsoon Medley** is supplied light roasted; "full city" with little or no oil on the freshly roasted beans. In this way, varietal features of this coffee beans are preserved.

Roasted to Order

Monsoon Medley is roasted to order, only after the actual order is received, and is shipped within 24 hours of roasting. To assure you of its freshness, **Roast Date is always stamped on the outside of the bag.** These beans take 48 to 72 hours after roasting to fully develop flavor. The time these beans spend in transit therefore is not totally wasted.

Brewing Guidelines

Monsoon Medley tastes best when brewed at full strength, using 2 level tablespoons (one fluid ounce) of ground coffee for every 6 oz of water. One pound of ground coffee yields about 50 cups of the beverage, 6 oz each.

Fineness of grind must match the brewing method. Shorter the brewing time, finer the grind should be. Thus, a four minute plunger pot will use a coarser grind than a 30-second espresso. Grind for drip coffee should be like corn meal.

Josuma Coffee Company

Josuma Coffee Company, located in the San Francisco Bay Area, was formed in 1992 and is an importer, distributor, and roaster of fine specialty coffees exclusively from India. Green coffees are distributed to brokers, wholesale roasters, and roaster/retailers in the United States and Canada. Fresh roasted whole beans are sold to high-end retail coffee shops, coffee stores and espresso bars.

Monsoon Medley is one of Josuma's premium products, representing its in-depth knowledge of Indian coffees and its expertise in roasting coffee beans.

MONSOON MEDLEY®

Premium Low Acid Coffee from India

*Fresh Roasted Whole Beans:
light roasted for a smooth, mellow, stomach friendly brew, with lots of body and a pleasant, earthy flavor.*

This coffee is available thru:

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