

Tata Starbucks launches first estate-exclusive single-origin coffees from Coorg, Karnataka

29 October 2025 | News

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Tata Starbucks is celebrating India's deep-rooted coffee heritage with the launch of its first-ever estate-exclusive single-origin coffees, sourced from the Nullore, Margolly, and Karadibetta Estates of Coorg, Karnataka. Building on the success of the India Estates Blend, which first spotlighted the country's coffee origins, this new range brings the focus even closer to the land and the people behind each bean. Through this launch, Starbucks shines a light on India's coffee-growing heartlands and the generations of farmers whose craft and care shape every cup. As one estate manager expresses on the

coffee pack, â??This coffee is our legacy - I warmly welcome you to experience it in your cup.â??

Joining Starbucks celebrated lineup from coffee growing regions of Africa, Asia Pacific, and Latin America, this curated trio underscores the brandâ??s commitment to showcasing the worldâ??s most distinctive coffees while championing Indiaâ??s own speciality coffee estates.

Rooted in the heart of Coorgâ??s coffee belt, the Nullore, Margolly, and Karadibetta estates each embody a unique legacy of craftsmanship, biodiversity, and care passed down through generations.

India Nullore Estate: Growing at an altitude of 910 meters above sea level this Arabica coffee offers tasting notes of red apple and nutty sesame flower, with a sweet lemon acidity, a medium-light body, and medium-high acidity, creating a balanced yet vibrant cup. Nestled in Madikeriâ??s mist-covered hills, the estate is a model of circular farming, where nature nurtures every bean under a two-tier canopy of native trees.

India Margolly Estate: With roots dating back to the 1850s, Margolly Estate is in the undulating highlands of southern Coorg. Grown at 980 meters above sea level, this washed Arabica features Barhi date and cinnamon bark notes, rounded by a forest honey finish. The estateâ??s dense canopy, thriving pepper vines, and rainwater harvesting practices mirror the cool, humid conditions of evergreen forests, producing beans with balanced acidity, clean finish, and distinct character.

India Karadibetta Estate: Perched at 1000 meters above sea level, Karadibetta Estate produces high-altitude Arabica with tasting notes of jamun plum, ginger, and sweet tulsi herbal. Its high acidity and medium body create a layered, aromatic profile that reflects the biodiversity and lush terrain of Coorgâ??s highlands.

From the Grey Hornbill of Nullore, a natural seed-sower of Coorgâ??s forests, to wandering elephants through Margollyâ??s lush pepper trails and the vibrant flora of Karadibettaâ??s highlands, each package has been thoughtfully designed with illustrations that celebrate the wildlife, biodiversity, and ethical sourcing practices that define these estates and the communities that sustain them.

Mitali Maheshwari, Head of Product & Marketing, Tata Starbucks, said, â??Indiaâ??s coffee origins carry the rich legacy of their people, with stories spanning centuries. Weâ??re proud to share the distinct flavours and craftsmanship of Coorg through these iconic estates that have been harvested for the first time for Tata Starbucks. Each single-origin coffee in this range reflects its unique terroir, biodiversity, and the passion of its farmers, brought to life in every cup.â??