

Hindu Business line P19. Dte 30/3/16

## Farmers' cooperative to open café chain

### OUR BUREAU

Kochi, March 29

Café de Monde, a café chain, will be opened by the farmers cooperative Manarcadu Social Service Society (MASS) with its speciality brand premium organic coffee.

The outlet will be an exclusive top-of-the-line experience café chain, said Bijumon Kurian, President of MAAS and Managing Director, Plantrich Agritech.

The flagship outlet will be opened in Kochi in June followed by other 10 such shops in Kerala on a franchise model this year, he said, adding that shops would be expanded to other States next year.

### Unique coffee shop

Café de Monde will strive to create a unique coffee shop experience through the aroma and taste of freshly brewed organic coffee.

Only organic beans from virgin plantations will be used at the café, he said. Incorporated in 2001, MAAS has been working in the organic and Fair-trade for the benefit of small and me-



Bijumon Kurian, President, MAAS and MD, Plantrich Agritech

dium farmers, especially coffee farmers to ensure better market price for their products. It has helped more than 5,000 farmers achieve organic certification.

Last year, the society fetched a export revenue of ₹30 crore by catering to the European market with 1100 tonnes of produces such as spices, coffee and cocoa.

Chand  
or 1/c News paper Unit