

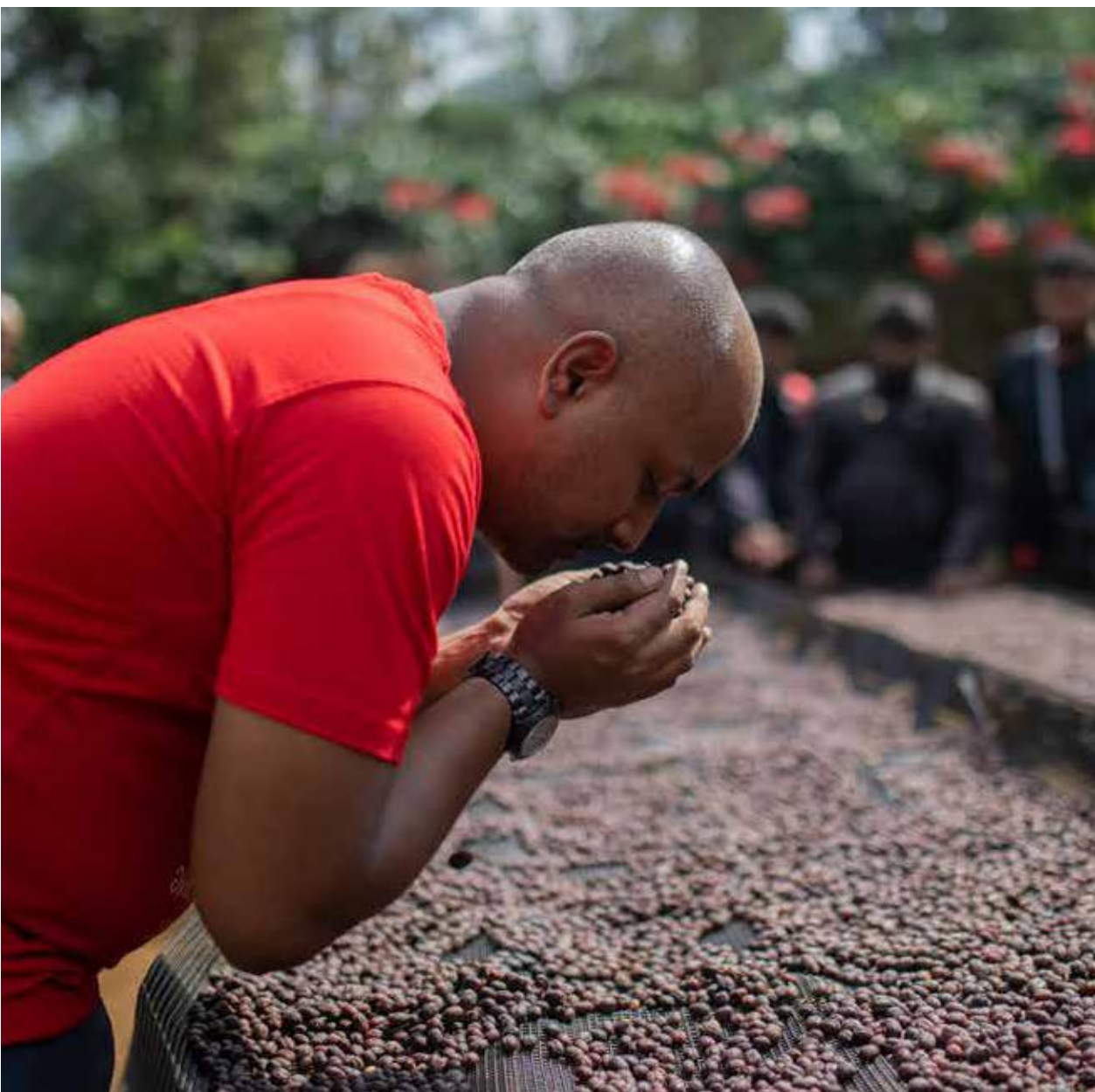
# CRUISER CHRONICLES

**METEOR**  
350

VOLUME 3 | 2022







# STORIES OF DISCOVERY ON METEOR 350



There is a world of sights, sounds and experiences waiting to be discovered. Royal Enfield Meteor 350 lets you ride out and explore them all.

To enable a rider's pursuit of exploration and discovery, in 2021, we introduced Royal Enfield Uncover. It's a curated ride for Meteor 350 riders to reach out to places and experiences seldom explored. The first-ever edition took the riders on a trip through the coffee plantations of Karnataka, bringing them closer to the process of making their favourite beverage. Here is a chronicle of Royal Enfield Uncover -South, a coffee experience of a lifetime.







The first-ever Royal Enfield Uncover-South gave the riders an opportunity to disconnect from the routine and bring together two things they love the most- motorcycles and coffee. The ride was designed to take them through some of the best-known coffee estates of Karnataka to witness and learn the life cycle of coffee, from the crop to the cup.

The ride started at Mysore where the participants had reported a day before the ride out. The day was spent in gear and motorcycle scrutiny followed by ride & safety briefing. It was an assembly of an eclectic bunch of riders, the common thread between whom was the love for motorcycling and a good cup of coffee.

There was a round of introductions followed by dinner where the riders interacted and got to know each other better - their family for the next few days.



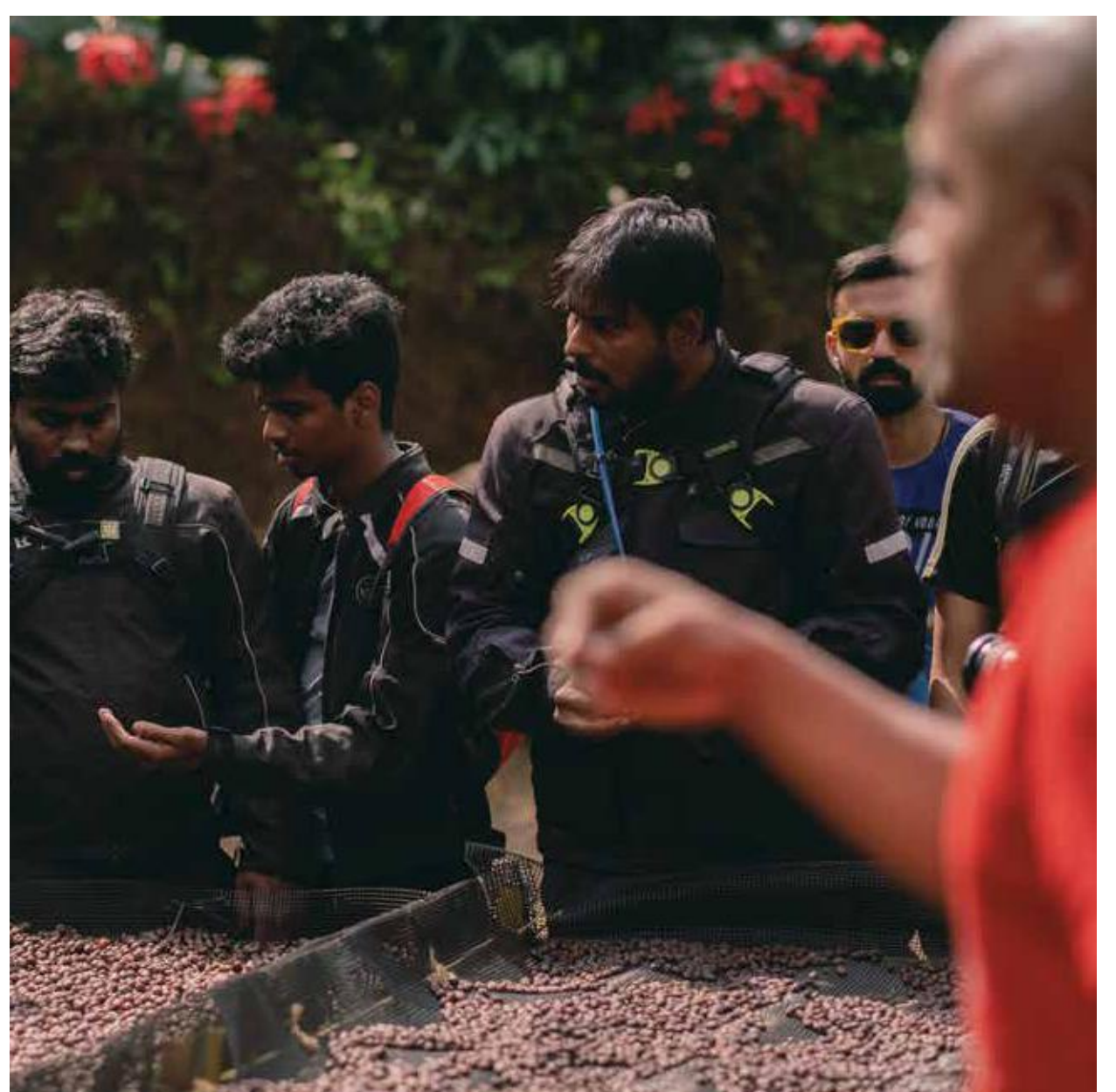




# BEFORE THE CRAFT COMES THE CROP

The next morning, 15 riders set off for the 5-day road trip to ride along the life cycle of a coffee bean. The first 120 kms went through the lower Western ghats towards Coorg.

At the first stop, Kanamad Coffee Estate, the participants were walked through the plantation by a coffee expert, Vignesh. The 120-year pristine estate, located on a hilltop, grew pepper and oranges, besides different varieties of coffee. The first lessons were to identify and understand these varieties and growing process of the different coffee beans available in India, namely Arabica and Robusta. With a bite of the berries, a lifelong journey of understanding coffee began.





# INTO THE HOME OF INDIAN COFFEE



The team had a relaxed start on day 2. Riding through the long, winding highways, via Hassan, the team reached Chikmagalur. It's in these very hills where the story of coffee in India had started.

Legends have it that in the 16th century, a Sufi saint named Baba Budan smuggled seven coffee beans from the port of Mocha, Yemen, while coming back from Hajj. Those days, coffee was exported from Yemen to the world in roasted or baked form, preventing farming of the crop. This gave the Yemenis a monopoly on the coffee trade. On his return, Baba Budan planted the beans on the slopes of Chandragiri Hills in the Chikmagalur district. The hills, today, are called Baba Budangiri in his honour and houses his tomb.







# BREW YOUR OWN COFFEE

By the 3rd day, the participants were quite hands-on with the craft of coffee making. To test their skills out, they rode to Salawara Estate, a century-old property that is renowned for its award-winning specialty coffee and innovative methods and farming practices. Established in 1880, the estate is managed by a 3rd generation father-son duo of planters. Once off the saddle, the riders donned the role of a farmer. With the right guidance they picked the ripe coffee cherries while learning how to spot the Arabica and Robusta variants.

Following the cherry-picking exercise, the riders went through a rigorous training of how to wash, pulp and dry them. There were different sessions on understanding mechanical and natural drying and subsequent effects of both on the beans.

Post lunch the riders finally got to brew their own coffee, using the equipment that was provided to them by Royal Enfield. To brew one's own cup, amidst a lush and serene farm, was a surreal experience for each of them.





# TIME TO ROAST



After 3 days of riding and training, it was time to finish what they had started. The riders had by now been accustomed to the process of picking cherries and brewing. To complete the skill, the riders set out to learn another important part of the process - roasting.

The team reached Halli Berri Estate, an ancestral plantation run by a family of 4 sisters - a diversified conscious living homegrown brand that has its roots deep in the jungle canopies of the western ghats in India. The brand focuses on building par excellence produce through the natural goodness derived from the conscious responsible coexistence with nature.



The riders went through a workshop on the various methods of roasting and the effects it has on the texture, aroma and taste of the coffee brewed. Riders experienced coffee not just from a taste standpoint but were enabled to appreciate the finer aspects of the texture, concentration and aroma.

As the riders explored the estate by foot they learnt more about the day to day workings on a plantations - harvesting other crops such as black pepper, and sustainable agriculture with water conservation practices.

It was the last day of the ride that was exhilarating, enriching and educative - all at the same time.



# THE WORLD OF COFFEE, UNCOVERED



As 4 days of eventful and fun riding came to a conclusion, the participants gathered round one last time for a night full of food, frolic and reliving memories created across the journey across the coffee trails.

The next morning, the team checked out to ride back to Mysore with a sense of fulfilment. The last few days had opened a new world to them. They were enriched with the new knowledge and skill they had acquired, all set to impress the world with their freshly brewed cup of coffee.











SARU KRISHNA



SAMEER MEHRA



SUHAS DWARAKANATH



YOGESHWARUN BALAKRISHNAN



ARUL FUTNANI





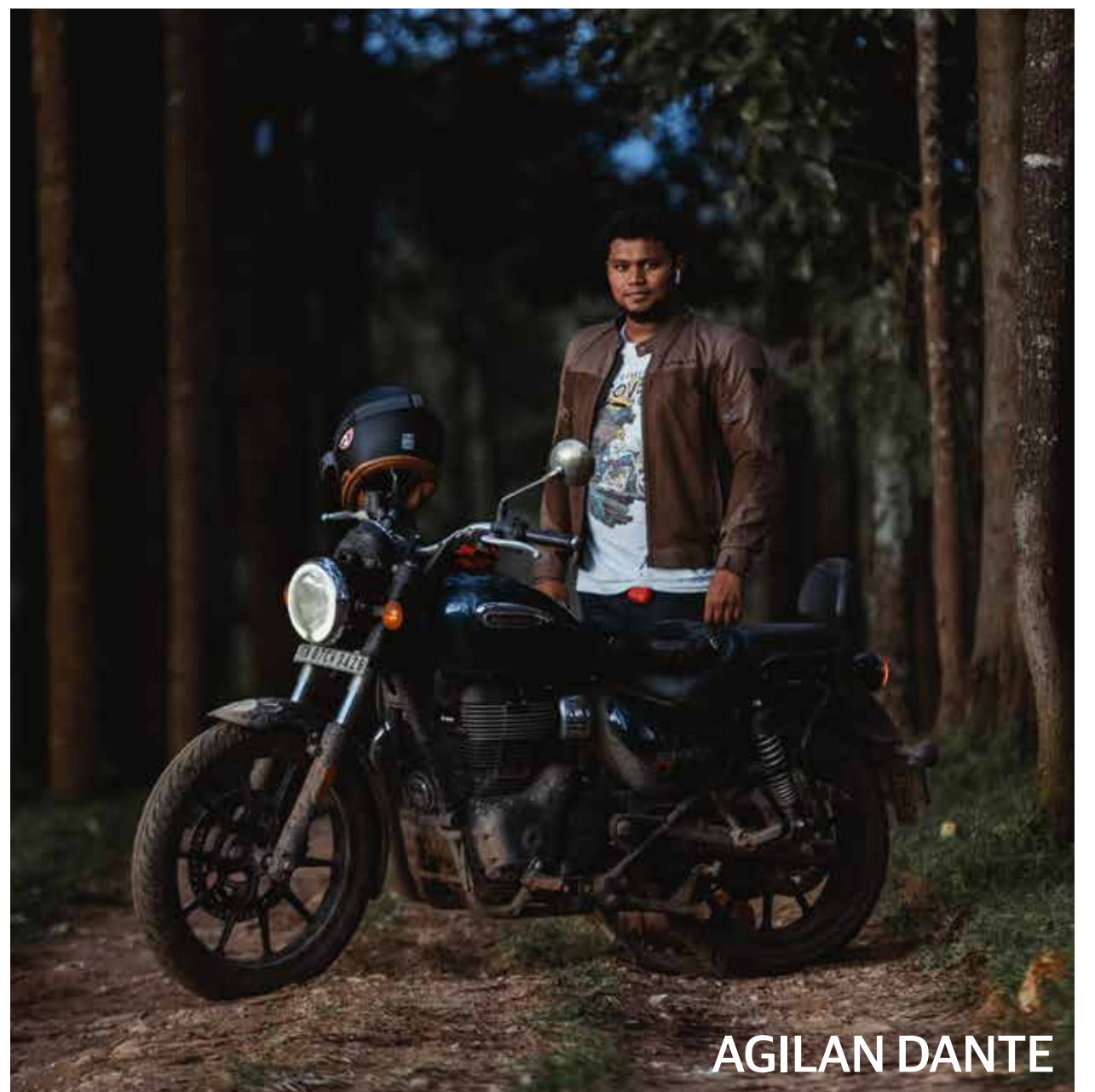
ROHITH SUBRAMANIAN



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