

**Consulate General of India
New York**

Press Release

**Launch of Araku Valley Coffee-infused Chocolate at the Consulate General of India,
New York**

One District One Product (ODOP) initiative of the Government of India aims to promote local niche products from districts across India and explore new markets for them, position them on the world stage and, thus, support local economy and cater to the world.

2. On 8 September, Mr. Randhir Jaiswal, India's Consul General in New York, Mr. Vikas Khanna, world renowned Indian Master Chef, and investment banker-turned-entrepreneur couple Mr. Kushal Choksi and Ms. Alak Vasa, Co-founders of Elements Truffles launched the **ayurveda inspired Chocolates infused with Araku Valley Coffee**, an ODOP item from the Alluri Sitharama Raju district of Andhra Pradesh in India. Famous Vegan Chef and TV host Ms. Priyanka Naik and CEO of Winked! Ms Ruchika Lal joined about 100 members from the industry, food sector, media, chambers of commerce, and the Indian American community. Consul General spoke of the Consulate's efforts in promoting Indian coffee and other ODOP items in the United States and urged everyone to share Araku Valley's unique story with their friends and business associates in America. He also thanked the Coffee Board of India for its support.

3. For over a hundred years, tribal farmers have been cultivating coffee in the picturesque Araku Valley. The coffee is pure arabica with a unique aromatic profile combining smoothness, balance, and roundness. This special flavor of chocolate curated by Elements Truffles as part of ODOP promotion and to commemorate the 75th anniversary of India's independence.

4. This new flavor of chocolate is expected to contribute to popularizing Araku Valley coffee in the United States and beyond and help generate revenue and support employment to tribal farmers of a Araku Valley.

5. The Consulate General of India in New York has been promoting ODOP items in the north-eastern United States. Some of the traditional products, from aspirational districts of India, such as saffron and pashmina shawl from J&K, blue pottery from Rajasthan, woodwork from Uttar Pradesh, Temi Tea and organic turmeric from Sikkim, Araku Valley Coffee from Andhra Pradesh, and millet pasta and buttermilk from Gujarat have been showcased in New York and around on the occasions of International Day of Yoga, Independence Day celebrations, among others.

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