

## "MADE BY BRAZILIAN"



The main goal is to export "Made in Brazil" coffee.

We sell green coffee beans produced in the mountains of Mogiana, Sul de Minas and in the Cerrado Mineiro region; these three regions are characterized by manual work which includes handling coffee plantation and harvest, since their topography does not allow any kind of mechanization.

The coffee is handpicked on a cloth, avoiding the beans' contact with the soil.

The coffee processing is performed rapidly to avoid any possibility of bean fermentation. The harvested coffee crop is immediately

transferred from the plantation to wet processing, where the cherry and green beans are separated from the dry grain. Then, the dried beans are scattered on the terraces for drying.

Meanwhile, the cherries and green beans are taken to the hulling machine, where the cherries have their pulp removed and are separated from the green beans.

The hulled coffee is sun-dried in terraces until the beans reach 20% humidity. At this stage, the coffee is transferred to the dryers to reduce the humidity to 11%.

Subsequently, the coffee lots are placed in a warehouse, with controlled levels humidity and free of odors that can affect the coffee; at this point we can bag the coffee (jute bags), resulting in a product of the highest quality. If you are looking for GREEN COFFEE BEANS, produced in BRAZIL, with a very competitive price and quality, get in touch with us, we offer all different qualities of coffee with certification of origin and quality for the export market.

## PRODUCING REGIONS

### Cerrado de Minas - 100% Arabica

Coffees from the Minas Gerais Savanna are characterized as a fine drink, full bodied and of excellent smell and sweetness. They are produced in heights between 800m and 1200m. The region has well defined seasons: hot and rainy summers followed by dry and cold winters. The climate is ideal for cultivation of natural, high quality coffee. The standard climate of the Savanna is unique and helps us to produce an excellent Arabica coffee processed by the natural means (dried under the sun). The bloom is concentrated, the ripening is uniform and is followed of much luminosity, which helps fixing the smell and sweetness.

### Sul de Minas - 100% Arabica

Coffee that reaches the best drink classifications (soft and strictly soft), full bodied with high acidity and a sweet



characteristic flavor. The South of Minas is the largest producer of Arab coffee in Brazil. With heights between 850m and 1.250m and the annual average temperature between 18 and 24°C. The most cultivated varieties are the Catuaí (red / yellow), which means "very good", the name is deserving and the Mundo Novo.

#### Alta Mogiana - 100% Arabica

The drink produced in this region is full bodied, with fruited aroma and soft and sweet flavor. One of the most traditional producing regions of Arabica coffee, Mogiana is located in the north of the state of São Paulo, with coffee plantations at a height that varies between 900 and 1.000 meters. The annual temperate average temperature at around 20°C. The region only produces Arabica coffee species.

### OUR COFFEE

#### GREEN BEAN CLASSIFICATION

##### About the Coffee

Coffee like so many other edible vegetable products, has various flavors that depend on its kind, the place of production; influenced by conditions relating to climate, soil, altitude, sunlight and rainfall, in short, by macro and micro geological determinants. Each has its own characteristic flavor, sweetness, acidity, etc. The coffee is from the Rubiaceae family (commonly known as the coffee, madder, or bedstraw family), with more than 500 genera and 8000 species.



##### High quality coffee Mogiana region:

Aroma: Striking - Fruity with notes of chocolate and nuts;

Body: Creamy velvet (Main feature of the coffees of the region's High Mogiana);

Acidity: Medium - Very balanced;

Aftertaste: Extended with a sweetness of caramel with hints of bitter chocolate. Excellent foundation for a good espresso.

#### COFFEE BEAN



The coffee cherry is composed of:

Hull: as it ripens, it turns from green to red or yellow;

Pulp: located immediately after the hull, it is very fleshy;

Mucilage: a viscous layer, rich in sugar, between the pulp and the parchment;

Parchment: inner skin, which surrounds the seed;

Pits or beans: There are two in each cherry (dicotyledon) in the flat kind, or one (monocotyledon) in the mocha kind.



## THE GENERAL GRADING OF GREEN BEAN PROCESSED COFFEE

is defined by:

1. CATEGORY
2. SUBCATEGORY
3. GROUP
4. SUBGROUP
5. CLASS
6. TYPE



### 1) CATEGORY

Around the world as in Brazil, mainly two species of coffee are cultivated that make for a better beverage, and therefore are of global significance:

CATEGORY I: Arabica (*Coffea arabica*);

CATEGORY II: Robusta, also referred to as conilon in Brazil (*Coffea canephora*).

### 2) SUBCATEGORY

According to the shape of the bean and its size (determined by the size of the holes in the sieves through which the coffee is able to pass).

On the left/right are the pictures of the sieves that we use to grade the coffee beans.



1. FLAT (CHATO): consisting of beans with an outer convex and an inner flat or slightly concave surface, with a lengthwise central groove.
2. MOCHA (MOCA): consisting of egg-shaped beans, also with a lengthwise central groove. These are derived from what is known as a "peaberry".

COARSE FLAT (CHATO GRAÚDO): sieves 17/18/19

MEDIUM FLAT (CHATO MÉDIO): sieves 15/16

FINE FLAT (CHATO MIÚDO): sieves 14 and smaller

COARSE MOCHA (MOCA GRAÚDO): sieves 11/12/13

MEDIUM MOCHA (MOCA MÉDIO): sieve 10

FINE MOCHA (MOCA MIÚDO): sieves 9 and smaller

BICA CORRIDA (B/C): Considered when the coffee cannot be separated into sieves, or when it doesn't fit into four or more screens.

### 3) GROUP

According to its aroma and flavor. Also graded according to two groups:

1. GROUP I = ARABICA COFFEE: the best has a more pronounced and smoother, more aromatic flavor and a lower amount of caffeine than the Robusta.

2. GROUP II = ROBUSTA COFFEE: the most resistant to pests, it has a neutral flavor and aroma, leaning towards bitter, and a higher amount of caffeine.

4) SUBGROUP I - Group 1 - Arabica (in descending order of quality)

FINE BEVERAGES

STRICTLY SOFT (ESTRITAMENTE MOLE): coffee that combinedly has all the requirements of a "soft" aroma and flavor, though more pronounced.

SOFT (MOLE): coffee that presents a pleasant, mild and sweet aroma and flavor. It is a smooth and balanced coffee.

JUST SOFT: coffee that has a lightly sweet smooth flavor, but an astringent or rugged taste.

HARD (DURO): coffee that has an sourish, astringent and rugged flavor, though it doesn't have a strange taste. A markedly full-bodied and pleasant beverage.

ACIDIC BEVERAGES (BEBIDAS FENICADA)

RIADO: coffee that has a light flavor, characteristic of iodoform.

RIO: coffee that has the characteristic and pronounced iodoform flavor. A coffee has an intense and striking flavor.

RIO ZONA: coffee that has a very pronounced aroma and flavor, similar to iodoform or carbolic acid, with a repugnant taste.

4) SUBGROUP II - Group II - Robusta

EXCELLENT: coffee that has a neutral flavor and average acidity.

GOOD: coffee that has a neutral flavor and slight acidity.

REGULAR: coffee that has the characteristic Robusta flavor with no acidity.

ABNORMAL: coffee has a non-characteristic flavor to the product.

5) CLASS

Grading of Processed Green Bean Coffee according to its color

BLUISH GREEN (VERDE AZULADO) AND CANE GREEN (VERDE CANA): characteristic of coffee that has had its pulp and mucilage removed.

GREEN (VERDE): bean of green color and its nuances.

YELLOWISH (AMARELADA): bean of yellowish color, indicating signs of the aging of the product.

YELLOW (AMARELA)

BROWN (MARROM)

LEADISH (CHUMBADO)

WHITISH (ESBRANQUIÇADA)

ASSORTED (DISCREPANTE): mix of colors derived from different crop or color varieties.

6) TYPE

Grading of Processed Green Bean Coffee according to the presence of defects and foreign objects.

Processed green bean coffee is the endosperm of the fruit of various species of the genus *Coffea*, mainly *Coffea arabica* and *Coffea canephora* (robusta or conilon.)

### FOREIGN OBJECTS AND IMPURITIES

Objects foreign to the coffee: plant debris not derived from the product, grain and seeds of other species and foreign bodies of any nature, such as stones and lumps, which are derived from sweeping or from fragments of the drying terrace floor.

The maximum percentage of foreign objects and impurities permitted in the Processed Green Bean Coffee is 1%. The product in excess of this amount will be temporarily downgraded.

Impurity: dry or green hulls of various fruits, including coffee, sticks, branches and other impurities of the product itself.

### THE ACTION OF SUSTAINABILITY OF THE JUTE PLANTATION, MAIN PACKAGING FOR SPECIAL COFFEES.

We take part of the productive process, from the distribution of seeds in exchange for fiber, in an operation that gives up part of the final cost of the seeds, aiming at motivating the river population directly involved in the plantation of jute up to the direct purchase from the producers, creating a sustainability network and keeping the population in its original regions, since jute is particularly adapted to the conditions of the region soil.



Its cultivation enables the river population a certain income during the term of work, since it has industrial byproducts, it gets out of the field directly to the plant; it has high profitability by hectare, when compared to other activities, such as livestock; and the culture gives conditions for a man to continue in the field, since, while the plants are under the development phase, the producer may carry out other kinds of activity, such as fishery and the practice of other cultures.

We exports Arabica coffees, you will taste the best flavor and superiority of the Brazilian coffee, produced in the best plantation regions, namely Sul de Minas, Alta Mogiana and Cerrado Mineiro.

### ARABICA COFFEE - FOR GOURMET COFFEE

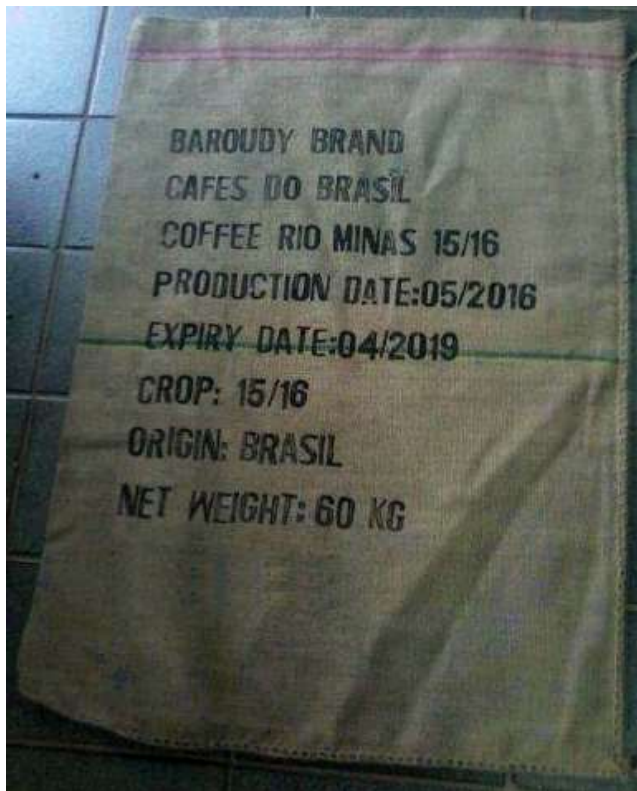


There are two kinds of coffee plant: Arabica and Robust (Conilon). The best coffees are of the Arabica kind, with intense smell and sweetness with several

variations of acidity, body and flavor. The special and gourmet coffee are 100% Arabica, with a concentration of 50% less caffeine than the Robusta.

### Blends of Gourmet Coffee





Each variety of the Arabica coffee plant has specific attributes of smell, body, acidity and sweetness. The combinations, or Blends, are developed to balance and accent the best qualities of each variety of Arabica coffee. CHARACTERISTIC OF THE GOURMET COFFEE

To the connoisseur of the gourmet coffee, the most important drink features are: body, smell, acidity, sweetness, finalization and bitterness. Body: It's a sensation in the mouth for the persistence in taste. A gourmet coffee may have a soft, medium or full body, depending on the variety or blend. As more "viscous" and "heavy" in the mouth, the fullest the body, and as "soft" and "delicate", less body it has. The coffee body will be softer when roast is lighter, and is more embodied for darker points of roast.

Aroma: They are perceptive through the smell. Some of the kinds of smell are: flowered, citric,

chocolate, fruited. Fine gourmet coffees have a pronounced aroma, and the greater acidity enables a greater

Acidity:  
part of

coffee.  
naturally  
the  
the  
acidity is  
bitter  
from

the  
coffee  
comes

finest

caramel,  
without  
green,



perception of the smell.

It's the sensation obtained in the lateral the tongue. The roast point has a very important influence in the acidity of the Whatever is the acidity a gourmet coffee has, it shall be maximized by the lighter roast. As an opposite, the darker the roast lesser is the acidity. Fresh and citric desirable and brings life to the coffee. A flavor is undesirable and generally results green collected or blemished grains.

Sweetness: The perception is in the tip of tongue, the sweetness of the gourmet may be null, low or high. The sweetness from mature grains and from the caramelization of the roasting process. The gourmet coffees usually present a more accentuated sweetness, bringing notes of honey or chocolate and enables to be drunk sugar. Coffees prepared with excess of black or burnt grains present a low or null sweetness.

Finalization/Aftertaste: It's the flavor

that is kept in the mouth after drinking coffee. For fullest bodied coffees, this flavor reminds a

bitter chocolate, whilst that for softer and more acid coffees, the finalization may be quicker and reminds us of citric fruits. It is important to note that, for both, a more chocolaty gourmet coffee, as well as for a more fruity one, the aftertaste must be delicate and pleasurable.

**Bitterness:** The sensation obtained in the middle of the tongue and in the throat, is the taste produced by the caffeine. In the best quality gourmet coffees it tends to be soft and balanced. Strong and very strong bitterness are derived from a more accentuated roast (dark), from an excessive time of contact of the coffee powder with water (fine grinding), or of lower quality coffees.