

YELLOW BEETLE



 Brazil • Cerrado • Patrocinio



ABOUT THIS COFFEE

We source this coffee in Cerrado Mineiro from the Grossi family. The story begins in 1879, when José Carlos's grandfather, Antônio Grossi, left the Veneto region in Italy to work on coffee plantations in the state of São Paulo. In 1950, his son Matheus Grossi invested in a small coffee farm in the northwest of Paraná. Born in Garça, in the countryside of São Paulo state, José Carlos spent part of his childhood helping his father on the farm, before joining the ESALQ / USP agriculture school in 1966 to deepen his knowledge of coffee growing.

In 1972, José Carlos left his family's fields in Paraná to establish his first coffee plantation in the then little-known Cerrado Mineiro region. At that time, he sold his yellow Beetle, which helped him finance the purchase of his farm — a gesture that gave this coffee its name: Yellow Beetle.

Over the years, José Carlos implemented vertical integration to gain greater control over the quality and traceability of the coffees produced. The group also developed experimental plots from 1994 onwards and obtained UTZ and Rainforest Alliance certifications starting in 2005.

Producer	Jose Carlos Grossi
Species	Arabica
Varieties	Red catuai, Mundo novo
Process	Pulped Natural
Altitude	970
Harvest	June - September

TO CONTINUE READING, VISIT

