

ESPRESSO BLEND

 Brazil • Cerrado • Patrocinio



ABOUT THIS COFFEE

We source this coffee in the Cerrado from the Grossi family. The story begins in 1879, when José Carlos's grandfather, Antônio Grossi, emigrated from the Veneto region in Italy to Brazil with the aim of working on coffee plantations in the state of São Paulo. Years later, in 1950, his son Matheus Grossi decided to invest in a small coffee plantation in the northwest of Paraná. Born in Garça, in the countryside of São Paulo state, José Carlos helped his father on the farm whenever he could, before joining the ESALQ / USP agriculture school in 1966 to deepen his knowledge of coffee growing.

José Carlos Grossi left his family's fields in Paraná in 1972 to start his first coffee plantation in the then little-known Cerrado Mineiro region. With 10,000 dollars in savings, he began the development of what would become JC Grossi & Filhos on this still little-explored terroir. In 1991, his efforts paid off: committed to achieving consistent quality, José Carlos adopted a strategy of vertical integration, which allowed him to improve quality control and traceability.

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

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