



ABOUT THIS COFFEE

We source this coffee in the Cerrado region from the Grossi family. In 1879, José Carlos' grandfather, Antônio Grossi, emigrated from the Veneto region in Italy to Brazil with the objective of working on the coffee plantations in the state of São Paulo. Years later, in 1950, Antônio's son and José Carlos' father, Matheus Grossi, decided to invest in a small coffee plantation in the north-west of Paraná. Born inside São Paulo, in the city of Garça, José Carlos, whenever he could, helped his father in the farm and thus joined the ESALQ / USP agricultural school in 1966 to deepen these knowledge of coffee growing.

José Carlos Grossi leaving his father's fields in Paraná in 1972 to embark on his first coffee plantation in the unknown region of Cerrado Mineiro. With his savings of \$ 10,000, he launched the beginning of the history of the JC Grossi & Filhos company on this unknown land. In 1991, his efforts paid off. Concerned about obtaining constant quality in production, José Carlos has adopted a strategy of verticalization of production activities, which has enabled him to improve the quality control and traceability of the coffees produced.

Producer	Jose Carlos Grossi
Species	Arabica
Process	Washed

TO CONTINUE READING, VISIT

