



ABOUT THIS COFFEE

We source this coffee in the Cerrado from the Grossi family. In 1879, Antônio Grossi, José Carlos's grandfather, left the Veneto region in Italy for Brazil to work on the coffee plantations in the State of São Paulo. A few years later, in 1950, his son Matheus Grossi invested in a small coffee plantation in northwestern Paraná. Born in Garça, in the interior of the State of São Paulo, José Carlos helped his father on the farm whenever he could, then joined the ESALQ/USP agricultural school in 1966 to deepen his knowledge in coffee cultivation.

In 1972, José Carlos Grossi left the family lands in Paraná to establish his first coffee plantation in the then little-known region of Cerrado Mineiro. With \$10,000 in savings, he laid the foundation of the company JC Grossi & Filhos on this largely unexplored terroir.

In 1991, his efforts paid off.

Producer	Jose Carlos Grossi
Species	Arabica
Varieties	IBC 12
Process	Natural
Altitude	970
Harvest	June - September

