



ABOUT THIS COFFEE

We source this coffee in Cerrado from the Grossi family. In 1879, Antônio Grossi, José Carlos' grandfather, left the Veneto region of Italy to move to Brazil and work on coffee plantations in the State of São Paulo. A few years later, in 1950, his son Matheus Grossi invested in a small coffee farm in northwest 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 growing.

In 1972, José Carlos Grossi left the family land 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 foundations for the JC Grossi & Filhos business on this largely unexplored terroir.

In 1991, his efforts paid off. Eager to guarantee consistent quality, José Carlos adopted a strategy of vertical integration in production, allowing him to strengthen quality control and traceability. He also conducted research to adapt coffee cultivation to Cerrado conditions and created an experimental plot in 1994.

Producer	Jose Carlos Grossi
Species	Arabica
Process	Washed

