

# GRANO

Special Coffee





# SPECIAL GROTTO/BRAZIL PREMIUM COFFEE FROM MINAS GERAIS - BRAZIL

Location characteristics and coffee cultivation activities on the property.

What We Do.

Sustainable cultivation within a balanced and perpetual ecosystem.

Various types of coffee in orientation and the management of the production process.

Coffee Product Lines.





## **THE LOCATION'S CHARACTERISTICS**

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## **COFFEE CULTIVATION ACTIVITY IN THE PROPERTY**





Pau D'Alho Farm is located in the county of Jacutinga, In the south of Minas Gerais State, in Brazil.

It is a medium-sized property currently having part of 139 hectares, dedicated to coffee plantations.

Other activities are pastures for cattle meat production (animal protein) and the rest is used in the infrastructure related to the mentioned activities, as employees' homes, facilities, internal roads, etc.

The topography of the farm is rather mountainous. Crops are located in the highest part of the property, with altitudes ranging from 950 to 1,100 meters.



*Southern part of the property, which totals 20 hectares.*





*Pau D'Alho Farm – Minas Gerais - Brazil*







*The Plantation's coffee fields and flowers*









## WHAT WE DO:

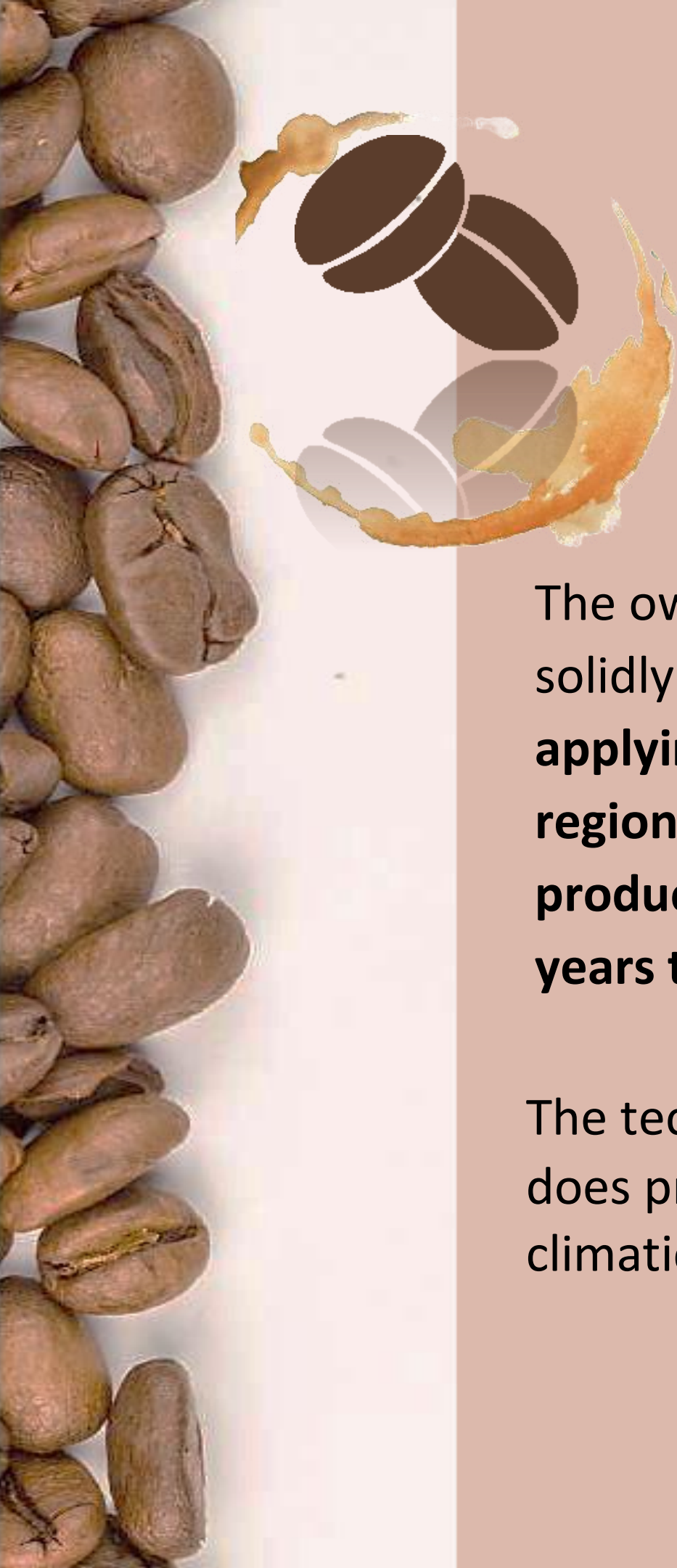
GRANO chooses specialty coffee beans with a high SCA rating (Specialty Coffee Association) score and excellent production process.

Our goal is to produce high quality coffee that, scores above 82 points, and that guarantee the process of excellence from planting to harvesting. We take care of the beneficiation process from end to end.

We are passionate about coffee and dedicate our expertise to the best choice of beans, from the quality of sieving, roasting, to the delivery of the packaged product. We want them to reach in the cups, the best flavor for the customers.







Coffee production at Fazenda Pau D'Alho dates back to the **second half of the 1950s**, led by the family patriarch, Dr. Luiz Villela Vianna. Before that, the property belonged to another family, that was also dedicated to **coffee cultivation, which means to say that the history of coffee culture in the property exceeds 100 years.**

The owners of the property have continued **farming coffee for the past 30 years**, and have solidly focused their effort in the quest of **quality improvement. In the process, they've been applying the latest technology available in combination with a profound analysis of the region's conditions (Earth quality, climate, geography, etc).** The ultimate result beings the **production of the best possible coffee, while striving to preserve its sustainability for the years to come.**

The technology applied in the drying process of the beans, by implementation of static dryers does provide a special condition, protecting those beans during the harvest period, from climatic uncertainties and the influence of rain **are of great concern for all coffee producers.**





# **THE SUSTAINABLY OF OUR COFFEE CULTIVATION**

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## **OUR PROCESS AND PROCEDURES**



Pau D'Alho Farm is committed to the sustainable production process, characterized by compliance with Brazilian legislation and international standards for conducting agricultural activities, in particular labor and environmental legislation.

Employees are directly involved in the production process. They are trained and continually instructed to observe the procedures for the use of individual and collective work equipment and products used in the fields. They are also instructed in the correct disposal, and recycling of waste materials and the integration of elements into the ecosystems.

The property receives permanent guidance from specialized professionals and consultants in sustainable management for coffee production, participation of seminars, periodic inspections by public agencies, such as Labor Department, etc.

This has provided the property to be fully compliant with current legislation, producing with recognized quality, as reported by certified agents during evaluations and technical analysis of the coffee.







*Static drying process, quality control and coffee's appearance.*



## Former and traditional coffee drying process.



*The entire process is managed and guided by experienced professionals, through the application of non-aggressive products that are harmless to the environment, providing adequate conditions for the production activity in a sustainable manner.*







# **TYPE & VARIETIES OF COFFEE**

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## **COFFEE CULTIVATION ORIENTED MANAGEMENT**



The coffee produced at Fazenda Pau D'Alho is of the Arabica type, with predominant varieties of Mundo Novo, Acaiá, Catuaí, Tupi, Obatam, and Arara.



Selection  
of coffees  
specialties  
South Minas  
Gerais State



# The choice of the variety to be implanted begins with the use of selected and certified seedlings

The use of these varieties, combined with: the altitude where the crops are located, management conditions, adoption of appropriate cultivation practices under permanent agronomic guidance, methods and procedures for drying and storing the grains will provide a special condition for obtaining blends that result in fine drinks, highly appreciated, capable of delighting the most demanding palates.





In addition to carefully handling the crop, the production process has important stages in the harvesting of ripe grains, drying, processing and storage of the product ready for harvesting is done with a semi-mechanized method, using portable harvester and immediate manual transfer, so that there are no coffee beans left in the field when the harvesting period ends, which occurs between the months of May to August of each year.

The product is stored in cooperatives or general warehouses in the region, until it is sold as unroasted grain, or sent to the grain roasting process or for grinding. The destination of production to the market is through regional cooperatives, or through specialized brokers, who supply the national and international market, or even directly by the producer to the market.

GRANO plans through the years 2020/2024 and beyond are to increasingly allocate its production preferentially for roasting and grinding, thus reaching the final consumer in specific markets, by expanding its offer abroad.





# The SCAA Rating (Specialty Coffee Association), and Our Scores

The taster evaluates 10 questions and each one is scored from 0 to 10 points. The drink evaluated by the taster that reaches 80 points or more is considered Special Coffee.

## QUESTIONS

- Fragrance (from dry powder) & Aroma (after hydration and after crust break),
- Uniformity (5 cups, each statistically corresponding to 20% of the sample),
- Absence of Defects (undesirable fermentations, undesirable bitterness),
- Sweetness (reference = 0.5% m/v) and flavor,
- Acidity (type of acidity, intensity and quality),
- Body (intensity and quality),
- Completion (persistence and residual quality),
- Balance (interaction between Flavor, Body and Acidity),
- General evaluation, and
- Defects.



**Score Graduation  
(SCAA) scale from  
0 to 100 points.**



## TOAST, PACKAGING AND DRINK PREPARATION

The roast point of Café Gourmet is medium or light medium, so that it does not have a bitter or burnt taste in the mouth. This is the case of most coffees that use high roast point to disguise grains with lack of quality (defects) in its taste (the drink).





## **OUR COFFEE PRODUCT LINES**

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## COFFEE BEANS

100% Arabica Beans Special... Scores above 82.



Grão (Grains 500g Coffee)



Grão (Grains 250g Coffee)

Sieve Selection +16

● *DARK Medium Roast*

● *LIGHT Medium Roast*





## GROUND COFFEE (Powder)

100% Arabica Beans Special... Scores above 82.

Sieve Selection +15

● *DARK Medium roast*



Moído (Ground 500g Coffee)



Moído (Ground 250g Coffee)





## COFFEE CAPSULES

100% Arabica Beans. Specials ... Score above 82.



**Biodegradable  
and compostable  
Capsules**



**Italian  
compostable  
Capsules**

Sieve Selection +15

● *INTENSE Flavor*

● *CLASSIC Flavor*



*Capsules compatible with  
Nespresso Machines*



Blends: Classic & Intense



# How to make good coffee!



## Use the correct measurement!

CAFÉ GRANO Use 80 grams of powder (approximately 5 tablespoons) to 750 ml of water.

Pour water in a container and put it on fire.  
Then place the coffee in a strainer with a paper filter or cloth over the teapot.  
When the water is boiling without bubbles, turn off the heat and slowly pour it into the colander.  
Use filtered water, do not let it boil too much to avoid, “powder cooking.”

