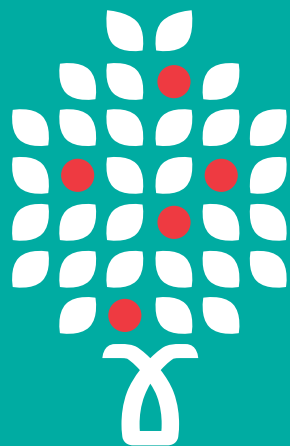


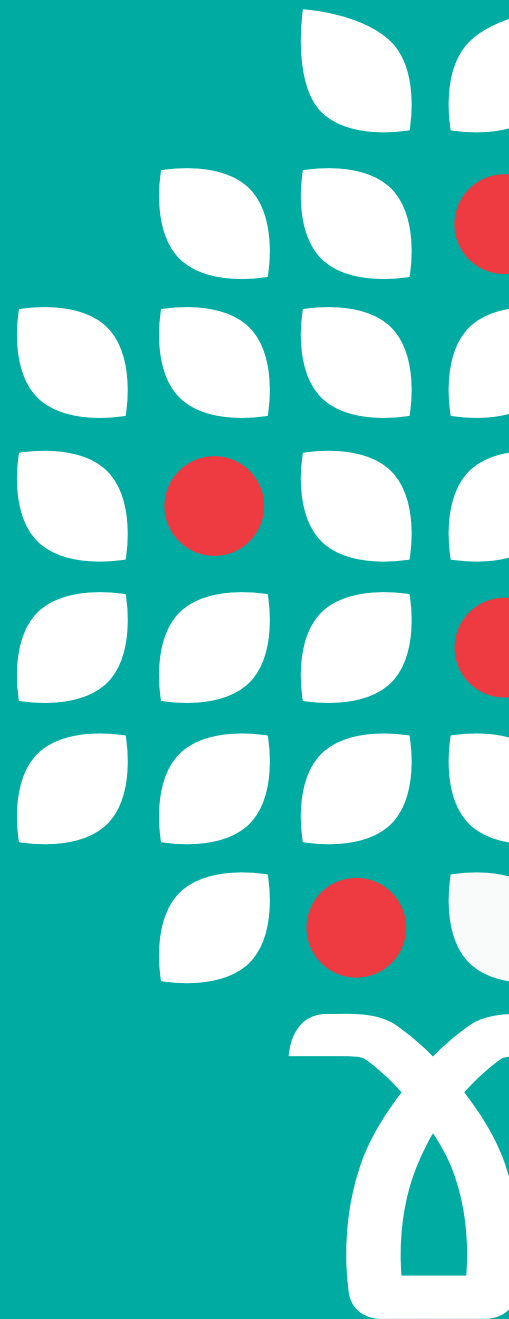
# Coffee Grown With Attitude<sup>®</sup>

Ethical, traceable and, of course, high quality coffee.



Região  
do Cerrado  
Mineiro

Geographical Indication





# The region with attitude, for a new coffee world

We are the Cerrado Mineiro Region, a high quality coffee origin - the only one in Brazil with Protected Geographical Indication. A region consisted of 55 districts located in the northwest of Minas Gerais State.

We are 4,500 growers working together to produce the “Coffee with Attitude.”

The coffee world is growing and changing, directly influenced by new conscientious and more demanding consumers. A new coffee world is emerging, new markets and consumers that demand a new attitude, new ways of thinking and acting, new ways of producing and trading to achieve value and recognition.

We believe that the Cerrado Mineiro Region has great potential, therefore we are in a mission to prepare ourselves for this big challenge: “Turning the Cerrado Mineiro Region into a reference of attitude for the new coffee world regarding producers, the region, and its products”.

## The Cerrado Mineiro Region:

- 4,500 growers
- Annual production of 5 million bags
- Total cultivated area: 170,000 hectares
- 55 districts (towns and cities)
- Protected Geographical Indication
- Located in Minas Gerais State, Brazil





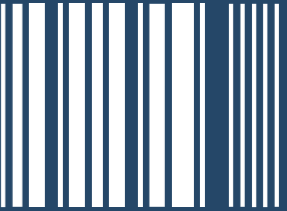
# We

value our people,  
we love our land,  
we care about nature,  
and, of course...

...we produce great coffees!

In the Cerrado Mineiro Region it is part of our purpose to produce specialty coffees with increasingly sustainable practices. Everything we do should always bring recognition to our growers, as well as development to the region.

We understand that the "Coffee with Attitude" must generate, for everyone, what we call "Shared Value", and this includes our business partners.



# Certified origin and quality

Our coffees are produced through production processes that accentuate the attributes of the climate, soil, and contours of our Protected Geographical Indication. The origin of the coffee is preserved and guaranteed by the Cerrado Mineiro Region Certifications.

## Farm certification

The coffee producing farms are audited annually by external audit contractors, whose objective is to testify that the coffees are produced using good agricultural practices and with social and environmental responsibility. A Geographical Information System permits the visualization of the certified properties via satellite, as well as incorporating a great quantity of information about the area where the coffees were produced.

## Origin and quality certification

Only the coffees produced on Certified farms that are inside the Protected Geographical Indication of the Cerrado Mineiro Region can be certified. The coffee lots are stored in warehouses that are also certified. The sensorial characteristics of each lot are classified and receive a report produced by a SCAA Q Grader. A certificate is emitted and each bag receives an official seal with a bar code that can be tracked via our website.



## Identity and high quality

Our product is singular, because it's produced in a singular "terroir". Having well-defined seasons - a hot, wet summer and a pleasantly dry winter - is a strong characteristic of the region. The coffee plantations are cultivated in areas with altitudes varying between 800 and 1,300 meters, the result being high quality coffees with a unique identity.

### Characteristics of the coffees from the region:

**Aroma:**

Intense, with notes varying from caramel to nuts

**Acidity:**

Delicately citrus

**Body:**

Moderate to full bodied

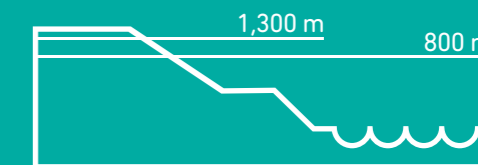
**Flavor:**

Sweet with a chocolate aspect

**Aftertaste:**

Long lasting

### Cultivation altitudes:





## “Direct Relationships” Program



In the Cerrado Mineiro Region, we already work towards grower recognition and development and evolution of coffee production, but we have to do more and do it better, and we know that we can't do this alone.

We want to grow together. We believe that this is the most efficient way to expand the opportunities for the growers, business partners, the society, and the environment.

That's why we developed the “Direct Relationships” Program, dedicated to roasters, coffee shop chains, and businesses both in Brazil and abroad that have an interest in developing long term partnerships in the creation of individual projects or with groups of growers, related to the socio-economical and environmental development of the production of the “Coffee with Attitude.”

Besides the “Direct Relationships” Program offers an opportunity to directly meet our growers and discover exceptional coffees.

For more information please contact us:

Email: [direct@cerradomineiro.org](mailto:direct@cerradomineiro.org)

[www.cerradomineiro.org](http://www.cerradomineiro.org)

The Cerrado Mineiro Region is regulated by the Cerrado Coffee Growers Federation, a non-profit organization formed by a group of 7 producer associations, 8 cooperatives and 1 foundation, aiming the development of research related to the coffee and the region.

Where to buy our coffees:

## CAPAL

Araxá: +55 (34) 3691 5000

## COAGRIL

Unaí: +55 (38) 2102 2249

## COPERMONTE

Monte Carmelo: +55 (34) 3842 5510

## COOCACER

Araguari: +55 (34) 3242 6900

## COOCACER

Carmo do Paranaíba: +55 (34) 3851 2995

## COOCACER

Monte Carmelo: +55 (34) 3842 4590

## COOPA

Patrocínio: +55 (34) 3515 7300

## EXPOCACCER

Patrocínio: +55 (34) 3839 9300



Região  
do Cerrado  
Mineiro  
Geographical Indication

Federação dos  
Cafeicultores  
do Cerrado

Supported by:

