

# CARMO

## AN EXCLUSIVE OFFERING

<b>COUNTRY</b>	BRAZIL
<b>REGION</b>	CARMO DE MINAS
<b>ELEVATION</b>	1,000 MASL
<b>VARIETALS</b>	YELLOW AND RED BOURBON, CATUAI, CATUCAI, ACAIA
<b>PROCESSING</b>	PULPED NATURAL & DRY PROCESSED
<b>SEASON</b>	JULY-SEPTEMBER



Over the past decade, Brazil as a nation has experienced fantastic economic growth in nearly every sector, with higher purchasing power and an ever-increasing standard of living. At least 20 million people have risen above the poverty-line and the middle-class has grown by 40 million in a relatively short period of time. The value of labor has also increased, the result of which is rising wages in Brazil. All of this naturally affects the cost of coffee production in general, but it especially affects labor-intensive coffee (i.e. specialty coffee). In some cases, it is difficult to find labor at all, most notably for farm work. Incentives must be strengthened to keep people at work within coffee. As the world's largest producer of coffee, Brazilian coffee is the main component of blends all over the world. Thus, the price paid for Brazilian coffee reflects the fact that coffee from here is considered a base product. In parallel with fluctuations in world markets and in the pricing of coffee in general, the specialty coffee segment has established its own price dynamics.

Although coffee is an old commodity in Brazil, over the past decade or so, the country has been showcasing its very best coffee and in the last half-decade or so the coffee in the Carmo de Minas municipality has been particularly noteworthy.

Carmo is one village among twenty in the Mantiqueira region, south of the Minas Gerais county, and Carmo de Minas has become a destination in the Brazilian coffee world. Some of its distinction can be attributed to topographic and climatic conditions, but as always, there are people engaged – from picking coffee cherries to processing; both crucial to the quality of the product. People make the difference.

For the past two years, Passenger's green buying team has tasted through countless samples from Carmo de Minas in order to construct this lot, sourced and roasted exclusively for businesses owned and operated by the Fisher family: Copper Cup (Lancaster and Brickerville), Tomato Pie Cafe (Lititz and Harrisburg) and Cake and Cup.

### IN THE CUP

Coffees from Brazil are undeniably approachable and almost universally relished. Layers of caramel, browning sugars and bittersweet chocolate dominate a cup underpinned by delicate dried fruit characteristics.

### THE TAKEAWAY

Brazil, with its typically extremely dry harvest season, possesses ideal conditions for producing dry processed and pulped natural coffees. This exclusive blend represents several estates from Carmo de Minas: Santa Ines, Sertao and Santa Lucia and has been blended to create a balanced and deeply agreeable cup profile.

