



SOUTHLAND MERCHANTS  
TASTE THE ORIGIN

## DETAILS

**Grower:** Luiz Paulo Filho  
**Farm:** Santuario do Sul Farm  
**Region:** Carmo de Minas  
**Altitude:** 1380 - 1430 meters  
**Packaging:** 30 Kg specialty paper bag with liner  
**Variety:** Geisha, Sudan Rume, SL 28, Starmaya and others  
**Process:** Natural Fermented  
**Harvest:** Jul-November



## FARM INFO

Santuario do Sul farm is a project that was born from a goal of being ahead of market trends. It is not easy to begin planning with plans to bring coffee from different regions of the world to generate a new profile of Brazilian coffee.

The coffees that grown there are reflections of the obstinacy of Luiz Paulo and his partners. Today, in addition to the traditional Brazilian varieties (like yellow bourbon), the farm has more than 30



exotic varieties of coffee, differentiated cultivation practices (such as shade plantation) and innovative processes.

The South Shrine is next to one of the most traditional farms in Carmo de Minas, Sisters Pereira, where it has its coffee benefited.

Very carefully, the varieties planted there are monitored closely to be able to offer the best result



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within the climatic conditions of the region. In addition, Luiz Paulo himself makes sure to always taste the first samples of each of these coffees.

For the next few years, Luiz Paulo has no doubt:

*"The goal is to always be at the forefront of the market and offer more and more quality! We started the third harvest from Santuário Sul (2019). So far, the farm has acquired some*



*special positions on the market, being recognized by the quality and the pionerism. The first two harvests, starting with the new varietals and process, were important to make the new flavors recognized by the customers and the judges."*



Prizes:

Cup of Excellence Brazil 2018 - 9º place (2º more expensive)

Carmo Best Cup 2017 - 18º e 19º place (more than 700 samples)

Carmo Best Cup 2018 - 15º place (more than 400 samples)

## REGION INFO: CARMO DE MINAS

Carmo de Minas is located in the southern part of Minas Gerais state, a region naturally gifted with unique conditions for the production of specialty coffees, with fertile soils, a predominance of sunlight and high elevations that vary between 900 and 1,500 meters. An area with exceptional terroir, producing singular coffees that year after year are prized in



renowned coffee quality competitions like the Cup of Excellence, it encompasses the municipalities of Cristina, Olímpio Noronha, Lambari, Santa Rita do Sapucaí, among others and apart from Carmo itself. Carmo de Minas is part of the Serra da Mantiqueira micro-region, which comprises over 7,000 coffee growers with an estimated output of 1 million bags; the first in Brazil to obtain the Geographical Indication seal for coffee in 2011, which indicates that coffees produced in this region have unique qualities and features that are essentially attributed to their origin.

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