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## DETAILS

**Grower:** Guilherme De Castro  
**Farm:** Serra da Campanha  
**Region:** Mantiqueira de Minas  
**Altitude:** 1400-1500 MASL  
**Packaging:** 30 Kg specialty paper bag with liner  
**Variety:** Catuai 144  
**Process:** Natural  
**Harvest:** October - December



## FARM INFO: SERRA DA CAMPANHA

In the state of Minas Gerais located high in the mountains resides the region of Serra da Mantiqueira. Serra da Mantiqueira is special, boasting a coffee producing history spanning over a century. The region comprises of a network of small coffee producers, allowing for the perfect natural and social environment for producing specialty coffee. Due to the relatively high altitude and rich soil, coffee produced in this region typically has a more complex profile. These conditions give an acidity to the coffee which is rarely found in Brazil.



Because of the distinctive nature of the coffee from this region, in 2011 Serra da Mantiqueira was awarded as PGI (Protected Geographical Indication). This was due to their deep rooted traditions and its worldwide reputation for producing high quality coffee. Preserving the heritage and natural environment is

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paramount. Producers from this region are required to follow a set of sustainability guidelines to maintain the quality of the coffee. The unique complexity of coffee produced in Serra da Mantiqueira adds to the legacy of the region. It is no wonder why this is one of the most awarded coffee regions in Brazil.

Located in one of the highest points of the Serra da Mantiqueira, is the Serra da Campanha Farm. Guilherme Franco and his family are the fourth-generation in coffee family.

Inspired by growing quality coffee at high altitude, Guilherme studied Agronomic Engineering with a master's degree in Coffee Plant Nutrition. This foundation gave him the knowledge and curiosity to produce spectacular coffee at an altitude of 1500 meters. Embracing the farm's unique terrain, he was able to develop a specific planting methodology for this altitude, in addition to post-harvest care to produce high quality coffee with a highly complex profile.

"Many people say that planting coffee nowadays at this altitude is a big risk, due to the cold climate and difficulty in handling the harvest. However, we embraced the challenge and today we produce a rarity on the top of the mountains of Minas Gerais", says Guilherme.

Opening the market in Australia is a dream for Guilherme and his family. Sharing this unique coffee, Australia brings recognition to this special region. Since the first harvest in Serra da Campanha, Australia has been the focus for exporting these rare and complex beans.



## **REGION INFO: MANTIQUEIRA DE MINAS**

Mantiqueira de Minas region 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 Mantiqueira itself.

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Mantiqueira 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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