



COFFEE

COMPANY



In 2022, through a compulsory internship as an Agricultural Technician in a coffee laboratory, together with a course in Classification and Tasting, Laís, at the age of 16, discovered her passion for coffee. Sirlene, his mother, had already had the idea of having a coffee brand. The name came from the surname of the Carmo family and "ella" for having the look of a country woman with a cup.



With this in mind, Laís logged on to the free Canva app, created the logo, the packaging idea, the name, chose the color palette and Sirlene and her family approved the idea.



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PRODUCTS

NCM 0901.11.10



We are associated with the Volcanic Region (a collective brand), where we have obtained an exclusive seal of quality and traceability. They registered the trademark and printed several packets.

In November 2022, the brand made its debut at SIC (International Coffee Week) where the packets, business cards and story spread to every corner of the country and several countries around the world. In February 2023, we made our first sale to another state, in Barretos SP. Several customers have become loyal, from the south of Minas Gerais to São Paulo.

Carmella Cafés Especiais has a wide range of products to please its customers, such as 250g and 500g packets of roasted or roasted and ground beans, Drip Coffee and 30kg or 60kg bags of fresh beans.

In September 2023, the first export was made, a whole batch to Stuttgart, Germany. Due to the great growth and recognition of the brand, we decided to create the website to better serve our customers.



DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Production capacity for the year averages 800 60-kg bags of coffee. Sales unit: 250g packs, 500g packs. Sales capacity for roasted grain and roasted and ground packages: 500kg roasted per month (1000 packages of 500g)



CARMELLA CAFÉS ESPECIAIS
 City: Cabo Verde
 State: Minas Gerais
 Brazil

CERTIFICATIONS

