



COMPANY



O Fruto! A family coffee, with tradition and history to honor and tell. It has been produced at Fazenda Shangri-lá, in Pouso Alegre, MG, since 1960. The brand was created by Ana Paula and Eduardo, he being the producer and the third generation to look after the coffee plantation.



Fruto seeks to unite tradition and innovation, focusing on the excellence of specialty coffee to provide a unique taste experience. Ana Paula leads the brand's communication and expansion, promoting specialty coffee in various segments. The commitment is to bring quality coffee, preserving the family history and special care.



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PRODUCTS



Fruto is dedicated to offering high-quality specialty coffees. With a rigorous process that goes from harvesting to roasting, each stage is carefully executed to guarantee the best flavor profile. Also, the brand stands out for its direct relationship with its consumers, creating an authentic connection and valuing those who appreciate real specialty coffee. The brand also adopts sustainable practices and maintains a commitment to excellence in every grain.

100% Arabica coffee, scored and evaluated according to the international standards of the Specialty Coffee Association (SCA). In the following formats: Grain and Ground, 500g and 250g packs. And Drip Coffee.

Specialty roasted and ground coffee

NCM 0901.21.00

Specialty roasted coffee beans

NCM 0901.90.00



DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Production capacity of up to 50,000 kg per year.



BRAZIL

Minas
Gerais

O FRUTO CAFÉ
City: Pouso Alegre
State: Minas Gerais
Brazil

CERTIFICATIONS

