

**BRAZILIAN
COFFEE**

COMPANY



Since 1978, in the heart of the Potiguar hinterland, Sítio Rio Grande has flourished as a place of dreams, dedication and love for coffee. It was there that the first yellow and red catuaí trees were born, seeds that gave rise to a tradition rich in flavor and history. Each harvest has brought with it the vibrant aroma and authenticity of Potiguar coffee, perpetuating a legacy that spans generations and keeps our roots alive.



After decades of dedication, Sítio Rio Grande has overcome the challenges of the pandemic and resumed its journey with even more strength. With new varieties, such as Catuaí 144 and Arara, we continue to cultivate tradition and innovation, preserving the flavor that enchants and keeping the essence of our passion and hope alive in every grain.



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PRODUCTS



Café Jaçanã's specialty coffees are characterized by their annual, manual and selective harvest, which removes the fruit from the tree at the right point of ripeness, using processes such as suspended or cement terrace, fermentation or natural.

This type of harvest and the choice of process and drying associated with a medium roast make for unique grains in nano-batches made available to the consumer, whose sensory identity highlights the terroir of the Potiguar hinterland, marked by sensory notes such as cashew, cashew jam and/or cashew nuts.

Today, with joy and renewed inspiration, Café Jaçanã continues to strengthen its history with the introduction of new varieties, such as Catuaí 144 and Arara, which represent courage, tradition and innovation. There are more than twenty thousand Arabica coffee trees, including Yellow Catuaí, Red Catuaí, Catuaí 144 and Arara, cultivated with dedication to offer high quality beverages, classified as superior, gourmet and special, reaffirming our commitment to excellence and appreciation of Potiguar culture.



DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Production is organized into micro-batches aimed at a public that values exclusivity and high quality.

With an annual capacity of around 60 bags, the entire process is planned to guarantee traceability, identity of origin and sensory differentiation. This limited production ensures strict quality control and strategic positioning in the market, reinforcing the exclusive nature and high added value of the product.



CAFÉ JAÇANÃ

City: Jaçanã
State: Rio Grande do Norte
Brazil



Realization:

agrobr
O sabor de ir mais longe

Promoted by:

apexBrasil

MINISTÉRIO DO
DESENVOLVIMENTO,
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SEBRAE