

COMPANY



The family-run agro-industry located in São Francisco de Goiás emerged from the need to reinvent production after a drop in sales of fresh guariroba. With the goal of avoiding waste and adding value to the raw materials produced on the property, the family began the artisanal production of preserves, transforming a difficult time into an opportunity for growth and entrepreneurship.



With the expansion of production and market acceptance, the business broadened its portfolio to include artisanal jams, spices, and condiments, currently offering more than 32 products in its catalog. The brand stands out for valuing Goian tradition, generating employment, and strengthening family income, winning over consumers in various Brazilian states and bringing the authentic flavor of Goian farms to different regions of the country.



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PRODUCTS



The company stands out for its artisanal production of guariroba preserves, special jams with peppers, artisanal cachaças, and a wide variety of regional spices, highlighting the typical flavors of Goian culture and Brazilian cuisine. All products are handcrafted using select ingredients and processes that preserve their natural characteristics, guaranteeing quality, authenticity, and a distinctive flavor.

Focusing on typical regional products that are easily accepted in the market, the brand operates in a segment with great growth potential and low direct competition in certain niches, especially in the sector of artisanal preserves and jams with exotic flavors. The unique combinations of fruits and peppers provide a distinctive gastronomic experience, adding value to the products and expanding their commercial appeal.

Furthermore, artisanal cachaças reinforce the brand's regional identity, highlighting tradition, care in production, and appreciation for local culture.

The diverse portfolio allows us to cater to different consumer profiles, from those who appreciate traditional cuisine to customers seeking gourmet, artisanal, and regionally sourced products.

Spices/Peppers

NCM 2001.90.00

Jams

NCM 2001.90.00

Cachaça

NCM 2208.40.00

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Currently, the company has an average production of approximately 4,000 units per month, maintaining the artisanal quality and standardization of its products. Production capacity can also be expanded as demand grows.



LÁ DA ROÇA
PRODUTOS ARTESANAIS
City: São Francisco de Goiás
State: Goiás
Brazil



Realization:



Promoted by: