

Grandpa  
Joel's  
coffee



COFFEE

## COMPANY



Our family has a coffee tradition. And the brand is a tribute to Pedro's father and all the grandparents and all the tradition and family unity that coffee brings us. We transformed a commodity crop into a certified specialty crop and took several courses with it. Despite the tradition, our knowledge of the world of coffee was limited to enjoying a good cup.



Discovering that coffee is so much more has opened up our vision in every way. Coffee is tradition, family, nature, sustainability, life. And we strive to bring all this awareness and passion through our grains.

**Understand the grains, the roast, the drink and deliver with respect and quality.**



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## PRODUCTS



Specialty coffee production, family tradition. In our quest for 100% sustainable farming, we are combining coffee, bees and vanilla.

Our production is carefully monitored by agronomists and biologists, both pre- and post-harvest. The lots are selected and separated according to quality, variety and plot.

We're in the honey ATeG in search of the seal. And the vanillas are in their second year of life, waiting for their first bloom.

### Green Coffee

NCM 0901.11.10

### Roasted Coffee

NCM 0901.21.00



## DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Annual harvest, around 600 bags 23/24

We've been replanting old fields every year since 2019 and reforesting them.



**GRANDPA JOEL'S COFFEE**  
City: Santa Rita do Sapucaí  
State: Minas Gerais  
Brazil

### CERTIFICATIONS

