



Producer Luiz Paulo Dias Pereira Filho - Brazil



## Luiz Paulo Dias

Producers	Luiz Paulo Dias Pereira Filho
Country	Brazil
Region	Carmo de Minas
Farms	Santuário Sul & Ama Estate
Processes	Natural, natural fermented, honey, pulped natural, washed, new flavour projects

## About Luiz Paulo & CarmoCoffee

Specialty coffee producer Luiz Paulo Dias Pereira Filho is the eldest of four brothers in his family, and, together with his cousins, are all fourth generation coffee producers who are rooted deep in the local coffee culture history of the Carmo de Minas region. Beyond the historical understanding, however, Luiz Paulo recognised his local coffee growing area had an incredibly unique identity, resulting in coffees with such distinct flavours that should be placed amongst the greatest world-wide, but there also seemed to be a lack of appreciation for this region in the buying market. This region that homed thousands of lives depending on the cash from cultivating coffee.

Recognising this disparity. Luiz Paulo with his cousin Jacques Pereira Carneiro began a pioneering project: the valorisation of special coffees of Carmo de Minas. During this period, Luiz Paulo married his wife Mariana Poli, who supported Luiz Paulo through this endeavour. In 2007, Luiz Paulo and Jacques Pereira began CarmoCoffees, with the aim of exploring potential sustainability in coffee business. This goal has been possible due to Luiz Paulo's studies, having graduated in Business Administration in Sao Lourenco prior to his pioneering project.

Not only does CarmoCoffees pay attention to sustainable coffee business practices, but they also boost research on coffee, and operate in a direct trade channel with exporters. With a greater appreciation for coffee, many coffee growers and families in the area have been able to improve their lives through greater cultivation and processing understandings.

"My passion is the search for quality. It means being able to improve our coffees every year. I love being part of that process," - Luiz Paulo



*Young planted coffee tree - Santuario Sul*

## Santuario Sul

Producers Luiz Paulo Dias Pereira Filho

Farm	Santuario Sul
Altitude	1100 - 1300 m
Region	Carmo de Minas
Harvest	May - August

## About Santuario Sul

Santuario Sul is the project for producer Luiz Paulo to create coffees ahead of market trends. His goal over the upcoming years is to "always be at the forefront of the market and offer more and more quality!" He is doing this by planting and cultivating varieties from different regions across the world in an attempt to discover a new Brazilian coffee profile. Luiz Paulo now has over 30 varieties of coffee trees planted and carefully monitored to learn which can offer the best results based on the climatic conditions and soil qualities that he has on the land.

The coffee farm is a grand 120 hectares in size with 80 of those hectares dedicated to the planted and growing of the coffee trees. The main varieties are the typical ones found through Brazil, including yellow and red bourbon and gesha, and in order to remain current on how his cherries are tracking each year, he always tastes the first samples of each coffee. While it sounds like a grand job organising so many different coffee varieties, Luis Paulo and his partners are determined to discover what can be produced and offer coffees that keep the world interested in Brazil.

# Santuario Sul

Varietal: Starmaya

Process: Natural

Tasting notes: lemonade, starfruit, chocolate, peach, apricot, orange, sticky, juicy



## Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and rinsed to prevent negative fermentation and eliminate dust and impurities
- o Cherries are floated to separate unripe and overripe cherries and passed through a sieve to separate immature beans
- o Cherries are placed in barrels without agitation for 72 hours
- o Cherries are dried on suspended beds in full sun for 22-24 days
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in the dried cherry pod until milling and export preparation

# Santuario Sul

Varietal: SL28

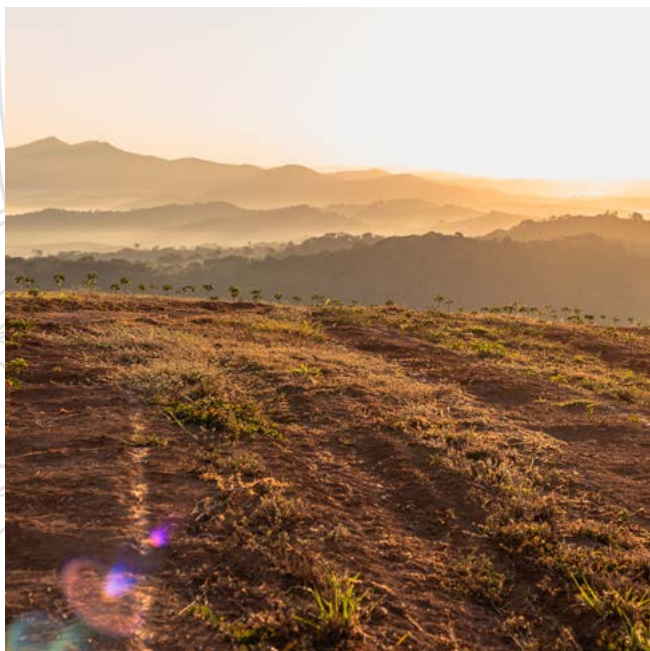
Process: Natural

Tasting notes: cranberry, strawberry, ruby grapefruit, guava, watermelon, marmalade, juicy, sweet



## Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and rinsed to prevent negative fermentation and eliminate dust and impurities
- o Cherries are floated to separate unripe and overripe cherries and passed through a sieve to separate immature beans
- o Cherries are placed in barrels without agitation for 72 hours
- o Cherries are dried on suspended beds in full sun for 22-24 days
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in the dried cherry pod until milling and export preparation



*Planted coffee seedlings - Ama Estate*

## Ama Estate

Producers Luiz Paulo Dias Pereira Filho

Farm Ama Estate

Altitude 1100 - 1300 m

Region Carmo de Minas

Harvest May - August

## About Ama Estate

History of this project at Ama Estate, as shared by CarmoCoffees:

“For about 2,000 years, women residents of Japanese coastal villages have plunged into the almost frozen waters of the Pacific Ocean in search of pearl-producing oysters and snails. They were very young, some of them still girls, and they developed the incredible ability to take minutes without breathing. The women returned to the surface for just a few seconds and repeated this movement up to 60 times in a single diving session.

Inspired by the search for these women, we bring the rarest and most precious coffee beans of our farm, the unique result of dedicated and proud hands. Here is the love of the producer: a coffee that cannot be called ordinary anywhere in the world.”

The varieties grown at Ama Estate are geisha and sudan rume. Both of these varieties typically yield less fruit per plant and require a long maturation time. Because of this reduced yield, these coffees are always harvested by hand at Ama Estate. Each seed is treated with the utmost care through each step of the processing stages, resulting in a very expressive cup profile.

# Ama Estate

Varietal: Geisha

Process: Natural

Tasting notes: peach, apricot, jasmine, yellow floral, rose, pineapple, creamy



## Processing Details

- o Cherries are hand picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and rinsed to prevent negative fermentation and eliminate dust and impurities
- o Cherries are dried in hanging terraces, which has a roof with UV protection and controlled temperatures for a more homogeneous drying process
- o Cherries are dried for 22-24 days
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in the dried cherry pod until milling and export preparation in waterproof bags