



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, Irmãs Pereira & Amâncio Estate

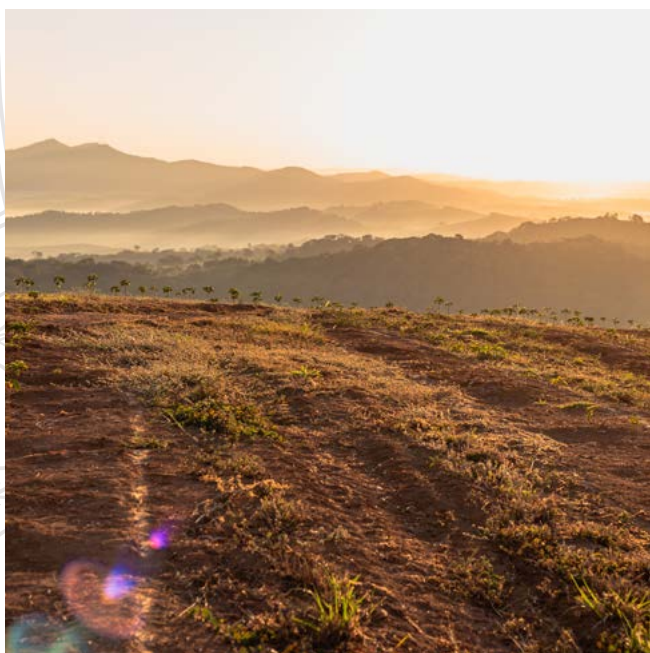
About Luiz Paulo & Carmo Coffee

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 Carmo Coffees, 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 São Lourenço prior to his pioneering project.

Not only does Carmo Coffees 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



Planted coffee seedlings - Ama Estate

Ama Estate

Producers	Luiz Paulo Dias Pereira Filho & Sasa Sestic
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 Carmo Coffees:

"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. Now that the trees are another year older, the profiles have developed in maturity and stability. This 2025 harvest has resulted in more vibrant acidities, brighter colours, and round structures. All evidenced to promote long term growth and care towards these beautiful trees on these beautiful hills.



*Downloadable
gallery link*



Ama Geisha Project

Producers Luiz Paulo & Sasa Sestic

Farm Ama Estate

Altitude 1100 - 1300 m

Region Carmo de Minas

Harvest May - August

About Ama Project

The Ama Project is providing the space to access geisha coffees grown and cherished in Brazil. Born from the collaboration between World Barista Champion, Sasa Sestic, and long-term specialty coffee producer of Carmo Coffees, Luiz Paulo, this project explores how the flavours of geisha can be grown through Brazil, with the intention of expanding consumer's access to this incredible varietal, whilst also showcasing how Brazil can grow very special profiles. We are finding the pearls of the terroir. Project Origin is proud to be partnered with the Ama Project, providing roasters around the world access to these pearls.

By using considered and deliberate processing techniques, we can discover the pearls that exist from marrying the geisha varieties with the terroir of Brazil. These pearls have always been here, ready for expression. It's our task now to let them shimmer.

The Ama Geisha Project is inspired by leading Brazil producer, Luiz Paulo, and coffee professional, Sasa Sestic, whose 14 year partnership is now focused on the expansion of specialty, affordable, accessible geishas with iridescent qualities.

The name 'Ama' is inspired by the Japanese divers, or "sea women", who dive to collect pearls from the ocean. Most of these divers are women, and so the Ama Project logo represents them, in symbology of this work: searching for pearls in the natural environment.

Jasmine

Chamomile

Pineapple

Mango

Orange

Passionfruit

Nectarine

Mandarin

Pear

Oolong

Caramel

Brown sugar

Biscuit

Milk chocolate

Herbaceous

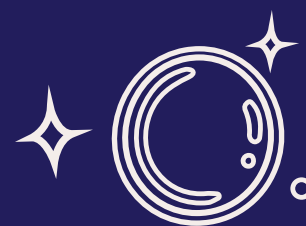
AMA Akoya

Varietal: Geisha

Process: Nitrogen Natural

Lot: 1

Profile structure: syrupy, juicy, sweet, silky, coating



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 1-2 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags

Jasmine

Chamomile

Peach

Apricot

Stewed orange

Pomegranate

Nectarine

Mandarin

Blueberry

Raspberry

Caramel

Strawberry

Cherry

Milk chocolate

Red wine

AMA Akoya

Varietal: Geisha

Process: Nitrogen Natural

Lot: 2

Profile structure: creamy, sweet, clean, complex



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 1-2 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags



White floral

Chamomile

Pineapple

Orange rind

Orange

White peach

Apricot

Tropical

Toasted almond

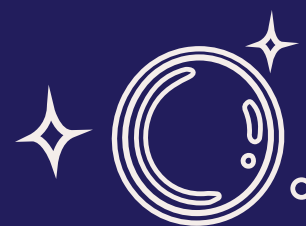
AMA Elysia

Varietal: Geisha

Process: Nitrogen Washed

Lot: 1

Profile structure: juicy, sweet, bright, silky, balanced



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 placed in sealed tanks flushed with N2 for controlled fermentation for 1-2 days
- o Coffee is removed from tanks and pulped and washed thoroughly to remove remaining mucilage on the beans
- o Beans are laid to dry until moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags

White nectarine

Lychee

Green apple

Grapefruit

Candied orange

Raisin

Tropical

Stonefruit

Lime

White grape

Caramel

Cascara

Lemonade

Milk chocolate

Biscuit

Dark chocolate

Floral

Confectionary

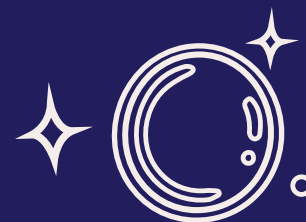
AMA Elysia

Varietal: Geisha

Process: Nitrogen Washed

Lot: 2

Profile structure: sweet, bright, juicy, silky, coating



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 placed in sealed tanks flushed with N2 for controlled fermentation for 1-2 days
- o Coffee is removed from tanks and pulped and washed thoroughly to remove remaining mucilage on the beans
- o Beans are laid to dry until moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags



Mango

Mango nectar

Mangosteen

Passionfruit

Stewed orange

Pineapple

Apricot

Peach

Strawberry

Raspberry

Blackcurrant

Red currant

Cranberry

Fig

Oolong

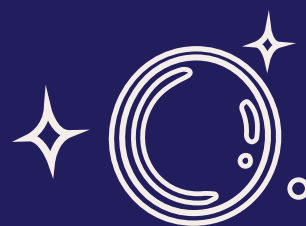
AMA Blush

Varietal: Geisha

Process: Nitrogen Washed

Lot: 1

Profile structure: juicy, sweet, delicate, silky, balanced



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 placed in sealed tanks flushed with N2 for controlled fermentation for 1-2 days
- o Coffee is removed from tanks and pulped and washed thoroughly to remove remaining mucilage on the beans
- o Beans are laid to dry until moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags

White peach

White tea

Yellow peach

Grapefruit

Orange

Pineapple

Tropical

Passionfruit

Mango

Grape

Caramel

Mandarin

Milk chocolate

Toasted almond

Dried blueberry

Violet

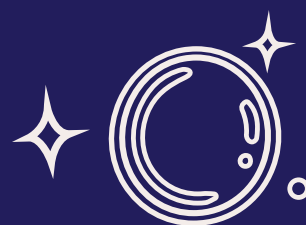
AMA Blush

Varietal: Geisha

Process: Nitrogen Natural

Lot: 2

Profile structure: sweet, juicy, silky, creamy, balanced



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 1-2 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags



Mango

Tropical

Stewed stone fruit

Passionfruit

Stewed orange

Plum

Cherry

Cranberry

Strawberry

Raspberry

Red jelly

Mixed berry compote

Cacao nib

Milk chocolate

Dark chocolate

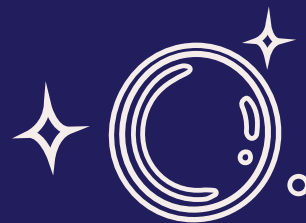
AMA Ruby

Varietal: Geisha

Process: CM Natural

Lot: 1

Profile structure: sweet, juicy, bright, full body, rich, complex



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 placed in sealed tanks flushed with CO2 for controlled carbonic maceration fermentation for 1-2 days
- o Whole cherries are removed from tank and laid to dry until 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

Lychee

White peach

Fig

Rose

Orange

Pomegranate

Honey

Red apple

Mango

Red grape

Strawberry

Mandarin

Milk chocolate

Hazelnut

Blueberry

Violet

Cherry

Rooibos tea

Black tea

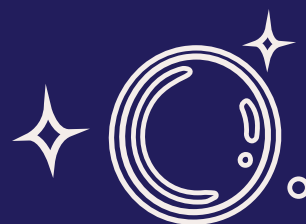
AMA Ruby

Varietal: Geisha

Process: Nitrogen Natural

Lot: 2

Profile structure: velvety, silky, tea-like, sweet, creamy, coating, thick, juicy



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 1-2 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags



Mango

Mandarin

Kiwi fruit

Passionfruit

Stewed orange

Pineapple

Dried plum

Mulberry

Blueberry

Cherry

Raisin

Black tea

Milk chocolate

Dark chocolate

Violet

Honey

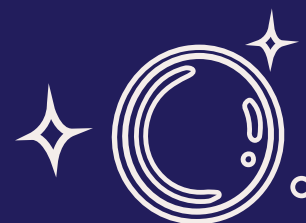
AMA Lilac

Varietal: Geisha

Process: CM Natural

Lot: 1

Profile structure: coating, syrupy, juicy, silky, complex



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 placed in sealed tanks flushed with CO2 for controlled carbonic maceration fermentation for 3-4 days
- o Whole cherries are removed from tank and laid to dry until 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

Nectarine

Berries

Stewed orange

Pineapple

Stewed stone fruit

Yellow tropical

Mango

Caramel

Mandarin

Milk chocolate

Blackberry

Violet

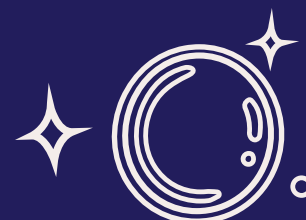
AMA Lilac

Varietal: Geisha

Process: Nitrogen Natural

Lot: 2

Profile structure: sweet, juicy, creamy, rich, deep, complex



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 3-4 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags



Crimson grape

Black grape

Mixed berry

Passionfruit

Stewed orange

Pineapple

Blueberry

Blackberry

Cherry

Pinot noir

Cola

Milk chocolate

Violet

Fig

Brown sugar

Trifle cake

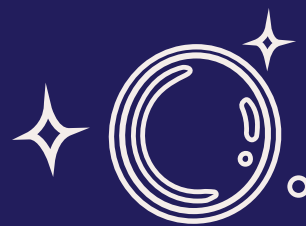
AMA Lilac

Varietal: Geisha

Process: Nitrogen Natural

Lot: 3

Profile structure: jammy, bright, silky, clean, long, rich, sweet, creamy, coating



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 placed in sealed tanks flushed with N2 for controlled anaerobic fermentation for 3-4 days
- o Coffee is removed from tanks and laid to dry on raised beds in a controlled drying environment until moisture content is reduced to 10-12%
- o Dried beans are then sorted in dried cherry pods until milling and export preparation in waterproof bags



Pink floral

Raspberry

Apricot

Peach

Orange rind

Grapefruit

Hazelnut

Lime rind

Lemonade

Strawberry

Caramel

Brown sugar

Toasted almond

Milk chocolate

Panels

Green apple

AMA Signature

Varietal: Geisha

Process: Superhoney

Lot: Botafofo

Profile structure: tea-like



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 placed in sealed tanks flushed for controlled anaerobic fermentation for several days
- o Coffee is removed from tanks and pulped to remove the skin before being laid to dry on raised beds in a controlled drying environment
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags



- Stewed orange
- Nectarine
- Apricot
- Peach
- Pomegranate
- Raspberry
- Mandarin
- Mango
- White floral
- Raisin
- Caramel
- Brown sugar
- Biscuit
- Milk chocolate
- Dark chocolate
- Toasted hazelnut
- Rocky road
- Lemonade
- Lime
- Herbaceous
- Green tea
- Black tea
- Red tea
- Rose water

AMA Signature

Varietal: Geisha

Process: Superhoney

Lot: Palmeiras

Profile structure: coating, silky, juicy, sweet, clean, round



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 placed in sealed tanks flushed for controlled anaerobic fermentation for several days
- o Coffee is removed from tanks and pulped to remove the skin before being laid to dry on raised beds in a controlled drying environment
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags



Orange

Nectarine

Apricot

White peach

Pomegranate

Red jelly

Mandarin

Citrus

Yellow floral

Chamomile

Caramel

Brown sugar

Biscuit

Milk chocolate

AMA Signature

Varietal: Geisha

Process: Superhoney

Lot: Cruzeiro

Profile structure: juicy, sweet, clean, bright, balanced, silky



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 placed in sealed tanks flushed for controlled anaerobic fermentation for several days
- o Coffee is removed from tanks and pulped to remove the skin before being laid to dry on raised beds in a controlled drying environment
- o Moisture content is reduced to 10-12%
- o Dried beans are then sorted in parchment until milling and export preparation in waterproof bags

