



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, Irmas Pereira & Ama 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



*Mechanical separator for processing - Irmãs Pereira*

## Irmãs Pereira

Producers Pereira sisters

Farm	Irmãs Pereira
Altitude	1075 - 1229 m
Region	Carmo de Minas
Harvest	May - August

## About Irmãs Pereira

The 250 hectares of Fazenda Irmãs Pereira is a family run and managed and loved land. Production sits under the Carmo Coffee banner, and is run by the Pereira Sisters with their families. This farm holds a large processing station that is used by surrounding and related farms in the Carmo name, including Fazenda IP, Santuario Sul and Ama Estate.

The first coffee seedlings were planted by Antonio Pereira Filho and his wife Maria da Conceição Costa Pereira after purchasing the land in 1971. When the time came, their daughters, Maria Valeria and Maria Rogéria, took over management alongside their husbands. After the passing of their father, they decided not to split the farm, but keep it as one estate with joint administration, renaming it from Serrado to the current Irmãs Pereira, revitalising the spirit of the farm with the new name.

Drying conditions at Irmãs Pereira can vary but the raised African beds are preferred for greater airflow. When asked about future challenges to improve the quality of coffees, Maria Rogéria responds: "Our greatest pride is to remain united and our biggest challenge is to continue seeking innovation." A few years later, Irmãs Pereira is proving to be a home of innovation and consideration under the Carmo name.



*Downloadable  
gallery link*

# Irmãs Pereira

Varietal: Pacamara

Process: Anaerobic Natural



## 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 mechanical 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

# Irmãs Pereira

Varietal: Pacamara

Process: Anaerobic Natural



Lot: 9

Tasting notes: peach, sweet, confectionary, white sugar, juicy, clean, balanced, cherry, stonefruit, iced tea, brown sugar, hazelnut

## 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 mechanical 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

## Irmãs Pereira

Varietal: Pacamara

Process: Natural

Lot: 161

Tasting notes: apricot, velvety, milk chocolate, umami, winey, mango, berry, intense



### Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and sorted by mechanical sieve to separate unripe cherries based on density
- o Sorted 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

## Irmãs Pereira LP

Varietal: Geisha

Process: Natural

Tasting notes: caramelised white sugar, stonefruit, cherry, blackcurrant, stewed orange, chocolate, berry, black tea, sweet, juicy, long, round



### Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and sorted by mechanical sieve to separate unripe cherries based on density
- o Sorted 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

## Irmãs Pereira

Varietal: Pacamara

Process: Natural

Lot: 153

Tasting notes: raisin, dried blueberry, apricot, nectarine, orange, pineapple, milk chocolate, dark chocolate, creamy, lactic, juicy, velvety, long



### Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and sorted by mechanical sieve to separate unripe cherries based on density
- o Sorted 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

## Irmãs Pereira LP

Varietal: Geisha

Process: Pulp natural

Lot: 3

Tasting notes: stone fruit, cherry, red apple, tropical, nectar, floral, violet, caramelised white sugar, hazelnut, chocolate, sweet, juicy, bright, clean



### Processing Details

- o Cherries are picked when ripe based on degrees Brix
- o Harvested cherries are taken to a post-harvest area and sorted by mechanical sieve to separate unripe cherries based on density
- o Sorted cherries are pulped before being 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

# Irmãs Pereira LP

Varietal: Geisha

Process: Anaerobic Natural

Lot: 1

Tasting notes: violet, floral, blueberry, peach, mandarin, raisin, honey, milk chocolate, dark chocolate, silky, toasted nuts



## 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 mechanical 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

# Irmãs Pereira LP

Varietal: Geisha

Process: Anaerobic Natural

Lot: 2

Tasting notes: red wine, blackberry, cherry, fig, orange, jammy, milk chocolate, dark chocolate, toasted nuts



## 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 mechanical 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