



**BRAZILIAN  
COFFEES WITH  
GEOGRAPHICAL  
INDICATION**

in collaboration with

Ministério da Agricultura, Pecuária e Abastecimento – MAPA  
Serviço Brasileiro de Apoio às Micro e Pequenas Empresas – SEBRAE

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Alta Mogiana Specialty Coffee – AMSC  
Associação dos Cafeicultores do Campo das Vertentes – ACAVE  
Associação dos Produtores de Cafés Especiais do Caparaó – APEC  
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Conselho das Entidades do Café das Matas de Minas  
Associação de Produtores de Cafés Especiais das Montanhas do  
Espírito Santo – ACEMES Associação de Cafés Especiais do Norte  
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Brazil is traditionally the world's largest producer and exporter of coffee, a crop and culture that symbolises the excellence of Brazilian agribusiness. Brazilians are also, in absolute terms, the second largest consumer market for the drink.

It is also the “Made in Brazil” product with the highest number of Geographical Indications (GIs) registered with the National Institute of Industrial Property (INPI). This interesting aspect reflects not only the quality of the coffee, but also its special connection with the landscape, history, territory, the human element and the national culture. The beauty of the regions where coffee is produced in Brazil, together with their nature, results in a product with a special flavour, as authentic and unique as our country.

The ritual of coffee has always been a true symbol of the friendliness, cheerfulness and hospitality of the Brazilian people; it is also an element of sociability for the population, and its production and consumption tell a little of the country's economic and cultural history. In Brazil, breakfast is referred to as “o café da manhã”, “the morning coffee”.

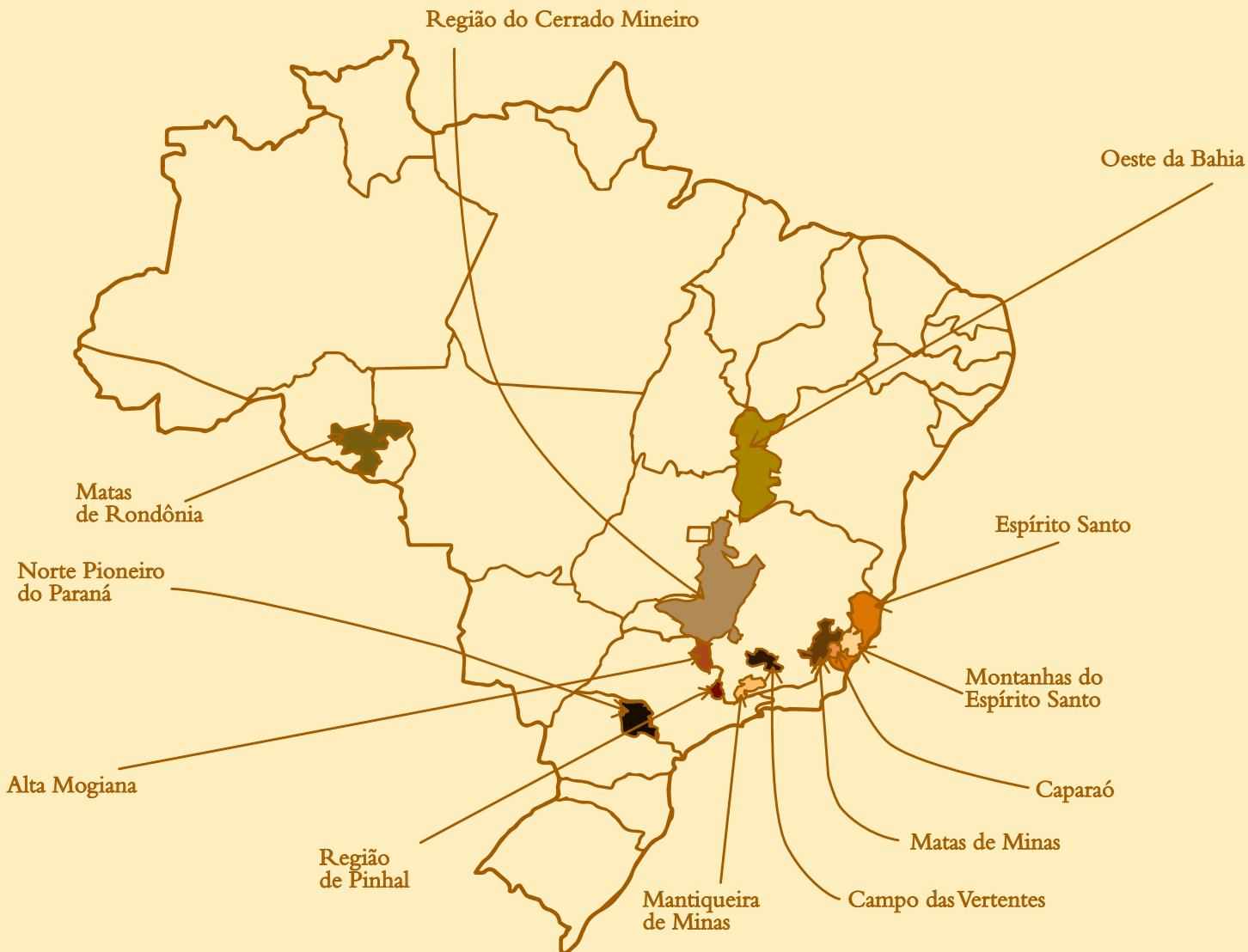
Between the 19th and 20th centuries, the success of coffee plantations in southeastern Brazil generated a surplus of income that favoured the then emerging industrialisation. São Paulo, at the time the main coffee-producing state, is not by chance the state with the largest number of Italian descendants, many of whom were the labour force for the coffee plantations or for the nascent industry. The strong Italian immigration to Brazil in the 19th and early 20th centuries can still be felt today, with the presence of many Italian descendants in coffee-producing plants located in states such as Minas Gerais, Espírito Santo, São Paulo, Bahia and Paraná, territories of extraordinary beauty, where varieties such as Catuaí, Catuaí Amarelo, Bourbon Amarelo and Acaíá, among others, are produced.

Brazil preserves 60% of the country's native vegetation and cultivates only about 7.6% of its land for agricultural production. Around 8 million jobs are generated by the coffee chain. 72% of coffee producers are smallholders and family farmers. Brazil is also the world's largest producer of certified coffee (about 28% of the world's certified coffee marketed is Brazilian, with a focus on sustainability and traceability), with an increasing presence of organic coffee.

We now take you on a journey to learn more about coffee in Brazil and its connection to our region. This book aims at introducing you to the Geographical Indications of Brazil's coffee, which are also a reflection of the quality that makes our country known as “The Coffee Nation”.

Happy reading!

# COFFEE FROM BRAZIL WITH GEOGRAPHICAL INDICATION



# ALTA MOGIANA

Indication of Origin (IO) since 2013

The Alta Mogiana region has been associated with coffee for over 100 years. The increase in the population of immigrants, mainly Italians, was accompanied by an explosion in coffee production. Since then, the region has always been a centre of quality coffee.

Alta Mogiana is located in the north of the State of São Paulo. A plateau with mountains ranging in altitude from 900 to 1000 metres, this is a traditional region for coffee plantations, with average monthly temperatures of 21 °C in summer and 17 °C in winter.

The climatic characteristics are favourable to the slow and uniform ripening of the grain. The Alta Mogiana region produces the finest Arabica and bean coffees. Among the most cultivated varieties are *catuai*, *mundo novo*, *bourbon* and *obata*.

The main characteristic of its coffee is a velvety, creamy body. It has a strong, fruity aroma with soft notes of chocolate and nuts, medium and balanced acidity. Once tasted, it has the greatness of a prolonged aftertaste with a caramel sweetness and hints of dark chocolate. It is a full-bodied coffee, designed for the preparation of an excellent espresso.



Photo by Café Kawa



Photo by AMSC



Photo by BSCA - Fazenda Bom Jardim



Photo by AMSC



Photo by Café Moretto



Photo by ACAVE

# CAMPO DAS VERTENTES

Indication of Origin (IO) since 2020

Campo das Vertentes is an Indication of Origin (IO) of the State of Minas Gerais granted for green coffee beans, industrialised roasted coffee beans and ground coffee. The Geographical Indication area includes 17 municipalities: Bom Sucesso, Camacho, Campo Belo, Cana Verde, Candeias, Carmo da Mata, Conceição da Barra de Minas, Ibituruna, Nazareno, Oliveira, Perdões, Ritópolis, Santana do Jacaré, Santo Antônio do Amparo, São Francisco de Paula, São João del Rei and SãoTiago.

The region is made up of highlands, whose altitude varies from 500 to 1,000 m. The climate is mild, with a cool, rainy summer and a very cold winter in the higher zones. These conditions contribute to the quality of the region's coffee, which is known to be very sweet, with a balanced body and hints of chocolate and nuts.



Photo by ACAVE



Photo by BSCA - Fazenda Guaritoba



Photo by BSCA - Fazenda Guaritoba

# CAPARAÓ

Designation of Origin (DO) since 2021

The product is grown in ten municipalities in the State of Espírito Santo and six in the State of Minas Gerais.

The *Coffea arabica* species from the Caparaó region, located on the border between the states of Minas Gerais and Espírito Santo, has been registered as a Geographical Indication (GI) in the Denomination of Origin (DO) type.

The combination of factors such as climate, soil and the way coffee is made results in a unique product, with a remarkable balance of acidity, sweetness and aroma.

The geographical area includes ten municipalities in the State of Espírito Santo and six in Minas Gerais. In total, there are 16 municipalities: Dolores do Rio Preto, Divino de São Lourenço, Guaçuá, Alegre, Muniz Freire, Ibitirama, Iúna, Irupi, Ibatiba and São José do Calçado, in the State of Espírito Santo; Espera Feliz, Caparaó, Alto Caparaó, Manhumirim, Alto Jequitibá and Martins Soares, in Minas Gerais.



Photo by  
Café Supremo Caparaó



Photo by Café Serra Malumim



Photo by Café Cereja Real



Photo by APEC

# ESPÍRITO SANTO

Indication of Origin (IO) since 2021

The State of Espírito Santo is a national and world reference in the development of the Conilon coffee culture, which began in 1912, with the introduction of the first seedlings and seeds. However, its cultivation only expanded from the 1960s onwards, after the coffee crisis led to the eradication of a large part of the State's crop, which until then consisted mainly of Arabica coffee.

Belonging to the *Coffea Canephora* species, Conilon coffee contains 2.2% caffeine, almost twice as much as Arabica coffee. With 3% to 7% sugar, it has a noticeably more bitter flavour and aroma. It is mainly grown in regions with higher temperatures, with a range between 22 °C and 26 °C, and at lower altitudes of up to 600 metres, which makes it more full-bodied, with a chocolate and almond flavour. Higher altitudes provide floral and fruity characteristics, which give the product more complex sensory profiles.



# MATAS DE RONDÔNIA

Designation of Origin (DO) since 2021

The genetic basis of the plants used for the production of 80% of the coffee of the Matas de Rondônia is the result of crossing the Conilon and Robusta varieties, selected over the years by local producers. The result of this crossing is a differentiated coffee, which was called *Robustas Amazônicas*.

The climatic conditions and soils of the region create favourable conditions for an intermediate to late coffee ripening cycle. The sensory profile of coffee produced in this region includes the presence of the following descriptors: sweet, chocolate, woody, fruity, spicy, rooty and herbaceous. *Robustas Amazônicas* coffees therefore have a high degree of adaptability to the conditions in the Matas de Rondônia region, resulting in specific characteristics of the local product compared to other producing regions.

Another important point is that Brazilian legislation requires all rural properties located in the Amazon Biome region to preserve the native vegetation of 80% of their surface area. Brazil is the only country in the world with requirements making the rural producer responsible for much of the preservation, without providing any compensation.



Photo by CAFERON



Photo by CAFERON



Photo by CAFERON



Photo by CAFERON

# MATAS DE MINAS

Indication of Origin (IO) since 2020

Matas de Minas is a region in the state of Minas Gerais that has become known for the production of coffee in raw, processed, roasted and ground beans. Coffee cultivation in the Matas de Minas dates back to 1970, when coffee became the most important product of the regional agriculture.

The environmental conditions linked to altitude, temperature, rainfall and soil facilitate the development of coffee growing in the region. The areas planted in varying proportions in the 64 municipalities of the area to the east of the State of Minas Gerais demonstrate the long-time tradition of growing this product. The region is also gaining recognition for the production of speciality coffees, both in the domestic and international markets; the increasing number of awards in coffee quality competitions, in Brazil and abroad, directly influences its reputation.



Photo by Região Matas de Minas



# MANTIQUEIRA DE MINAS

Indication of Origin (IO) since 2020

Serra da Mantiqueira is a mountainous region with an icy climate and is known as a producer of fine coffees, where the culture of coffee production has existed for more than 100 years and where cultivation began at altitudes between 900 and 1400 metres.

The region is known for its unique mountain climate, rich in thermal waters famous for their therapeutic qualities. These very special characteristics contribute to a coffee cultivation that is both traditional and modern, distinguished by the quality of its beans and the reliability of its production and supply.

Serra da Mantiqueira is a mountain range with 50,000 hectares of coffee plantations and produces 1,250,000 bags of coffee per year. Crops are found at altitudes between 1,100 and 1,500 metres. The area includes the states of São Paulo, Rio de Janeiro and Minas Gerais, but only the latter has the most characteristic coffee production.



Photo by BSCA - Fazenda Ondas da Mantiqueira



Photo by BSCA - Fazenda Trapiá

# MONTANHAS DO ESPÍRITO SANTO

Designation of Origin (DO) since 2021

Strong, bright acidity and the aroma of chocolate and cane molasses are characteristic of coffee produced in the mountains of the State of Espírito Santo.

Natural and human factors in the geographical environment influence the coffee characteristics of the region. Altitudes range from 500 to 1,400 m and average annual temperatures from 18 to 22 °C. While the higher regions have more exotic notes, the lower regions have more woody, cereal and astringent notes.

Human factors, on the other hand, include the sowing and harvesting of coffee using a predominantly artisanal method, as well as the family and cultural heritage of the region.

The type of processing (wet or natural) is another factor that influences the sensory profile of the coffees. Studies carried out in the region showed that wet-processed coffees, the main method used, provided notes of sugar cane molasses, red fruits and caramel, as well as a mild flavour and a medium finish. The naturally processed coffees, on the other hand, had notes of wine, yellow fruit and chocolate, as well as an intense flavour and a long finish.



Photo by ACEMES



Photo by ACEMES



Photo by ACEMES



Photo by ACEMES



Photo by ABA/CAFÉ

# OESTE DA BAHIA

Indication of Origin (IO) since 2019

Oeste da Bahia is a region that predominantly occupies the Cerrado area. Coffee in this region is grown in areas over 700 metres above sea level.

In this region, in addition to the Cerrado biome, the relief formed by plateaus, slopes and valleys, as well as the deep and diversified soils, facilitate coffee cultivation. The region also boasts good water availability, with excellent conditions for irrigated coffee cultivation.

The coffee produced in the Oeste da Bahia region is recognisable by its pleasant flavour, with good fragrance and slightly fruity and floral aroma, with excellent sweetness and good acidity. It is produced in conditions of average temperatures between 22 and 26 °C, with no risk of frost or interruptions in the development of the coffee plantation during the year, due to small variations in temperature.

With about 3,000 hours of sunshine per year and an average altitude of 800 metres, there are favourable conditions for a good development of Arabica coffee.



Photo by ABA/CAFÉ



Photo by BSCA - Fazenda Mimoso





Photo by ACENPPP

# NORTE PIONEIRO DO PARANÁ

Indication of Origin (IO) since 2012

The social, economic and cultural formation of the Norte Pioneiro do Paraná region is closely linked to the expansion of coffee. Located in an area favourable to coffee cultivation, it has ideal soil and climatic conditions for the production of fine coffees, whose drink is characterised by attributes such as sweetness, strong body, pleasant citrus acidity, an aroma ranging between chocolate, caramel, floral and fruity citrus fruits, as well as a surprising aftertaste.

The North Pioneiro do Paraná region is located in an area of high latitude and altitude, above 500 m, in a climatic transition zone, with an average annual temperature of 19-22 °C. These characteristics affect the formation and ripening of the fruit, modifying the intrinsic characteristics of the bean, making it possible to obtain the most varied types of coffee, with potential for speciality coffees.

Coffee beans in the northern region of Paraná are made from different varieties of the *Coffea arabica* species, being classified as special and superior coffee.



Photo by ACENPPP



Photo by ACENPPP

# REGIÃO DE PINHAL

Indication of Origin (IO) since 2016

The history of coffee cultivation in this region dates back to 1850. This has meant development and progress for this region, as resources from coffee cultivation have been invested in other sectors of the economy.

The Mogiana de Pinhal Region corresponds to the Middle Mogiana, covering 16 municipalities, with a total of 43,992 hectares of Arabica coffee plantations, located on the Paulista side of the Serra da Mantiqueira, with altitudes ranging from 800 to 1,100 metres.

The region has a mild climate, with an average annual temperature ranging from 14 °C to 21 °C. Coffee from the Pinhal region is characterised by a balance of body, acidity and sweetness, with an intense aroma and a long finish.

Varieties of the *Coffea arabica* species are used, obtained by manual harvesting on cloth or by mechanised harvesting.



Photo by COCAMP



Photo by Fazenda Recreio



Photo by COCAMP



Photo by SEBRAE

# REGIÃO DO CERRADO MINEIRO

Designation of Origin (DO) since 2014 - Indication of Origin (IO) since 2005

The coffee of the Cerrado Mineiro region is the result of combining the climatic conditions of the region with the quality of the coffee produced there, which is the result of intense and unique flowering, uniform ripening and a concentrated harvest.

The perfect definition of the climatic seasons, with hot, humid summers and mild, dry winters, is a characteristic of the region.

The Cerrado Mineiro region is located in the north-west of the State of Minas Gerais. All the towns in this region are located at altitudes above 800 m, a decisive factor in the production of beans that result in a quality drink. The history of coffee in the Cerrado Mineiro Region dates back to a time when producers in traditional coffee regions sought locations outside the area of frost incidence.

The coffee is grown in a region that is in the ideal temperature range for the growth of Arabica coffee (*Coffea arabica*), allowing for uniform fruiting and high productivity.

Authentic Cerrado Mineiro coffee has intense aromas ranging from caramel to nuts, with a delicately citrusy acidity and a long-lasting chocolate flavour.



Photo by BSCA - Fazenda Dois Irmãos



Photo by BSCA - Fazenda Santa Luzia



Photo by Federação dos Cafeteiros do Cerrado



Photo by BSCA - Fazenda Dois Irmãos Cafés Especiais





