FINE CUP 16/18

Region: Cerrado Mineiro
Farm: Fazenda São Matheus
Altitude: 900 - 1200 meters
Variety: Catuai
Process: Natural
Profile: Full body, chocolate and caramel, low-medium acidity. SCA: 81

Farm

Fazenda São Matheus belongs to Mr. Reinaldo Olini Rocha, a humble and honest man whose journey into coffee farming is a true story of dedication, perseverance, and inspiration.

After many years working in his agricultural supply shop in the city of Araxá, supporting and serving local coffee producers, Reinaldo decided to pursue his own dream of becoming a coffee farmer. Drawing on his extensive experience and deep knowledge of the region, he began cultivating coffee and nurturing different varieties, building a business rooted in passion, hard work, and respect for the land.

Today, Fazenda São Matheus represents much more than coffee production. It is a company with a strong social purpose, creating employment opportunities for local families, offering fair wages, and investing in education as a way to improve lives and build a brighter future.

Reinaldo's story reminds us that true success is not measured only by what we produce, but also by the positive impact we create in the lives of others.



CERRADO MINEIRO REGION

Coffee from Cerrado Mineiro has an intense flowering time and uniform ripening as a result of perfect climatic conditions. Climatic characteristics are generally hot, humid summers and mild to dry winters. Ideal temperature range for the growth of Arabica varieties. The Cerrado Mineiro region is in the northwest of the State of Minas Gerais. The history of coffee in the Cerrado Mineiro Region dates to a time when producers in traditional coffee regions had to seek new locations outside the area of frost incidence in the past. Authentic Cerrado Mineiro coffee has intense aromas ranging from caramel to nuts, with delicately citrusy acidity and a long-lasting chocolate flavor.
Topography: High altitude plateau
Soil: Latossolo red





