



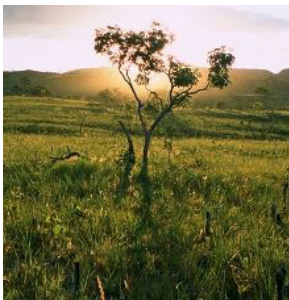
LIST + BEISLER

BRAZIL

CERRADO
NATURAL
LUA ROXA

Premium
Coffee
Culture

since 1901



Brazil

Region

Cerrado Mineiro

Producer

Various Fazendas

Altitude

800 – 1,300 masl.

Variety

Mundo Novo, Red Catuai, Bourbon,
Icatu, Catucaí

Harvest Period

May - Sep

Classification

NY 2, Screen 17/18, strictly soft, fine cup

Processing

Natural

BRAZIL NATURAL CERRADO NY 2, 17/18, LUA ROXA

Brazil's coffee production represents about one third of the entire coffee production making it by far the biggest producer worldwide for the last 150 years. Both Arabica and Robusta are grown, the latter known as Conillon, whereas Arabica clearly dominates with a growing share of ca. 80%. The description Cerrado refers to the region where the coffee is coming from. The Cerrado Mineiro Region is known for producing high quality coffees. Well-defined seasons like a hot, wet summer and pleasantly dry winter is a typical characteristic of the region.

Coffees from Brazil are uniquely described in detail: NY 2 stands for "New York 2" and refers to the maximum number of allowed defects according to the defect count method of the New York stock exchange and is the highest grade. Screen 17/18 defines the bean size being the bigger among the Brazilian grades. Strictly soft, fine cup describes the cup profile - requiring a smooth, consistent and clean cup. The most common processing method in Brazil, used for about 90% of the Arabicas produced, is the dry process, also known as unwashed or natural.

The entire coffee cherry is first cleaned and then placed in the sun to dry in thin layers on the patios or is dried in drying machines. Coffee plantations in Brazil often cover immense areas of land, need hundreds of people to manage and operate them and produce huge quantities of coffee.

Pleasant Sweetness • Slightly Nutty
Citric Acidity • **Light Body**