



brazil oberon ayabas

- GROWERS: Fazenda Santa Luzia, Fazenda Congonhas, Guima Estate, Ayabas
- PLANT VARIETIES/CULTIVAR: Catuaí amarelo IAC-62
- REGION: Cerrado Mineiro
- HARVEST PERIOD: May-September
- GROWING ALTITUDE: 800-1,300 m.a.s.l.
- PROCESSING: Natural
- CERTIFICATIONS: Conventional

This regional blend is fully traceable through Federação dos Cafés do Cerrado, the first Designation of Origin program in Brazil. It's 100 percent traceable to not only Cerrado but to the farm or farms it was grown on, the people who produced it and the processes performed.

Here's more about each of these farms that contributed to this regional blend:

Fazenda Santa Luzia (1,050 meters, Municipality of Campos Altos)

Producer Gil Cesar de Melo fondly remembers the sounds of the ox carts carrying coffee on his grandfather's farm. Born and raised on a coffee plantation, Gil didn't think twice about continuing his family's traditions in coffee. In 1995, he planted his first 6 hectares, and since then he has continued to focus on expanding and investing in quality. Gil credits the characteristic terroir of Cerrado Mineiro and rigorous post-harvest processing for the high quality of his coffee.

Fazenda Congonhas (Municipality of Patrocínio, 950 meters)

Producer Lazaro Ribeiro de Oliveira initially worked in the fuel industry, but with a great side interest coffee cultivation. Eventually, his passion won out, and he turned to the business of coffee with his guiding principle: "Whatever you do, do your best." Consequently, he put intense care and attention into every decision he made, from seedlings and varieties to management and harvesting.

Today, Gustavo Ribeiro, with the same passion as his father, strives to make a real difference in quality by seeing to every detail in the process. He grew up with coffee and inherited his father's passion and perfectionism. Proudly, the farm now has certifications from Rainforest Alliance and Certifica Minas.

Guima Estate (Varjão de Minas, 1,000 meters)

Guima Estate is managed by Mariana Caetano Polcaro and consists of three neighboring coffee farms, each of which has a distinctive terroir. Fazenda São Lourenço is a flat, typical Cerrado savanna (Cerrado's savannas are said to be among the most richly biodiverse in the world); Fazenda Brasis is nestled in woodlands; and Fazenda Santa Rita is a valley planted with Bourbon. The estate is known for its environmentally focused practices and its Utz and Rainforest Alliance certified.

Ayabas

The name Ayabas (pronounced EYE-ya-bas) comes from the Yoruba language, which was brought to Brazil by slaves from West Africa. Yoruba speakers practice Orisha, a religion with deep ties to nature and a spirit world. Ayaba means "queen," and ayabas is an encompassing word for women deities, or goddesses.





Roast: medium/light

Tasting Notes: dark cherry, cocoa butter, marshmallow