

## BRAZIL: ESPRESSO OGGI

Pulped Cherry & Natural Coffee



### TYPICAL CUP PROFILE

Body



Acidity



SCA Score



**Region:** Minas Gerais, Bahia & Espírito Santo

**Producers:** 60+

**Production Area:** 2500 ha

**Farm size:** 30 Ha (average)

**Processing:** Pulped Cherry & Natural

**Screen size:** 16+

**Altitude:** 700 - 1,300 masl

**Average Temperature:** 21° Celsius Degrees

**Rainfall:** 1,100 to 1,800 mm per annum

**Varietal:** Catuaí & Mundo Novo

**Harvest Period:** May - September

### THE REGION



Olam Specialty Coffee Division developed a blend called Espresso Oggi, specifically targeted for the espresso market. Espresso Oggi is an in-house blend developed based on our good experience of the espresso market.

We understand that the coffee types in Brazil are the most suitable for espresso, and to find these coffees allow us to offer a product which can be used by any roaster directly, without the need of blending with others origins.

The coffee has good body, sweetness with balance, good moderate to mild acidity. The cup makes an excellent espresso with plenty of Crema & flavor, appreciated by the most exigent coffee drinker.

**OGGI**<sup>®</sup>

# Meet three of our Espresso Oggi producers



## EDSON JOSÉ DE OLIVEIRA

São Felix Farm

Edson is a smallholder farmer in Santa Margarida, Matas de Minas region.

He started working with coffee when he was 13 years old helping his father, who was already a producer in the region. Their differential is the care in the handling of coffee, the region's climate, topography, and the pre and post-harvest care.



## JOÃO GONÇALVES DOS REIS

Capão da Cruz Farm

João and his wife Oneida are smallholder farmers in Pedrinópolis, Cerrado Mineiro region.

His father used to grow coffee, so when his wife Oneida got a farm as heritage, they decided to plant coffee as well. What motivates them is their love for coffee plantations and because it's the most important activity of their farm.



## MARCELO ARAÚJO DE CASTRO

Barra do Jequitibá Farm

Marcelo is a smallholder farmer in Reduto, Matas de Minas region.

He started working with coffee production as an investment, as he has been always interested in coffee, and now he really enjoys working with it. What motivates him is the prospect of improvement in production, adding value and quality to his coffee.



All of the Olam Specialty coffee producers from Espresso Oggi are given an Olam Membership Card. The benefits are:

- Addition to a central database, so their product receives priority as a potential specialty coffee.
- Promotion of the producer and their farm to the clients.
- Potential for Direct Trade relationships.
- Our Sustainability Group will provide training to ensure maintained quality and good agricultural practices.
- For each bag (60 kg) of specialty coffee we buy, the producer receives a differentiated price at a premium to the standard commercial price.
- At the end of the crop year, producers receive an extra annual premium based on the points collected as members of the scheme.