

# Brazil SALMO PLUS

## CUP PROFILE

Sweet and complex, with notes of cocoa, raisin and strawberry. The expected bold body from the Cerrado region benefits from the addition of playful fruit notes from Sul de Minas.

## ABOUT THIS COFFEE

Salmo Plus is a combination of coffees from five farms (*fazendas*) in two top-quality regions: Fazendas Lenheiros, Alcaan, Santa Barbara and Queixadas from Cerrado and Fazenda do Lobo from Sul de Minas.

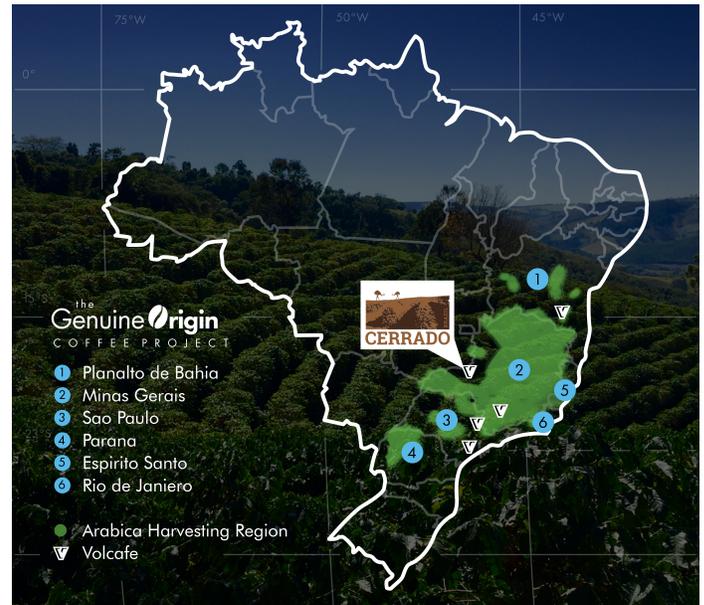
Ripe and raisin cherries (cherries left to dry on the tree) were mechanically harvested, sent to the washing station on the farm by tractors and were cleaned and separated by density (ripe to one side, raisin to the other). They were dried in the sun on cement patios and then put in mechanical driers to ensure an even result. After drying, they rested in wooden boxes for 30-plus days before being hulled and sent to a nearby warehouse.

After being purchased by Genuine Origin's sister company in Brazil, the coffee was reprocessed (sorted by screens and with color and density machines) and sealed in the container in our facility.

## ABOUT THE REGION

Sul de Minas, in the southern part of Minas Gerais, is the most important and diverse coffee region in the country and a place where producers still live out traditions that have passed between generations of coffee growers. It's also Brazil's most charming coffee region, with steep slopes, beautiful valleys, exuberant natural landscapes and well-preserved colonial farms.

Cerrado is the newest coffee region in Brazil. It was shaped by two important events. In 1975, the "black frost" devastated plantations in Parana — at the time, the largest coffee-producing region in Brazil — while in western São Paulo, coffee plantations were struggling against an intense nematodes infestation. These two events brought Brazil's coffee industry to its knees.



### **Regions:**

Cerrado (90%) and Sul de Minas

### **Altitude:**

920–1,100 meters ASL (Cerrado) and 750–1,350 meters ASL (Sul de Minas)

### **Producers:**

Ana Maria Menezes Mendonça  
Andreia Galvão Nogueira  
Celio Davi de Oliveira  
Filomena Estefania de Mattos Gatti  
Maria das Graças Silva

### **Varieties:**

Red Catuai, Mundo Novo,  
Topazio, Acaia

### **Processing:**

Natural

### **Harvest:**

May–July 2017

Farmers set out in search of new areas to develop and arrived in Cerrado — an underdeveloped area with poor, acidic soil — just as a government effort was underway to understand the science of Cerrado's soil and whether it might someday be a major food producer. Simple, inexpensive solutions wound up being effective, and coffee plants adapted well to Cerrado's well-defined climate. Its warm temperatures, intense sunlight and dry winters aligned perfectly with the harvest, which demands dry weather. Today, coffee is grown here in 55 towns and across 210,000 hectares.



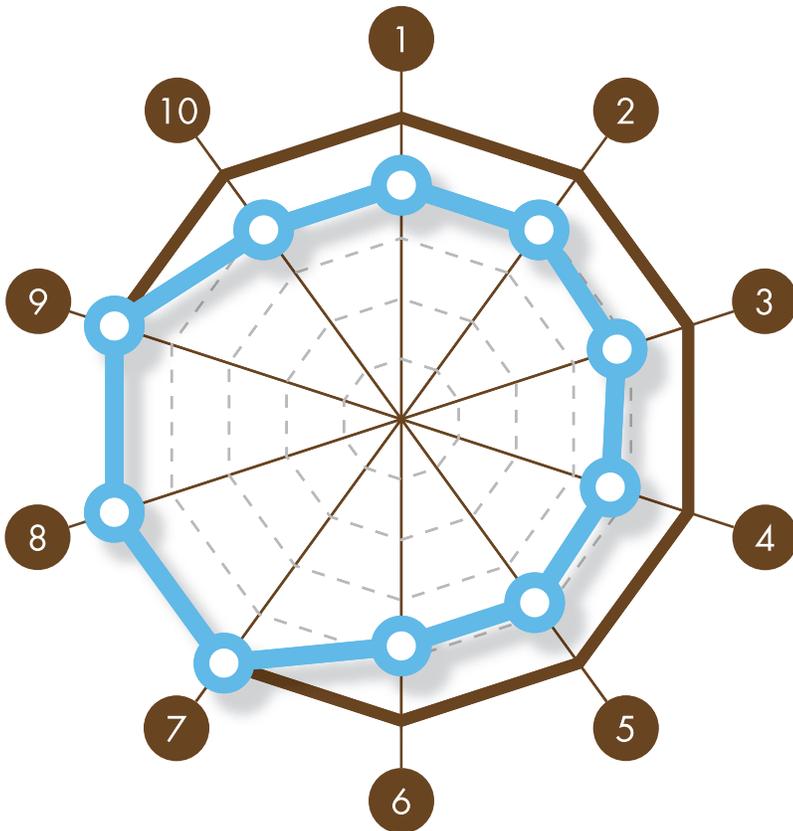
Brazil

# Salmo Plus

**FROM OUR TEAM IN BRAZIL**

*"Volcafe Way is providing technical advice and trainings to these producers on good agricultural practices. This coffee has a complex aroma, with a full body, high sweetness, a citric acidity and notes of dried fruit and intense chocolate. The Sul de Minas addition brings more complexity to the aroma and red-fruit notes in the cup — a bit of fun on top of Cerrado's bold profile."*

- FLAVOR** Raisin, cocoa, strawberry
- BODY** Balanced
- AROMA** Fruity, nutty
- ACIDITY** Citric



- 1 **7.75** FRAGRANCE/AROMA
- 2 **7.75** FLAVOR
- 3 **7.50** AFTERTASTE
- 4 **7.25** ACIDITY
- 5 **7.50** BODY
- 6 **7.50** BALANCE
- 7 **10.0** UNIFORMITY
- 8 **10.0** CLEAN CUP
- 9 **10.0** SWEETNESS
- 10 **7.75** OVERALL

**Moisture:** 10.7% on pre-shipment sample