



Please join us for a Trip to Origin in Brazil!
Let the Brazilian Coffee surprise you.
Trip sponsored by FEDERAÇÃO, EXPOCACCER & SEBRAE

This trip will give you a new perspective about Brazilian specialty coffees. You will experience the excitement of our growers in producing their coffees, visiting the Cerrado region and expanding your network with other coffee professionals who are joining this occasion. Our goal is to promote a closer partnership between demand and origin.

Café do Cerrado is a result of the combination of exclusive weather conditions of Cerrado Mineiro (in Minas Gerais State – Brazil) with a high standard of quality assured by the Certifications Programs.

This was an invitation only event extended to a select group of roasters.

DATE

**September 11th to
17th**

Saturday, September 11th - Departure from USA to Brazil (São Paulo)

Friday, September 17th - Arriving in USA

PROGRAM

- Cities visited: Uberlândia, Monte Carmelo, Patrocínio and Araguari in Minas Gerais State
- Visit farms and cooperatives in the region
- Visit Expocaccer and the Centre of Excellence of Coffee



WELCOME TO THE TRIP TO ORIGIN BRAZIL 2010 CERRADO COFFEE
Trip sponsored by FEDERAÇÃO, EXPOCACER & SEBRAE

Join us in a visit to some of the most prestigious coffee producing areas in Brazil. You will have the opportunity to interact directly with farmers who grow some of the best specialty coffees in our territory.

FEDERAÇÃO, EXPOCACER & SEBRAE, in Brazil is sponsoring the trip to Origin. Cerrado Coffee in the Cerrado Mineiro region is the most prestigious coffee producing areas in Brazil.

Tickets to Brazil & Logistics

Participants will handle the expenses of their tickets to Brazil. Our travel and logistics agency will individually contact participants and suggest the best flight options. All logistic expenses within the Brazilian territory, including ground and air transportation, hotels and restaurants are programmed by our logistic team and travel agency and we will handle all costs.

Important: US participants need to have a valid Visa to enter Brazilian territory.



AGENDA

This agenda is subject to change if necessary to optimize logistics.

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PROGRAM DETAILS:

DAY 1 – September 11th

Travel from USA - Brazil

DAY 2 – September 12th

Arrive in São Paulo.

Visit Uberlândia- The Cerrado Roasters Federation and opening dinner

DAY 3 – September 13th

Visit the Cooperative Coocaccer

Visit Paraiso Farm

Tasting & Cupping



café do cerrado
CERRADO MINEIRO · MINAS GERAIS · BRAZIL

DAY 4 –September 14th

*Visit the Cooperative Coopermonte
Visit Cooacer for Tasting & Cupping
Visit Castellana Farm: Tasting & Cupping*

DAY 5 – September 15th

*Visit EXPOCACCER and Tasting & Cupping
Visit Five Star Farm and Tasting & Cupping
Visit the Cafe do Cerrado Foundation*

DAY 6 – September 16th

*Visit two Coffee Shops in São Paulo
Free time for shopping at the Morumbi Mall
Jardineira Stakehouse-Sao Paulo
Travel from Brazil - USA*

DAY 7 – September 17th

Arriving in USA

Reservation are limited. To request a detailed schedule or to confirm your presence, please contact:

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