

PRESS RELEASE:

Cerrado Mineiro Road Show Italy 2024



FOR IMMEDIATE RELEASE

Cerrado Mineiro Road Show Strengthens Coffee Culture Ties Between Brazil and Italy

Patrocínio, Brazil – September 2024—This October, the Cerrado Mineiro Region, Brazil's first coffee-growing area to achieve Designation of Origin (DO) status, will embark on a roadshow through Italy's most iconic coffee cities: **Milan, Florence, and Rome.**

These events are designed to celebrate the historical and cultural connections between Brazilian and Italian coffee traditions, highlighting the shared values of quality, authenticity, and Designation of Origin certification that resonate deeply with the Italian market.

Starting on **International Coffee Day (October 1st)**, the Cerrado Mineiro Road Show will showcase the region's exceptional coffees, including a variety of offerings and unique processing methods, and its commitment to sustainable practices. Attendees will have the chance to experience Cerrado Mineiro coffee while interacting closely with the producers and the current generation of family coffee farmers at the forefront of the region's success.

"We are excited to further connect with the Italian coffee market. Collaborating with Italian roasters is crucial for delivering value to consumers and reinforcing our commitment to origin and sustainability. This initiative is of great significance for our region."

Gláucio de Castro - President of the Cerrado Coffee Growers Federation

Key Events:

October 1, Milan: Illycaffè will celebrate International Coffee Day by featuring the Cerrado Mineiro sourced coffee, the brand's first coffee sourced from certified regenerative agriculture.

Instagram: @illy_coffee

October 1, Milan: Cafezal Milano Coffee Hub and Academy (Viale Premuda, 14, 20129 Milan, Italy) will host a public cupping session focused on consumers, featuring coffees from the Cerrado Mineiro region.

Instagram: @cafezal_milano

October 2, Milan: Cafezal Milano Coffee Hub and Academy will host an event for roasters and coffee industry professionals, focusing on the Cerrado Mineiro region's Designation of Origin and its regenerative agricultural practices.

Instagram: @cafezal_milano

Time: 17:00

October 3, Florence: At Ditta Artigianale Academy and Hub (Via dello Sprone 5R, 50125 Florence, Italy), industry experts will explore the unique terroir of Cerrado Mineiro coffees, emphasizing the importance of DO certification in ensuring traceability and quality.

Instagram: @dittaartigianale

Time: 17:00

October 8, Rome: The Brazilian Embassy (Piazza Navona, 14, 00186 Rome, Italy) will host a discussion featuring Vanusia Nogueira, head of the International Coffee Organization (ICO), and a representative from Illycaffè. The discussion will focus on the role of DO certification and sustainable agriculture in elevating the profile of Brazilian coffee.

Instagram: @ambasciatabrasileitalia

Time: 15:00

A Historical Coffee Partnership: Italy and Brazil

The foundations of Brazilian coffee farming were significantly shaped by Italian immigrants who arrived in the late 19th and early 20th centuries, fleeing famine, poverty, and wars in Italy. These immigrants settled in fertile regions like São Paulo and Minas Gerais, including what would later become the Cerrado Mineiro in northwest Minas Gerais.

With their agricultural knowledge and relentless work ethic, the Italians played a crucial role in developing Brazil's coffee plantations, creating the backbone of today's world's largest coffee-producing country.



Moreover, Italy's deep appreciation for Designation of Origin products, such as wines, cheeses, and prosciutto, is mirrored in its coffee culture. Cerrado Mineiro's DO certification ensures traceability and quality from farm to cup, values that align perfectly with Italian standards. This highlights the cultural synergy and shared commitment to excellence.

In 2023, in partnership with Illycaffè, Cerrado Mineiro launched its first Regenerative Agriculture-certified coffee under the Arabica Selection Brazil Cerrado Mineiro label, demonstrating its leadership in innovation and sustainability within the coffee industry.

"The Arabica Selection Brazil Cerrado Mineiro is the result of the relationship we have built over the years with coffee producers and the Federation of Producers of Cerrado Mineiro. We have shared the urgency of finding a solution to the effects of climate change," declared Cristina Scocchia, CEO of illycaffè.

About Cerrado Mineiro

The Cerrado Mineiro Region, located in northwest Minas Gerais, Brazil, is a pioneering coffee-producing region and the first in the country to achieve Designation of Origin (DO) status in 2013, after receiving Indication of Origin in 2005. The DO certification guarantees the unique environmental conditions and production methods that define the region's high-quality coffee.

The region produces more than 6 million coffee bags annually, with 65% classified as specialty coffee. The remaining portion, known as "fine cup" coffee, scores in the 80-point range on the SCA scale. Cerrado Mineiro's focus on regenerative agriculture is central to its commitment to sustainability, with more than 30,000 hectares under cultivation certified.

The Cerrado Coffee Growers Federation, established in 1992, unites about 1,200 accredited producers across 55 districts, promoting collaboration and innovation.

As noted by Barista Magazine in a recent article, this success is driven by generational family businesses and the collective spirit of over 1,200 producers who work together to create high-quality coffee. The Cerrado Mineiro Region, which is a global reference in regenerative agriculture, encompasses approximately 250,000 hectares of coffee cultivation, of which about 100,000 are managed in accordance with the standards and practices of various sustainability certification programs (such as Regenagri, Rainforest Alliance, 4C, and Fairtrade).



Contact Information

For press inquiries, please contact:

mail comunicacao@cerradomineiro.org

website www.cerradomineiro.org



**Região
de Cerrado
Mineiro**
Designation of Origin

**Cerrado
Coffee Growers
Federation**