

≡≡≡CARMO DE MINAS, BRASIL≡≡≡

BEST CUPP

**CUPPING COMPETITION & AUCTION
SEPTEMBER 25TH-30TH, 2017**



RESOURCE



We are thrilled to be bringing the Best Cup cupping competition and auction to the legendary Carmo de Minas Region of Brazil.

Carmo de Minas Best Cup is a collaboration between Cafe Imports and Carmo Coffees to intimately connect roasters all over the world with the region's top coffees and the people who produce them.

We will be cupping through tables of high-quality microlots, processing experiments, FCL workhorse coffees; surely some of the finest single-producer lots that Brazil has to offer—from well known COE winning farms to newly discovered hidden gems.

The week will be capped off with a live auction for the top 15 coffees and an opportunity to meet the producers behind those lots. .

Continue reading for details about this trip, and you can learn more and register on our Best Cup website: bestcup.cafeimports.com, password: carmo

TRIP ITINERARY



September 25 – Arrival to São Paulo and transport to São Lourenço

September 26 – Initial calibration round at Carmo Coffees & afternoon farm visits

September 27 – Round one of cupping competition & afternoon farm visits

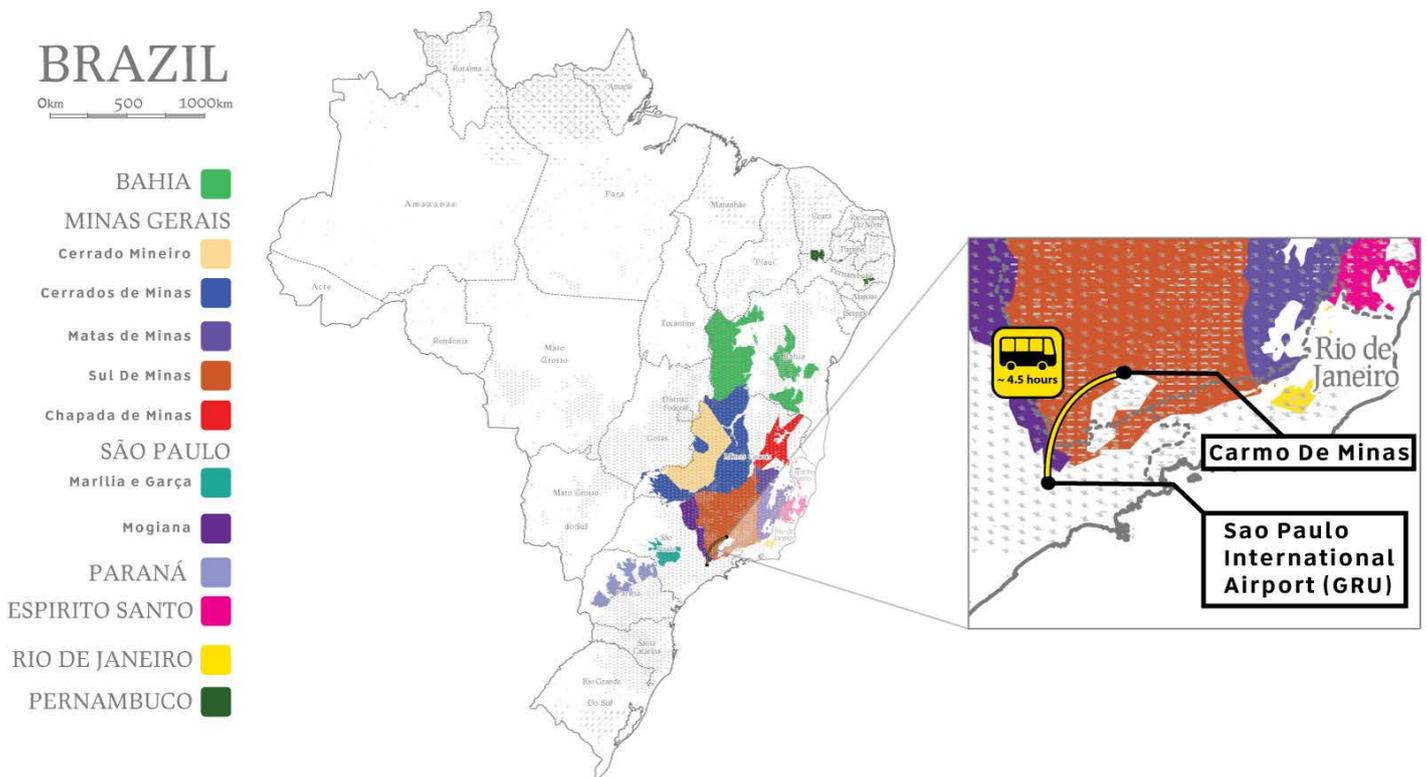
September 28 – Rounds two and three of cupping competition & afternoon farm visits

September 29 – Final round of competition, live auction and party in the evening

September 30 – Return home



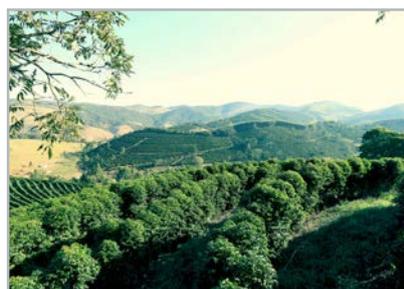
Cafe Imports began hosting Best Cup auctions in 2014 in partnership with Banexport in Colombia, and the auctions have proved a huge success for everyone involved. They are an effort to give extremely skilled producers an opportunity to showcase their crops, receive an award-value price, and earn the recognition and respect they deserve. At the same time, coffee buyers and roasters get the opportunity to meet these farmers face-to-face, directly purchase coffees from them, and potentially develop long-lasting relationships with these professionals—not to mention have the thrilling opportunity to discover amazing coffees, year after year.



ACTIVITIES



Daily Competition Cuppings
(Photo from 2017 Huila Best Cup)



Daily Fazenda Visits
(Pictured: Fazenda Alta Vista)



Live Auction
(Photo from 2017 Huila Best Cup)

TRIP DETAILS

EXPENSES

Trip attendees will be responsible for:

- **Booking/cost of international flights** to and from Brazil
- **Hotels:** approximately \$400 USD for the week (5 nights)
- **Souvenirs and other incidentals.**
- *Café Imports will cover group meals and ground transport. Individuals may arrange private meals or transportation for themselves at their own expense.*

FLIGHTS

The Café Imports team will be arriving to São Paulo (GRU) on September 24, and departing São Paulo (GRU) on Saturday September 30. Please book corresponding flights to and from Brazil—if you wish to arrive earlier and/or depart later, you are welcome to extend your trip. Our team's international flight details are as follows:

(Delta Flight DL53) – Arrives GRU 7:50AM on Monday September 25th

(Delta Flight DL52) – Departs GRU 9:40 PM on Saturday September 30th

HOTELS

Café Imports will reserve your accommodations at Hotel Brasil in São Lourenço, after registration for Carmo Best Cup has been completed online.

Hotel Information:

Hotel Brasil, Alameda João Lage n. 87, São Lourenço - MG, 37470-000, Brazil

Email: info@hotelbrasil.com.br, Phone: +55 (35) 3339-2550, Monday 9-25 - Saturday 9-30

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