

2023





BRAZIL, THE WORLD'S LARGEST COFFEE PRODUCER,

in order to celebrate the expressive success of such powerfull state of affairs in all the world; Brazil, the planet's biggest producer and one of the largest exporters, is now scenery of the birth of a new brand of special coffees, which aims to reveal the value of the production chain, in a quite singular manner. A brand is born aiming to emphasize the difference of purpose and the kind of commitment with its origins, the country's primitive inhabitants, its language, natural resources and art.

A close-up portrait of a young girl with dark hair and bangs. She is looking slightly to the side with a gentle expression. A small, dark, V-shaped mark is visible on her left cheek. She is wearing a yellow and white striped shirt. The background is dark and out of focus.

[illegible]

A collage of images related to coffee. It includes three red coffee cherries at the top left, a simple line drawing of a coffee plant with two leaves and a stem in the top center, a close-up of a woven basket with a geometric pattern in the top right, a wooden coffee mill with red beans in the middle left, a cup of black coffee on a white saucer with a spoon in the bottom center, and a landscape photo of a coffee plantation with rows of trees and a dirt path leading towards a sunset in the bottom right.

MISSION

The purpose that leads us is to help the birth of a new company capable of offering the best coffee that nature and the Brazilian land can offer, together with the expression of original inhabitants, the strength of those people and hard work of its craftsmen, expressed to bring up a concept of coffee and art for the lovers of the good drink.

VISION

The MOA COFFEE company aims to reach all objectives with the legitimate and rich fruit of our land, the full meaning of it, as well as sustainable art.

**MOA, THE COFFEE
THE WAY YOU LIKE IT!**

VALUABLE FOUNDATIONS

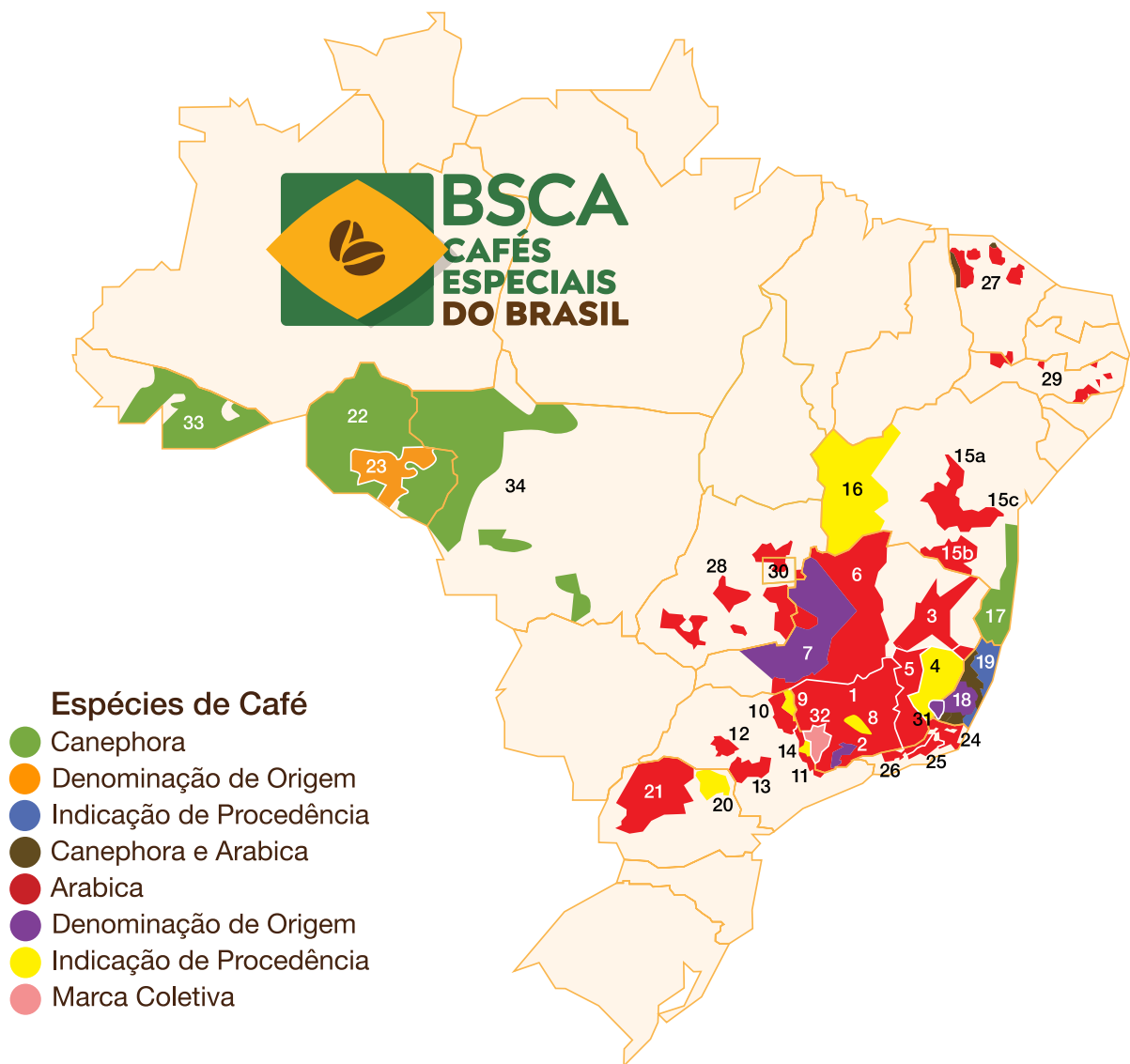
MOA COFFEE is a special company with hexagonal values expressed in its packages; it shows the language and the creativity of the original peoples, it delivers the best coffee nature produces, it uses sustainable packaging, the manual work of the small craftsmen, art and beauty (or today's trends) in all its lines. These efforts guarantee its constant improvement.

**HOWEVER,
NONE OF
THESE VALUES
WILL HAVE
SUCCESS IN
CASE WE
IGNORE OUR
ROOTS AND
OUR PEOPLE.**



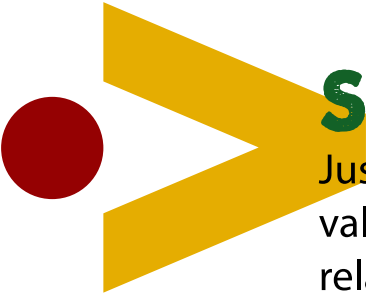
BRAZIL, IS THE LARGEST WORLD'S PRODUCER OF THE ARABICA COFFEE

Most of our coffee is produced in the State of Minas Gerais. Of unique varieties and tastes, the Serra da Mantiqueira Mineira delivers many treasures red *catuai*, yellow *bourbon* and *mundo novo*, with surprising accents.



CERTIFI- CATIONS

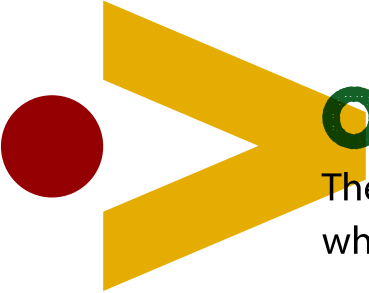
All Brazilian coffees are certified by the main seals that indicate their attested origin and fair commerce. With several options of grains and soil, among the possible types of quality, we emphasize:

A decorative graphic consisting of a red circle and a yellow chevron pointing to the right.

SPECIALITY COFFEE

Just like Café Gourmet, the Speciality Coffee is highly valued in the International Market, although it has no relation with the other. Speciality Coffee, according to the **SCA (Speciality Coffee Association)** shows minimal punctuation of 80 points in a 0 to 100 scale.

The main and most well known Brazilian special coffees certification agency is the **BSCA** (Brazil Speciality Coffee Association).

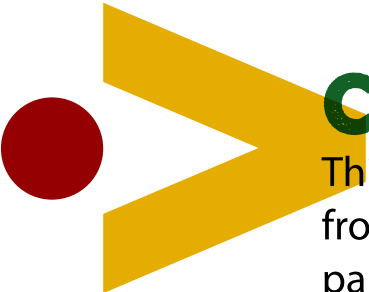


ORGANIC COFFEE

The certification of the organic coffee is prevalent since 1990, when this type of coffee began to be exported.

The main qualifications of a coffee to be classified as organic are that it has **no pesticide during production, neither soluble chemical manure**, other than sustainable practices as vegetable diversity.

The main organic coffee certifying agencies are **Organicos do Brazil and IBD Certificações**.

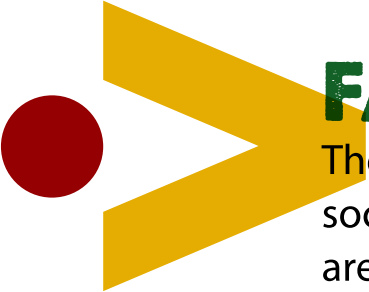


CAFÉ DE ORIGEM

This type of certification guaranties where the coffee comes from, either a certain place or region, and shows it has particular characteristics of such production.

In Brazil, **INPI** (Instituto Nacional da Propriedade Intelectual) is responsible for the registration of Geographic Indication of products and services.

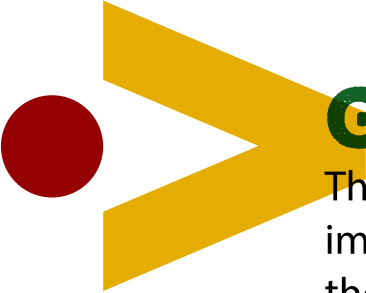
In the world, one of the main certifying agencies is the **UTZ Certified**, that informs the coffee origin as well the way it is produced.



FAIRTRADE COFFEE

The consummers of **fair trade** coffee are concerned about social conditions and the local situation of the producing areas, further to fair trade.

Therefore, they demand all coffees show certification of sustainable production and, consequently, pay more for it. **Fairtrade International** is the main certifying agency of this type of coffee.



GOURMET COFFEE

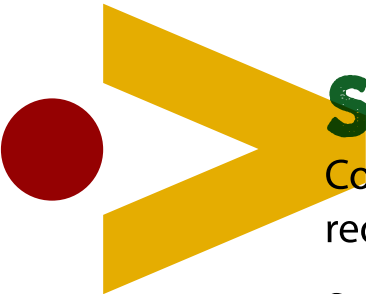
The production of the Gourmet Coffee in Brazil has been an important **source of revenue for small producers**, due to the value of the product.

The Gourmet Coffee can be as much as three times more expensive than conventional types of coffee.

Gourmet Coffee is considered almost free of defects (**rating between 7,3 and 10**).

On the other hand, **OIC** (International Coffee Organization) has supported its production.

In the world, the main certification for this type of coffee is the **Cup of Excellence**, an international competition in which the planet's best coffee grains are identified.



SUSTAINABLE COFFEE

Coffee sustainable environmental production is a most required production certification.

Sustainable production considers not only the nature's preservation, but actions meant to facilitate the use of new technical procedures of low environmental impact, such as the savings of water through irrigation control.

One of the main certifying global agencies is the **Rainforest Alliance** (RA), which is very strong as far as the global coffee trade.



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